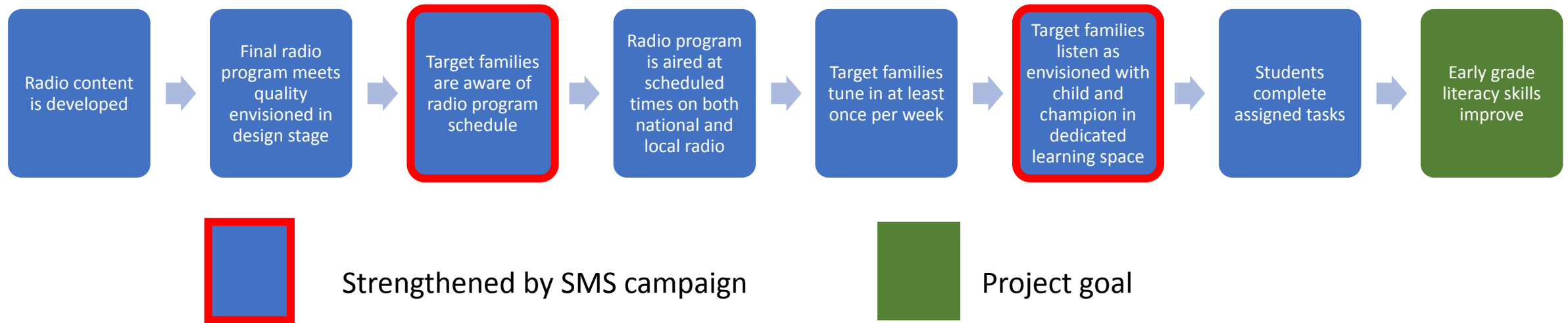


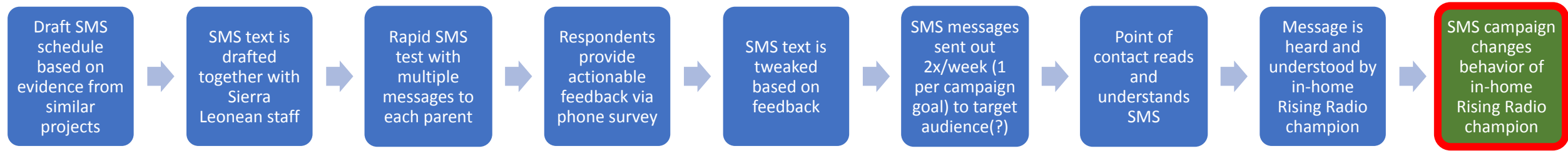
RADIO PROGRAM CAUSAL CHAIN



QUESTIONS FOR DISCUSSION

- Are there other engagement activities to capture? Phone calls? Master teacher outreach?
- Does this causal chain change in subsequent weeks? (e.g. different activities?, additional engagement in subsequent weeks for people who missed week 1?)

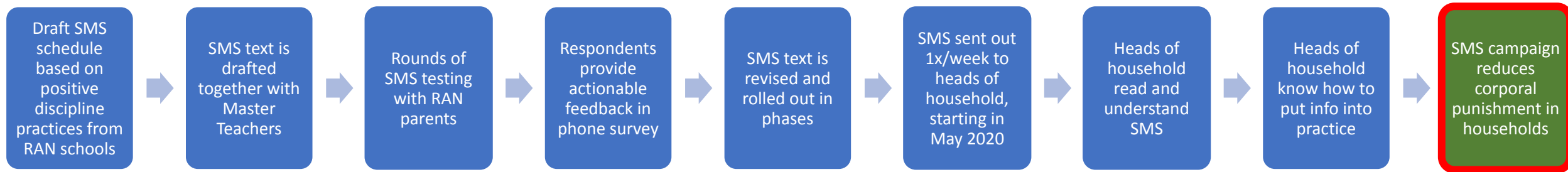
SMS CAMPAIGN CAUSAL CHAIN (Amplifying Rising Radio ONLY)



QUESTIONS FOR DISCUSSION

- Who is the point of contact and who is the Rising Radio champion? How frequently are they the same person?

SMS CAMPAIGN CAUSAL CHAIN (Amplifying positive parenting practices ONLY)



QUESTIONS FOR DISCUSSION

- How do we cascade rollout of this to minimize threat to the credibility of Rising Radio?