



# Annual Review 2008

Creative partnerships in international development



# Why media and communication matters

We live on a planet rich in resources and yet more than three billion people try to survive on less than \$2.50 a day. Many people in developing countries are confronted with desperately difficult challenges: hunger, HIV and AIDS, population growth, climate change, war, and the daily grind of poverty.

When considering global inequality, there is still the overarching perception among the general public and many people working for development agencies that the chief importance of the media is to draw public attention – especially in rich countries – to the plight of people living in poverty.

Here at the BBC World Service Trust our efforts illustrate that media and communication is so much more than just a source of information on poverty. Access to information allows people to make informed decisions about their own lives. The exchange of ideas and potential solutions; the exposure of corruption or abuses of power; the shared sense of how we can learn, support and help each other – these qualities lie at the heart of our work.

The media – and, increasingly, new technologies – is a fundamental way for humans to communicate with each other. Good communication can affect how successful we are likely to be in confronting the massive challenges we face around the world.

In a recent book, *We think: why mass creativity is the next big thing*, Charles Leadbeater articulates a growing trend in communications all over the world:



CLARE ZIWA/BBC WST

“The spectators want to take part, not just sit on the sidelines; the consumers are becoming contributors; the audience wants to take to the stage. Many new organisations, utilising new technology, will thrive on this spirit of mass participation. If the 20th century was the age of industrial work, mass production for mass consumption, then mass participation will be one of the defining features of the century to come.”

This Annual Review shares some of the ways we are working in creative partnerships to try and foster a more equitable world.

**Above** We worked with local broadcasters and NGOs during the Sierra Leone election in September 2007

## Mission

The BBC World Service Trust uses media and communication to reduce poverty and promote human rights, thereby enabling people to build better lives for themselves.

## Vision

**We believe that independent and vibrant media are critical to the development of free and just societies.**

We share the BBC’s ambition to strengthen the exchange of accurate, impartial and reliable information to enable people to make informed decisions. Our inspiration is a world in which individuals and civil society use media and communications to become effective participants in their own political, economic, social and cultural development.

The work is structured in **three regions: Africa, Asia and Europe, Middle East and Central Asia.** We are also involved in cross-cutting activities, including policy, public affairs and business development that span all regions.

Our work focuses on **two main areas**, media development and development communications, and is delivered through **four overarching themes: emergency response, governance and human rights, health, and learning for livelihoods.** We are also exploring an evolving theme – the environment.

**Media development** involves training journalists across all media formats (TV, radio, print and web), rebuilding radio and TV stations that have been destroyed or damaged through conflict, and work at a national and international level to improve legislation to support a free and open press.

**Development communication** involves the creative and innovative use of a wide variety of formats such as drama and soaps, political discussion programmes and public service announcements. We support work through all stages: initial research and pre-testing of outputs; script-writing and training production crews; casting actors and recruiting presenters; making the programmes; and, building partnerships with other broadcasters to ensure wide and appropriate delivery platforms. In addition to the broadcasts themselves we conduct associated broader campaigns, working with local organisations (NGOs, ministries, media organisations and other civil society actors) to ensure depth and reach of impact.

“The heart of our work is **creativity** and **ideas**.

Creativity is part of our **DNA**”

Radharani Mitra, Creative Director,  
New Delhi, India

“Every project is a good idea based on insight and needs analysis and creativity”

Lies Lauwers, Assistant Project Manager for Afghanistan

“We are innovative and stand for good values. The best of any organisation is its people and here we are very lucky – we have creative people helping strengthen the media”

Karma Abu Sharif, Assistant Project Manager, Middle East

“The BBC World Service Trust has a huge amount of creativity in its people. Pick up any project and you see it readily there. We have great resources and partners, and the willingness to blend broadcasting, development and education”

Shirazuddin Siddiqi, Country Director Afghanistan



# Main achievements 2007/08

- We worked in over 43 developing countries in Africa, Asia, the Middle East, Central Asia and Europe
- We worked in partnership with local and national media to foster dialogue to provide greater access to information and services
- We employed 510 staff in total. 440 staff are based regionally, 82% of whom are from developing and transitional countries



CLAIRE MCEVOY/IRIN

The broad spread of our achievements in 2007/08 is conveyed across the pages of this annual review, but here are a few highlights, conveying the direct impact of work in our priority areas.

## Emergency response

We relayed life-saving information on radio to 6.5 million people in Darfur, including two million people living in the region's 85 camps for refugees and people displaced by conflict in Sudan.

## Governance and human rights

We worked with local media to produce ground-breaking political debate TV and radio programmes in Bangladesh, which help voters hold politicians and their leaders to account. Seven million people tuned in every week. In Iran, we trained journalists to help cover contemporary issues through ZigZag, a highly innovative project that has earned awards and driven huge traffic.

## Health

We worked with Indian broadcasters and government partners to produce a mass media campaign that changed the attitudes of millions of people in India to HIV-related issues.

## Learning for livelihoods

We produced a national radio programme to help people involved in raising and trading livestock in Somalia. It enhanced practical skills, improved technical knowledge and the business awareness required to increase incomes and improve livelihoods. In addition, we worked with partners to deliver radio programmes and face-to-face tutorials that taught more than 30,000 people in Somalia how to read and write.

In May 2008 we launched our biggest education/learning for livelihoods project to date. English in Action aims to increase English-language skills in Bangladesh. It is an innovative, multi-platform project, with mobile telephones an important part of the mix.

**Above** Radio is a powerful way of providing people in Darfur's displacement camps with information as vital as where to access shelter and food

**Right** The waterways of Bangladesh: *Sanglap* political debates travel the country



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Monsoon season in Darjeeling: clouds moving across the tea estates at the foothills of the Himalayas

COLIN SPURWAY/BBC WST



# The creative touch



## Overview by Nigel Chapman, Chair

'Creativity', the theme of this year's Annual Review, is at the core of the work of the BBC World Service Trust. Whether staff have been working on a new format for a drama in Nepal, devising innovative ways to use mobile telephones in an HIV and AIDS awareness campaign or facilitating political debates in remote rural areas, creativity pulses through our work. Radharani Mitra, Creative Director for the BBC World Service Trust's India office in New Delhi, sums up this spirit on page one, where she says:

"The heart of our work is creativity and ideas. Creativity is part of our DNA."

But what does it actually mean when we say creativity is part of the BBC World Service Trust's genetic code? How does it make our work different from that of other international non-governmental organisations? I think the answer can be found in the way staff combine programme-making, journalism and development expertise. There simply isn't another charity quite like the BBC World Service Trust – creativity is our unique selling point.

Having watched the organisation grow across the past nine years, it has been heartening to see the impact our work has had on so many millions of people. It has also been pleasing to see how the BBC's international development charity has evolved in tandem with the broad and evolving global remit of the BBC. The original BBC vision as articulated by John Reith, the BBC's founding father, is summarised by that now famous phrase: "information, education, entertainment".

**"It has been heartening to see the impact our work has had on so many millions of people"**

And those values continue to inform the BBC World Service Trust's approach – it strengthens access to reliable sources of information, builds knowledge and education around issues that can change people's lives and it facilitates all this in imaginative, authentic and entertaining ways.

So, although the BBC World Service Trust is independent from the BBC in terms of the vast majority of its funding, its links are intrinsic and strong. It often partners with other parts of the BBC and external media to expand its reach and scale. This year, the BBC World Service Trust, with BBC partners, won a coveted Sony Award for our innovative Bangladesh By River project. This was a partnership between the BBC World Service Trust, BBC Bengali, other BBC platforms and with Channel I, a local TV partner. At the heart of the programmes were *Question Time* style debates to enable ordinary Bangladeshis to hold their leaders to account. The programmes were staged alongside a riverboat that travelled downstream to engage with audiences who wouldn't normally have the chance to ask questions of their politicians.

Recognition by the media industry is always welcome but at the heart of this collaboration was the essence of what the BBC World Service Trust is about – working across the media world and with local partners, and making the best use of the BBC's expertise to deliver development solutions in a creative and inventive way.

As Chair of Trustees, I'd like to thank BBC World Service Trust's donors for their continued support.

I'd also like to thank the Trustees for their ongoing expertise and support – they have helped steer the organisation across the year. And finally, a thank you to all those involved in the creative partnerships we've been forging – across the BBC and across the sector. The role of media and communication in development is critical and it is good to see the work achieving such deep and lasting results. I'm looking forward to the tenth anniversary celebrations next year to further champion the progress made.



**Right** Special editions of *Sanglap* responded to audience needs after Cyclone Sidr

# New directions in development



## Director's report by Stephen King

We are working in rapidly changing times. The media world is evolving quickly, with an opening up of the airwaves in many countries and an increasing number of ways for people to receive information through mobile phones and new technologies. But it is still the economically active who benefit most from this growth, and the poor are in danger of

being left behind. Our work will continue to focus on making the most of innovations to deliver media and communications for development, but we will also strive to ensure that the poorest and most remote communities have a voice in a world that is becoming increasingly connected.

There are many pressing challenges: action towards achieving the Millennium Development Goals is losing momentum; the global economic downturn will make raising funds for international development tougher; soaring food and oil prices will hit the poor even harder; and, both unforeseeable and predictable political and environmental crises may hamper progress. But there are opportunities on the horizon, too – political change could mean renewed energy, commitment and ideas, and development funding sources are proliferating and diversifying. Development challenges will be met by many new players and the role of the private sector and consortia involving a range of non-traditional funds will become more prominent.

In this context, in 2009, the BBC World Service Trust will mark its tenth anniversary. As we think about our strategy for the future, we shall focus on three characteristics to achieve our mission: **impact on audiences; creativity in our approach to the use of media for development; and, the need to create long-term impact.**

## Working at four levels

The commitment to impact and to knowledge management is an area in which we have invested much time and effort. Every project undertaken seeks to establish rigorous measurements of impact at four levels:

- **systems level**, such as our work to engage with debates feeding into the Accra High Level Forum on aid effectiveness to foster recognition of the role of media in accountability and ownership issues;

- **organisational level**, for instance, our work in partnership with many broadcasters around media reform;
- **practitioner level**, increasing the skills of those working in the media and with local NGOs, enhancing and amplifying work around themes including rights and HIV and AIDS through development communications;
- **individual level**, demonstrating change with audiences or beneficiaries and measuring how our TV, radio and online programmes have made an impact on people's awareness and behaviour around key development issues.

Our teams in the countries where we work are immensely talented. For example, we are producing hard-hitting, high-quality dramas for TV in Nigeria and harnessing the best creative minds of the advertising industry in India to produce distinctive and memorable campaigns – such as the 'parrot' condom campaign – that raise awareness and change behaviour around HIV and AIDS (for more see page 18).

Creativity also displays itself in innovative responses and solutions to challenging situations. A good example of this is ZigZag, which includes online training for aspiring 'citizen journalists' in Iran. We have used our online training tool iLearn to create a virtual newsroom where trainers and trainees can learn from each other, write stories, and create videos and podcasts. A dedicated website [www.zigzagmag.com](http://www.zigzagmag.com) provides a platform on which to post stories, engage in discussion and debate (for more see page 27).

I'd like to thank our staff in all of the countries where we work for their dedication, commitment and hard work. I'd also like to thank our partners in the media, civil society and government. Collectively, our aim is to improve the lives of the people with whom we work, and there is plenty of evidence the BBC World Service Trust is succeeding.



BASHIR AHMED SUJON



# How we work



Assess needs



Strengthen local media



Create media programmes



Evaluate impact  
and apply learning



Engage communities



# Looking ahead: Our aims for 2008/09

## 1 Commitment to quality

**Aim:** Produce high quality media and communication for development outputs that will bring about positive and measurable change to people's lives.

*Working at a country and regional level, we will develop high quality multi media outputs in partnership with local media and civil society actors in the fields of health, governance and human rights, livelihoods, the environment and effective response to humanitarian disasters. We will support the development of independent and pluralistic media, better able to hold governments to account. We will frame this work in revised annual country plans developed in consultation with local bodies, which will direct and inform our work.*

## 2 Strengthen monitoring and evaluation

**Aim:** Ensure that the BBC World Service Trust demonstrates impact and strengthens organisational learning.

*We will continue to produce world class research and impact evaluation work, which informs the design and execution of our work and increases knowledge about what works and what doesn't in the field of media and communications in development. The BBC World Service Trust will pay particular attention to building research capacity at a local level.*

## 3 Influence policy change around the role of media in development

**Aim:** Ensure that the BBC World Service Trust plays a leadership role in policy and research around the role of media in development.

*We believe that effective communication is a central part of achieving the Millennium Development Goals and we will seek to have the crucial role of media recognised by funding agencies, broadcasters and civil society. A series of policy papers, research, presentations and broadcast events will be used to 'make the case'.*

## 4 Strengthen communication and knowledge management processes

**Aim:** To celebrate our achievements and raise our profile through activities that make the BBC World Service Trust's work more efficient, effective and visible.

*The BBC World Service Trust will be ten years old in 2009. Before reaching this milestone, we will seek to raise our profile with our donors and potential partners through targeted press and online work, events to celebrate our achievements and we will work with other BBC divisions to improve collaboration. We will also implement improved processes across the organisation to enhance organisational efficiency, improve practice and accountability, and ensure robust knowledge management supports our work.*

## 5 Develop our organisational management and governance

**Aim:** To strengthen our planning processes to make our work more efficient, transparent and accountable.

*We will review our budgeting and planning processes as part of adopting improved management information systems. We will roll out a consistent and new approach to project management.*

## 6 Finance our work

**Aim:** To meet our financial objectives for the year.

*We will increase our expenditure on charitable activities by 5% to £19 million in 2008/09. BBC World Service Trust will seek to diversify its sources of unrestricted income and build its reserves.*



COLIN SPURWAY/BBC WST

**Above** A village group in Ampara, Sri Lanka, participates in decision making

### OUR AIMS ARE INFLUENCED BY THE BBC VALUES

- **Trust** is the foundation of the BBC, we are independent, impartial and honest
- **Audiences** are at the heart of everything we do
- We take pride in delivering **quality** and value for money
- **Creativity** is the lifeblood of our organisation
- We **respect** each other and celebrate our diversity so that everyone can give their best
- We are one BBC, great things happen when we **work together**



KEN PASSLEY

**Left** We work with colleagues across the BBC, including BBC Arabic, which launched a TV channel this year

# Partnerships across the BBC

Although it is an independent charity, the BBC World Service Trust draws enormous strength and support from its place in the BBC. Organisationally we sit in the Global News Division, the internationally focused department that comprises BBC World Service, BBC World News, BBC Monitoring and the BBC World Service Trust. Both by nature of the geographical reach and focus of the work, we have particularly strong links with the BBC World Service and BBC World News. However a number of joint initiatives, along with work placements for BBC colleagues to join the BBC World Service Trust, ensure that our partnerships extend across the BBC.

As the BBC's international charity, the BBC World Service Trust sits alongside the BBC's other three charitable arms: BBC Children in Need (with a UK remit), The BBC Wildlife Fund (focused on environment and wildlife, and based at the Natural History Unit in Bristol), and the Performing Arts Foundation (a mentoring fund for UK-based emerging creative talent).

## The background

The BBC World Service Trust was established in 1999 and drew together three pre-existing strands of work at the BBC:

- **The BBC World Service Training Trust**, which provided training for journalists living and working in developing countries and in countries emerging from communism;
- some externally funded **BBC World Service Education** projects, producing educational programmes on a wide range of subjects, from the environment, to health, to human rights;
- **The BBC Marshall Plan of the Mind**, which was set up to focus on media reform and development in Eastern Europe, Russia and other Former Soviet Union countries.

BASHIR AHMED SUJON



**Below** A special *Sanglap* debate was recorded as part of the BBC-wide Bangladesh by River initiative

## Independently funded

The BBC World Service Trust is an independent charity funded by external grants and voluntary contributions. We receive a small amount of core support for our activities from the BBC (both in kind and cash).

The BBC World Service Trust draws on the extensive experience and expertise of the BBC, adhering to the corporation's values, making use of its technical resources and maintaining the highest professional standards of BBC broadcasting and programme-making in all its output.

Radio is often the most effective medium for speaking directly to the world's poorest communities in languages they understand. Partnership with BBC World Service gives us an unparalleled channel for providing trusted information to millions of people. We work with BBC World Service, which has a weekly audience of 182 million listeners in 32 languages.

We also work with BBC World News, the international news and current affairs TV channel, chiefly through co-hosted BBC World debates (see below).

## Trust at Ten

In October 2009, we will be celebrating our tenth anniversary. This milestone provides us with an opportunity to look back at all we have achieved and to review and revitalise our mission and vision. A new strategic process entitled Trust at Ten will lead us through that process during the coming year. The priorities are outlined below in 'Looking ahead: our aims for 2008/09' (see page 7).

## BBC partnership initiatives: World Debates

These high-profile televised debates link the BBC World Service Trust with BBC World News and reach 150 million viewers. The debates provide the opportunity for us to partner with prestigious external organisations and for a panel of distinguished speakers to discuss topics linked to global development. Four debates were co-hosted with BBC World News during the year.



**WORLD DEBATE** GLOBAL WARMING

**External partner:** Clinton Global Initiative

**Where:** Annual meeting, New York

**When:** September

**Panellists:** Former US President Bill Clinton; Michael Bloomberg, Mayor of New York City; Chad Holliday, Chairman and CEO of Dupont; Wangari Maathai, Founder of the Green Belt Movement

**Presenter:** Zeinab Badawi

**Summary:** The panellists discussed the threat of global warming and whether the US, as the world's largest economy and one of its biggest polluters, should be setting a better example.



**WORLD DEBATE** POVERTY AND POLITICS

**External Partner:** Commgap (Communication for Governance and Accountability Programme) at the World Bank

**Where:** World Bank headquarters, Washington DC

**When:** October

**Panellists:** Sanjay Pradhan, Director, Public Sector Governance for the World Bank; Ashraf Ghani, Chancellor of Kabul University and former Minister of Finance for Afghanistan; Jagdish Bhagwati, Professor of Economics at Columbia University and author of *In Defense of Globalization*; Paul Skinner, Chairman of Rio Tinto, one of the world's largest mining companies; Tajudeen Abdul-rahmann, Deputy Director for Africa, UN Millennium Campaign

**Presenter:** Zeinab Badawi

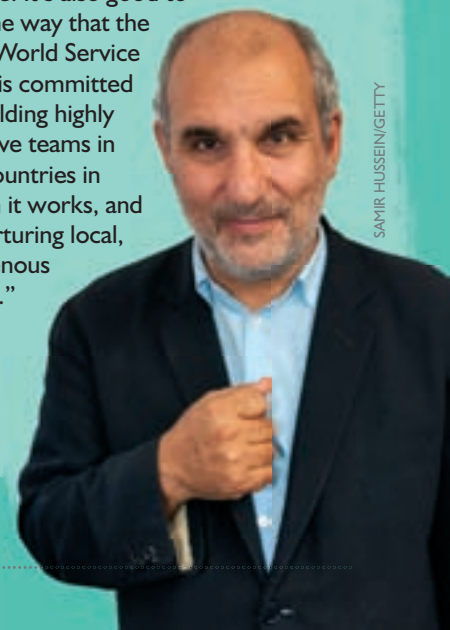
**Summary:** The panellists were asked: What is the most important thing that developing countries can do to improve the lives of their poorest citizens?



**MEDIA PARTNER**

**Alan Yentob, BBC Creative Director**

“The media and the creative industries have a critical role in helping to advance economic and social development. The root of much poverty and suffering is a lack of accessible, accurate information. And although there has been an explosion of media and creative industries globally, the needs of the poor, marginalised and often illiterate people are often neglected in the stampede for audience share and advertising revenues. As I’ve become more involved in the work of the BBC World Service Trust, I’ve been impressed by the ways it uses all kinds of media formats and genres – TV and radio drama, soaps, ads and journalism training – to safeguard the lives, health and human rights of some of the world’s poorest and most marginalised people. It’s also good to see the way that the BBC World Service Trust is committed to building highly creative teams in the countries in which it works, and to nurturing local, indigenous talent.”



SAMIR HUSSEIN/GETTY

**WORLD DEBATE** THE FUTURE OF LEARNING: APPROPRIATE TECHNOLOGY

**External Partner:** SDC (Swiss Agency for Development and Cooperation)

**Where:** Third Global Knowledge Partnership Conference, Kuala Lumpur, Malaysia

**When:** December

**Panellists:** Abdul Waheed Khan, Assistant Director-General for Communication and Information at UNESCO; John Dada, Programs Director, Fantsuam Foundation, Nigeria; Martha Stone Wiske, Lecturer on Education, Technology, Innovation and Education Program, Harvard University; Matt Keller, Director for Europe, Middle East and Africa for One Laptop per Child; Sharifah Hapsah Shahabudin, Vice-Chancellor of Kebangsaan University, Malaysia

**Presenter:** Zeinab Badawi

**Summary:** The debate explored the difference between those who see technology as a means of fast-tracking development and those who would rather concentrate on fixing ‘basic needs’ first.



**WORLD DEBATE** HOW TRUE IS YOUR WORLD VIEW?

**External Partner:** TED (Technology, Entertainment and Design)

**Where:** TED annual conference, Monterey, California

**When:** February

**Panellists:** Carl Bernstein, author and journalist; Sergey Brin, co-founder of Google; Dan Gilbert, Harvard psychologist; Andrew Mwenda, journalist and broadcaster; Queen Noor of Jordan

**Presenter:** Matt Frei

**Summary:** The debate explored globalisation and the changing face of media. Does news reporting distort reality? To what extent has IT enhanced our understanding of the world? Does the internet and mobile telephony enable previously excluded voices to be heard? And how could modern media make the world a better place?



# Innovation and partnerships

## Mobiles, boats and emails

A demand for new media might seem unlikely in some of the developing and transitional countries in which the BBC World Service Trust works. In fact, this is where a high proportion of the next billion web users are likely to live, accessing the web via simple laptops, recycled PCs and mobile devices. We share the BBC's goal of delivering to our audiences the benefit of emerging communications technologies and services – choosing the best media for our beneficiaries.



**Above** Mobile technology is used in several campaigns

## People and platforms

Through innovation and partnerships, the BBC World Service Trust gains access to platforms from which we can reach remote audiences. This enables us to provide people with reliable information so they can make informed choices about their lives. It also provides a forum that allows them to interact with both their leaders and each other.

Sometimes the innovation is a result of the kind of output, or an unusual solution to the challenges of a particular broadcasting environment. *Bangladesh Sanglap* (Dialogue on Bangladesh), for example, provides a *Question Time* style debate to people who previously were not used to holding their leaders to account.

It is important that these discussions are held across Bangladesh, including rural areas only accessible by boat. This ensures that people throughout the country can

participate. In partnership with BBC Bengali and local partner Channel I, the team headed for the river with their equipment. At other times vans equipped with video players, projectors and screens have travelled to remote areas to show the programmes to people who do not have access to satellite or cable television.

This flexible approach to how we work applies to all of our projects, like the Condom Condom initiative in India (see pages 18 and 19). This uses mobile telephony – specifically ringtones – as part of a campaign supported by the Bill and Melinda Gates Foundation.

In places where it has been difficult to get trainers due to cost of travel, security problems or visa restrictions, it has been possible to link media trainers with trainees online – something we have been doing for the past three years using iLearn, our online learning system (see right).

## BBC PARTNER

### Bangladesh Sanglap

In November 2007, Cyclone Sidr struck Bangladesh, killing 3,300 people, displacing 650,000 others and destroying over a million homes. As the cyclone hit, the BBC World Service Trust's team in Bangladesh was taking part in *Nodipathey Bangladesh* (Bangladesh by River). A boat had been converted into a floating studio containing journalists from across the BBC, including 17 BBC language services, who were traversing the country by river to highlight the effects of climate change. Two editions of *Bangladesh Sanglap* (Bangladesh Dialogue), our

regular discussion programme made with BBC Bengali, had already been broadcast when the cyclone hit.

Within days, the crew returned to Mongla, a city badly affected by the cyclone, to record a special programme. It focused on the survivors, who travelled from miles around, allowing them to tell their stories and to question a panel that included local political leaders and officials involved in the relief effort.

Many people talked of the fatal reluctance of villagers to leave their homes and cattle behind after so many previous cyclone warnings had turned out to be false alarms.



Special editions of *Sanglap* gave a voice to cyclone victims

BASHIR AHMED SUJON

"I informed the panellists that the people who are powerful and have attachment to the political parties are receiving relief whereas the real sufferers and not-well-off are failing to receive relief. I am happy that I have spoken out for the neglected people through this programme."  
NGO worker who participated in the *Mongla Sanglap*.

But the overwhelming message was that the programme provided an invaluable opportunity to speak directly to decision makers and to hold them accountable for the way they managed the disaster.

"We could see the agony on their faces but we were astonished by their strength. This show was a

unique experience for me. For the first time I saw people who had lost their families, homes and were still traumatised by Sidr. But their voices were so strong when they were asking about their basic human rights."

*Mohammad Emadadullah Kawser, BBC World Service Trust Production Coordinator, Bangladesh*

"This programme was timely and very much needed. It was an exceptional programme for us. The show became more than our duty. It became a responsibility and commitment to showcase and support the Sidr victims."  
*Mazharul Islam, Sanglap Operations Manager.*



iLearn

How does the BBC World Service Trust train journalists in difficult or inaccessible environments like Iran or the Palestinian Territories? And how might you help reporters in remote, post-conflict African countries cover long, complex international transitional justice processes taking place at the International Criminal Court in The Hague?

iLearn training material promotes the principles of balanced, objective journalism and provides advice, models and guidelines for media best practice. All training takes place online, and was developed as part of the BBC World Service Trust's journalism training activity.

The 'i' is for interactive: trainees develop an online relationship with a mentor who provides constructive and practical feedback on their assignments – the kind of feedback that can often get overlooked in a busy newsroom. To date, iLearn has been used to train journalists in the Middle East and North Africa, India, China, Sri Lanka, Bulgaria, Indonesia, Somalia, the Maldives, Romania, Moldova, Russia, Palestinian Territories, Iran, Nigeria, Burundi, the Democratic Republic of Congo, Liberia, Sierra Leone and Uganda.

There are currently more than 150 modules in 17 languages, which have been used to create courses in basic journalism ethics, interviewing skills, health and science reporting, covering conflict, environmental journalism, editorial management, media skills for



Support for the innovative ZigZag project in Iran



JULIA CRAWFORD/BBC WST

NGOs and how to cover politics, elections and budgets. We have teamed up with the Guardian Foundation to produce print modules.

We have had to come up with creative solutions to help get people online, such as providing basic PC skills training or working with partners to co-fund web access. We have produced materials on CD for countries where web access is prohibitively expensive and utilised neglected PCs. We have also utilised web cafés and voucher systems to help people get online, and mobile phones to alert trainees and trainers when it's assignment time. We have had to come up with solutions when the iLearn site was blocked in Iran, and created discussion forums and web portals featuring handbooks for journalists and virtual newsrooms in a number of countries.

iLearn material is designed to complement other types of learning, such as providing an existing BBC World Service Trust project with a face-to-face training element. In 2007 we worked with UK Sport and BBC Your Game (amongst other partners) to deliver online training around a sport for development conference in Namibia to ensure trainees got the most from it. To date, iLearn has been developed and used as a part of grant-funded project work. We are currently seeking central funding in order to develop new activities and continue existing work in some of the countries where trainees have benefited from courses.

**Above** Trainees in the Democratic Republic of Congo have been able to access iLearn modules covering conflict and transitional justice

**Below** ZigZag training works alongside iLearn



iLearn@bbc.co.uk

"I mostly benefited from the modules on accuracy and fairness and straight dealing"  
**Fatima Barqawi, Ajyal Radio, Ramallah, Palestine**

"Whether completed online or offline, iLearn was found to be highly valued by trainees and a useful mechanism for maintaining a connection to an ongoing learning experience for journalists, especially in areas that have had limited exposure to journalist training programmes in the past"  
**Dr Andrew Skuse, University of Adelaide, Australia**

"This [iLearn] course was beautiful. Honestly, this course came at the right time for me and my organisation. Creating links with the media has been one of our greatest challenges as we lacked the knowledge on how to approach and deal with them. So through this course I have come not only to understand how to write press releases but how best to work with our local media"  
**Kitso Masi, youth leader, Botswana**

"The information was very concise and highly informative. It has certainly broadened my awareness of environmental issues and, more importantly, how to cover them"  
**Journalism trainee, Caribbean environment project**

"The course is very useful and helpful for the development of Nigeria. I am certain that this programme will go a long way in sharpening the minds of young journalists who will assist in making the leaders accountable and responsible in their undertakings"  
**Journalism trainee, Nigeria Budget Monitoring project**

"In all I dearly believe that the course was massively beneficial and extremely vital to the profession. I loved it all. Like Oliver Twist, I can only ask for more"  
**iLearn trainee, Namibia**

# Research, knowledge and policy partnerships

## Research and knowledge partnerships

The development challenges that the BBC World Service Trust is tackling are large, complex and changing. In order to stay abreast of these challenges, we are committed to building research capacity and to forging knowledge and research partnerships. Grounding our work in research means that we understand the environments in which we work, the needs of our audiences and the ways in which our projects are making a difference. Having an evidence-based and collaborative approach to our work also nurtures innovation and creativity within our teams.

The Research and Learning group (R&L) has recruited and trained more than 50 researchers in Africa, Asia, the Middle East and the UK. The team specialises in the design and delivery of research that provides insights on the role of media and communications in health, governance and human rights, emergency response, climate change and livelihoods.

R&L has established partnerships with a range of organisations, research centres and academic institutions. The benefit of these partnerships is the



**Above** R&L staff work together at the annual knowledge sharing workshop. From l to r: Musa Abubakar (Nigeria), Argentina Michingi (Angola), and Chiv Linna (Cambodia)

integration of cutting edge thinking in media and communications with the research experience of our teams in the countries where we work.

Our partnerships enable talented local researchers to work alongside global research and thematic experts, strengthening the quality of our work and sharing it throughout the sector.

## Thematic experts

R&L works in conjunction with a diverse range of development-focused private, public and academic organisations around the globe. This informs our thinking and establishes knowledge-sharing networks with thematic experts.

## Annual knowledge sharing workshop

Each year, researchers from Africa, Asia and the Middle East participate in a week-long workshop organised by R&L. This includes master classes, technical and software training and presentations.

Master classes have been delivered by research experts from the National Science Foundation, the University of Southern California, the British Council, Georgetown University and the University of Pennsylvania.

*“The R&L group makes a major contribution to the field of media for development, adding social research expertise to the BBC’s reputation for excellent programming, promoting horizontal sharing of the findings of local research with different parts of the world through the BBC World Service Trust’s media and communications projects worldwide”*

*Professor Bella Mody, James de Castro chair in Global Media, University of Colorado, Boulder*

## Knowledge management seminars

Weekly seminars at the BBC World Service Trust draw on the knowledge and experience of a broad range of experts from the public, private and academic sectors. Some of the organisations that have participated include: the Open University, Microsoft, Pacific Disaster Centre, Red Bee Media, Bloomsbury International Development Centre, Tactical Technology UK Sport, and the University of Georgia.

*“Working with the R&L Group has been an incredibly beneficial experience for me, because they not only strive to make a positive change in the world but also to be a positive influence on people they work with”*

*Morana Song, Public Information Intern, UNHCR, Washington, DC*

## Work experience programme

We have offered research internships and work experience to more than 30 trainees from a range of academic institutions,



including the London School of Economics, King's College London, School of Oriental and African Studies, and the London School of Hygiene and Tropical Medicine.

## Building national research capacity

As part of our commitment to building local technical research capacity, R&L has collaborated with a variety of organisations to conduct research. These partnerships have shared new research designs, sampling methods and data analysis techniques.

## Creating enabling environments via NGO research partnerships

Building on partnerships with local NGOs serving vulnerable and at-risk communities, R&L has provided training for individuals from marginalised groups – for example, HIV positive youths in Cambodia. Following training, they are able to impart useful information to their peers and, at the same time, improve R&L's access to quality research data.

## Conference and publication programme

R&L has worked closely with its partners to collaborate and participate in a number of international events and publications to advance the knowledge and insights of the role of media and communications for development (see pages 28 and 29).

*"I applaud the contributions the Research and Learning group (R&L) has made to the field of Media, Communication and Development. Since the group was set up, its work has added gravitas to the field. This is primarily due to its focus on evidence and rigour. The work of the group has not only helped the BBC World Service Trust in the field, but is making a contribution to the discipline as a whole, globally. I remain a great admirer of the work of the R&L group"*

Sina Odugbemi,  
Programme Head,  
Communication for  
Governance and Accountability  
Programme (CommGAP),  
Development Communication  
Division, External Affairs,  
World Bank

## POLICY PARTNERSHIPS

In 2007, the BBC World Service Trust initiated the new DFID-funded Policy and Research Programme on the role of media and communication in development. Its aim is to generate a deeper, more rigorous and consistent policy focus on this issue among development policymakers. It particularly works to generate better policy debate and understanding by working with bilateral and multilateral agencies, development think tanks, academics and media development organisations – both in developed and developing countries – to inform development policy debates.

Examples of work during this financial year included:

- Policy Briefings, the first of which was published in March 2008 entitled *The Kenyan 2007 elections and their aftermath: the role of media and communication, a policy analysis of the role of media and communication in the Kenya crisis.*
- Policy engagement with numerous organisations, including DFID, Sida, Swiss Development Cooperation, Netherlands Foreign Ministry, World Bank Institute, USAID, National Endowment for Democracy (CIMA), Global Knowledge Partnership, Global Forum for Media Development, World Electronic Media Forum, UNDP, UNESCO, UNAIDS, OECD DAC and Society for International Development.
- An event called Democracy, Governance and Accountability held on 16 January 2008. The conference was a joint initiative between the BBC World Service Trust and the Communications Initiative to discuss the role of media in development.
- A challenge fund was set up for the 75th anniversary of the BBC World Service to enable language services to hold debates on media and society/democracy-related issues within their relevant countries. Events and programmes were produced in China (two 45-minute broadcast debates focused on media and society), Azerbaijan, Armenia, Georgia, Kyrgyzstan, Niger, Burundi, Rwanda and Russia.
- We supported policy development in media and communication and democratic governance issues with many agencies.

- Policy-related research was undertaken regionally, particularly focused on generating better data and understanding of the information and communication needs of people living in poverty and support of broader research partnerships and initiatives by the R&L group.
- Partnerships with several organisations, including with the Communications Initiative for the development of an online policy window, a space for knowledge sharing, debate and learning on the development policy implications around media and communication.



James Deane, Head of the Policy and Research Programme, attends the annual BBC World Service Trust knowledge-sharing workshop

# Governance and human rights

If a country isn't governed effectively, it is difficult to reduce poverty, improve health and uphold human rights. The media cannot create good governance in isolation, but in partnership it can play an important role in building effective societies. This can be achieved by helping to create an environment in which people have access to reliable information, keeping them informed and including them in the decision-making processes of their leaders.

More specifically, the media can help citizens in the following areas:

- **transparency** – freedom of information and clarity and openness in decision-making;
- **participation** – freedom of association, ability to voice views and participate in the electoral process; and,
- **accountability** – power to question public authorities.

The media can also play an important role in promoting:

- **stability** – conflict resolution, peace building, social cohesion and democratic transfers of power;
- **fairness** – rule of law, equal rights and treatment for all;
- **human rights** – respect for civil, political, social and economic rights; and,
- **government effectiveness** – freedom from corruption and use of resources in the public interest.

Creative partnerships underpin our work in governance. In **Nepal**, we work in partnership with a network of 2,500 community-based organisations and more than 50 radio stations to produce weekly radio drama and discussion programmes to support the peace process and the development of a new constitution.

In **Bangladesh**, we work with the BBC Bengali service and national television stations to produce *Sanglaps* (Dialogues) – ground-breaking political debate programmes that allow people to question and interact with decision makers (see page 10).

In **Iraq**, Albany Associates, IREX Europe, Iraqi journalists, government officials and civil society organisations work together with the BBC World Service Trust to improve the environment in which the media work, and the output they produce.

In **Nigeria**, we have teamed up with a Nigerian NGO, Integrity, to train journalists to report more effectively on how their government spends public money, and to mobilise public opinion around government accountability.

In **Sierra Leone**, we partnered with Sierra Leonean broadcasters and NGOs to tackle poor access to information, widespread rumours and misinformation, and the marginalisation of women and young people during the 2007 and 2008 national and local elections.



Voting in Sierra Leone

## country highlight

Nepalese Prime Minister GP Koirala takes part in a *Sajha Sawal* debate



## Nepal: rights and reach

Our work in Nepal targets specific audiences.

- **The general public:** broadcast on radio and television, political dialogue programme *Sajha Sawal* (Common Questions) targets audiences across Nepal. It provides critical information and a forum through which people can hold their political leaders to account, engaging in discussion over the key issues facing the country. The radio drama *Katha Mitho Sarangiko* (Sweet tales of the Sarangi) uses entertaining dramatic devices to engage audiences and explore the implications of constitutional issues on the lives of people across Nepal.
- **Groups marginalised on the basis of caste, ethnicity, gender or region:** promoting the participation of marginalised groups, and ensuring that these groups have access to information, is a critical part of the production of *Sajha Sawal*. The issues faced by these groups also feature in the radio drama *Katha Mitho Sarangiko*. Innovative self-learning materials and community group discussions help to empower these groups with knowledge and skills.
- **Opinion leaders and urban audiences:** televised versions of *Sajha Sawal* target opinion leaders and help to normalise the participation of marginalised and disadvantaged groups in political discussion.
- **The community radio sector:** through a partnership with the Association of Community Broadcasters Nepal, training and capacity development has strengthened the ability of radio stations to represent the interests of local communities and provide them with accurate and impartial information.



project profile



**Deepak Rauniyar, a Senior Writer/Producer with the BBC World Service Trust's Nepal drama team, explains how Katha Mitho Sarangiko (Sweet tales of the Sarangi) uses improvised drama to promote peace-building**

"In November 2007, we went to Janakpur for the first time to record. Armed groups were active in the area, and daily reports came in of murder, kidnapping and intimidation. Ethnic tensions, however, were not my only concern. We didn't have any scripts! Drama Editor Fiona Ledger wanted all the dialogue to be improvised.

"It was such fun. I could never have written the sort of details the actors put into the dialogue. Through our choice of actors, storylines and locations, our drama has been able to promote peace-building and conflict resolution.

"When everyone was saying Janakpur is not safe, you came here and recorded drama," said Sunil Mishra, President of drama company Mithila Natya Kala Parisad. "The BBC became an ambassador for us."

FUNDING PARTNER



**David Miliband, UK Foreign Secretary**

"Aid budgets should be used to support accountability and help support state institutions and civil society. In Kenya's Rift Valley, we are working through local NGOs to bring together diverse communities and help them resolve their differences peacefully. And in Liberia, thanks

to the BBC World Service Trust, which my department helps fund, 70% of Liberians are now following Charles Taylor's trial in the International Criminal Court in The Hague."

– David Miliband, July 2008, in a speech focusing on how demand for respect and freedom is central to the UK Government's approach to domestic and international policy.

The BBC World Service Trust's work in Liberia involves training, deploying and supporting Liberian and Sierra Leonean journalists to cover the trial in the International Criminal Court in The Hague of Charles Taylor – charged with war crimes, crimes against humanity and other serious violations of international humanitarian law.

This work is part of a partnership project with the International Center for Transitional Justice and Search for Common Ground to train media professionals in Burundi, the Democratic Republic of Congo, Liberia, Sierra Leone and Uganda to raise public awareness, understanding and debate about the mechanisms of transitional justice.



Election billboard in Kampala, Uganda

JULIA CRAWFORD (3)

Communicating Justice

As societies emerge from conflict, the process of transitional justice is vital in those countries that have decided to confront their violent histories. With the help of the international community, a range of processes have been developed, including criminal prosecutions, institutional reforms, truth-seeking commissions and reparations for victims of human rights abuse.

These measures cannot be effective if the citizens of affected countries are not aware of them. The Communicating Justice initiative is a two-year project that aims to raise levels of public awareness and public debate around the issues of transitional justice in five post-conflict African countries: Burundi, the Democratic Republic of

Congo, Liberia, Sierra Leone and Uganda.

Here are some of the experiences of recent trainees:

"This [reporting on transitional justice] training has given me a better understanding of world affairs. I found it difficult to write about human rights issues but I am now confident in covering such issues. This is just a beginning – I feel the training has offered me a foundation upon which to build a future."

**Sam Lawino, journalist and trainee, Uganda**

"Before the training I really did not know what transitional justice was all about. I had dwelt a lot on covering the conflict but I did not think there would be stories to cover after the conflict died out. What the training showed me is that there were a lot of stories to cover after the war. I

did not know anything about transitional justice before but now I do. After doing the course I realised that as a journalist I had not covered much in terms of reporting the war, now there is a lot more I know I can do...

"The iLearn programme also helped me learn a lot, I know what the International Criminal Court is all about, I can discuss all these issues without fear, and I also picked up key journalism skills from iLearn, for example how to interview, conduct simple research and handle victims of conflict, such as formerly abducted children or a woman who was raped... I know how to professionally handle such people – for example, by not disclosing their identities.

"As a journalist who covered the conflict I know that people do not understand. I thought after the conflict, what next? There are a lot of women in the community who have been raped but fear to come forward, so what justice is there for them? I want to see that my stories give light to such issues so that they seek justice."

**Gloria Aciro Laker, journalist and trainee, Uganda**



Above Ugandan trainees taking part in the Transitional Justice initiative



Above A Policy Briefing published to coincide with World Press Freedom Day (May 3), concludes that a free and plural media is critical to Kenya's future if the country is to heal the deep rifts that have opened in society

JEFF OVERS/BBC

“Where is my family?”

“Where can I get help?”

# Emergency response

**“People need information as much as water, food, medicine or shelter. Information can save lives, livelihoods and resources. Information bestows power.”**

Markku Niskala, Secretary General of the International Federation of Red Cross and Red Crescent Societies, 2005.

During most emergencies, information becomes scarce, unreliable or non-existent. It becomes least accessible to those who are the worst affected. Often, broadcast and other media infrastructures are destroyed. In many conflicts, television and radio stations become important targets for political control or destruction. People are likely to have lost their radios or televisions at a time when their information needs are most intense.

At the early stage of a disaster, people want to know: “What just happened?” and “Where is my family?” Providing answers to these questions and similar ones can help prevent panic. People affected need basic information, such as: how to prevent disease; the availability of medical assistance (which centres are open); sources of food or fresh water supplies; and, advice on building a basic shelter. This information can make the difference between life and death.

Our work aims to improve the health, security and wellbeing of individuals and communities caught in crisis situations. We work in partnership with relief operations, governments and non-governmental organisations (NGOs) to create, repair or enhance the infrastructure that local broadcasters need to deliver public service broadcasting. We produce and broadcast programmes that save lives and improve health when reliable information is vital.

## Reducing the risk of disaster

We reduce the impact of predictable disasters through:

- programming that raises awareness of potential dangers and how to prepare for them;
- working with local organisations to develop continuity plans; and,
- supporting the development and implementation of early-warning systems.

## Rapid response

We can support broadcasting activity immediately after a disaster occurs by:

- providing essential equipment; and,
- identifying the kind of information that people affected by disasters need and ensuring that key messages reach those who have been affected.

## Ongoing support

We continue to provide up-to-date information and support through:

- programming that provides critical, life-saving advice to people affected by disasters;
- training and support for local broadcasters; and,
- extending the reach and impact of programming through face-to-face work, including ‘radio clubs’ where audiences come together to discuss the programmes, often with the aid of a trained facilitator.

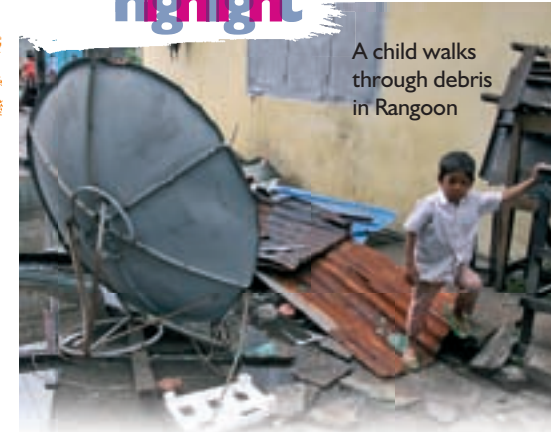
## Examples of our work

In **Afghanistan** we work in partnership with local NGOs, UN agencies and the donor community to provide educational programming that helps affected communities prepare for disasters, and provides critical information for adults and children over the airwaves when emergencies happen.

After a decade of civil war in **Nepal**, we are working in partnership with Nepali broadcasters, NGOs and the BBC World Service to produce weekly radio drama and discussion programmes to support the peace process.

In **Bangladesh**, two special editions of our debate programme *Bangladesh Sanglap* (Dialogue) were broadcast after Cyclone Sidr hit the country in November 2007. The programmes gave people in the affected areas an opportunity to engage directly with the relief effort.

## country highlight



A child walks through debris in Rangoon

AFP/GETTY

## Burma: lifeline coverage

When Cyclone Nargis struck Burma on 2 May 2008, 78,000 people were killed and 56,000 unaccounted for. Many thousands more lost their homes and livelihoods. In response to the devastating impact of Cyclone Nargis, the BBC World Service Trust, in partnership with BBC Burmese, began broadcasting emergency radio ‘lifeline’ support.

Radio trails and programmes promoting basic health messages, on issues such as sanitation and where to access aid, began at the beginning of June 2008.

Stephen King, Director, BBC World Service Trust said:

“Although aid gradually – and belatedly – started getting through, it was slow and the challenges facing Burma and development agencies trying to distribute aid were enormous. Here at the BBC World Service Trust the focus has been on using the media to assist in emergency response. The power of radio is immediate and wide-reaching as it offers a vital way of giving people access to information.”

The short programmes are on air six days a week. The use of radio helps supplement other aid services, and provides critical information about the ongoing efforts to distribute water, food and temporary housing.

It also guarantees breadth of impact, as BBC Burmese has an estimated audience of at least seven million regular Burmese listeners.



BROADCAST AND FUNDING PARTNERS



**Tin Htar Swe**

Head of BBC Burmese

“This ‘lifeline’ information service augments the existing news and current affairs programmes and provides a critical means of helping people start to rebuild their lives. Help was needed urgently. The stories emerging emphasised the need not just for basic supplies – such as water purification tablets, blankets, plastic sheeting and medicines – but also for information about where to access relief and advice on both survival and reconstruction. Our partnership with the BBC World Service Trust ensured a powerful way of sharing information through radio.”



**Andrew Dunnnett**

Director of the Vodafone Group Foundation, Burma lifeline funder

“The provision of accurate, timely information is a disaster response in its own right and this donation can help the BBC World Service Trust to produce high-quality emergency programming that we hope will provide considerable assistance to the Burmese people at this extremely difficult time.”



**Peter Power**

Minister of State for Overseas Development from Irish Aid, Burma lifeline funder

“Irish Aid was proud to support the Burma Lifeline programme, a highly worthwhile project that helped assist those at risk following Cyclone Nargis. Essential information on basic health, sanitation and aid centres was broadcast to approximately seven million people. This timely and accurate information assisted and empowered these people in the aftermath of the cyclone, which claimed so many lives.”

project profile

**Darfur Lifeline**

The conflict in Darfur, Sudan, which began in 2003, has killed more than 200,000 people (according to UN sources), destroyed villages, crops, irrigation systems and livestock. Nearly two million people have been forced into camps, unable to return home.

We work in partnership with Sudanese media professionals and the BBC World Service to broadcast life-saving information to 6.5 million people in Darfur, including two million people living in the region’s 85 camps for people displaced by the conflict.

All programmes are in Darfuri Arabic and broadcast on BBC World Service shortwave frequencies. It is produced in Khartoum and Darfur by Sudanese staff trained by the BBC World Service Trust.

Journalists from government-controlled local radio stations in Nyala and El Fasher have received training and on-the-job mentoring in humanitarian radio production techniques.

**Salaam ila Darfur**

*Salaam ila Darfur* (Greetings/Peace to Darfur) is a daily, 30-minute radio programme about humanitarian issues.

*Salaam ila Darfur* covers everything from malaria prevention to how to generate income while living in the camps. The programme broadcasts information about basic sanitation, health care, HIV and AIDS awareness, nutritional advice and emotional support. It also provides a forum where listeners can tell their stories.

The programme uses music, drama, poetry and storytelling to reflect issues that are important to the audience. We work with existing drama and music groups in the area. The programme also helps the International Committee of the Red Cross to reunite families separated by the conflict.

“When I put on the radio people want to listen to *Salam ila Darfur* first. They listen to hear about the availability of health services and medicines in hospitals. If

people can’t listen to the radio, they come and ask me about what has been broadcast about security and peace.”

**Sheikh, South Darfur**

“We are happy with the programme because it shows that someone is looking after our problems and trying to solve them, so we admire this programme very much.”

**Young man, focus group, Darfur**

“We thank BBC radio because this radio programme speaks about our problems and tells the rest of the world. Through this radio our voice reaches the world.”

**Young woman, focus group, Darfur**

**Programmes for women, children and young people**

We also broadcast a children’s programme, *Ursom ala el ard makaanak* (Draw Your Place on Earth).

RESEARCH AND IMPACT

Our team conducts research with audiences and experts to inform programme development and ensure programming is appealing and relevant to listeners. NGOs working in the field are consulted and focus groups are held with the audience to explore issues for programming. Workshops are held with production team and experts to convert research findings into programme ideas.

In late 2006 we began broadcasting a weekly programme designed specifically to address women’s issues and concerns, and a second weekly programme aimed at youth audiences.

**Listening groups**

The impact of the radio broadcasts has been extended through the creation of listening groups, where people come together to listen and discuss the issues that are raised during the programmes.

“When you listen to this programme you feel that it is the only link between you and the outside world. It is telling everyone how you are suffering.”

**Young woman, focus group, Darfur, Sudan**



Women at a makeshift camp in West Darfur, Sudan

BEN CURTIS/AP



# Health

Knowledge is fundamental to good health. Accurate information about disease prevention is essential to human wellbeing and social development, and our aim is to provide information that influences both behaviour and policy.

Working with people in developing and transitional countries, the BBC World Service Trust's work focuses on five key areas:

- maternal and child health;
- HIV and AIDS;
- sexual and reproductive health;
- infectious diseases (e.g. leprosy, malaria, trachoma and TB);
- mental health, substance abuse and violence.

**Above** A boy receives a vaccination at a health centre in Kenya

## The approach

It is challenging for people to protect or improve their health without information. We use radio, television, the internet and mobile phones to provide life-saving information to people in need. Dramas, interactive discussion programmes, public service announcements, reality television shows, music videos, competitions, outdoor advertising and even mobile ringtones help raise awareness of critical health issues and change people's behaviour and attitudes.

## Through our work, we aim to:

- foster healthy attitudes and behaviour by increasing knowledge, discussion, debate and life skills;
- encourage the creation and use of appropriate health resources, by increasing demand for products and services, such as antenatal care;
- generate healthy environments by changing social norms, including reducing stigma and discrimination against people who are living with HIV and AIDS.

Because the health challenges in each country are different, different approaches are required. We develop our programmes, public service advertising, outreach materials and training initiatives in close consultation with people from our target audiences to ensure that we communicate health information and messages effectively. We work in partnership with governments and non-governmental organisations (NGOs) in developing countries to make the most of educational opportunities and to extend the impact of our programmes.

Our programmes are produced in partnership with local broadcasters and media professionals. We aim to enhance their professional skills and strengthen their infrastructure so that they can produce their own health-related programming in the future.

## country highlight



## India: It's good to talk

Many of our health-related programmes have been highly successful in reaching large audiences. This has been achieved through a wide variety of high-quality outputs, tailored to audiences and their media preferences and environments.

In 2006, India had an estimated 2.5 million people living with HIV. The Indian National Control Organisation (NACO) estimated that 83% of the country's cases were spread through sex. The BBC World Service Trust's own campaign found that only 7% of people questioned had ever discussed sexual matters. The aim of our campaign was to get people talking.

The campaign started in early 2007 with a three-week contest that reached more than 100 million people in four Indian states. Mobile telephones had an important role to play from the outset, with a phone-in competition and mobile phones as prizes. Nearly 400,000 calls were made by people responding to TV, radio and outdoor advertisements to participate in the contest.

The campaign has been funded by the Bill and Melinda Gates Foundation.







The “condom condom” campaign is the final part of the two-year project. Radharani Mitra, Creative Director India (pictured left), describes this most recent stage

“Mobile telephony has an increasingly important role to play in international development. With approximately 2.5 million people in India living with HIV, how can you encourage men to use condoms? As the third stage of our hugely successful campaign we used a ringtone as the humorous means of conveying a serious message.

“Across a range of communication platforms (online, audio and TV), the central message was clear: smart men use condoms. In one scene, played out at a wedding, a mobile ringtone buzzes a loud ‘condom! condom!’ Embarrassing for the person holding the mobile phone? Not a bit of it – the reaction of those around the red-faced man is to see him as smart and responsible. The campaign’s theme *Jo Samjha Wohi Sikander* (the one who understands is a winner) reinforces the message that those who use condoms are winners in life.

“Ringtones have become such personal statements that a specially created condom ringtone seemed just the right way of combining a practical message with a fun approach. We have always had a strong, interactive, response-led component in this ongoing campaign. This downloadable ringtone provides an opportunity for our audience to translate a message into an action. The idea is to tackle the inhibitions and taboos that can be associated with condoms.”

This ongoing multi-media campaign will reach more than 100 million people in India. Visit the website:

[www.condomcondom.org](http://www.condomcondom.org)



Left He who talks is a winner – part of our campaign in India

## Really? Our audience responds

*In Cambodia, radio phone-in programme Really? – co-produced with Radio National Kampuchea – encourages urban youth to discuss issues such as drug abuse and safe sex*

“I listen to this programme every week because it gives youth like us a lot of useful information and I want to know about these things, such as reproductive health. So far, I have learnt a lot from it. My parents encourage me to listen, saying it’s a good programme”

**Narith, 15, Phnom Penh**

“I love all pieces made in *Really?* because we hear opinion from real people, which we

don’t hear from some other radio call-ins. The programme doesn’t use harsh or rude words [when talking about sex], but it is about real information in society. If we are not allowed to know about these things, we can do nothing”

**Chhun Kimlang, 19, Phnom Penh high school**

“This programme provides crucial and special points to educate youth not to get involved in wrongdoing, helping us know about AIDS and HIV prevention and self-protection”

**Lim Eakthong, 18, Phnom Penh**

“*Really?* has its unique standpoint because female presenters dare talk openly and clearly, especially about gender [sexual health] with no shame. The programme is a mix of education and entertainment”

**Kim Rithea, 22, Takeo Province**

## project profile

### Ya Take Ne?

“Ya take ne?” (“What’s up?”) has become a widespread slogan among the Hausa youth of northern Nigeria. Shout it out in any northern city and a group of young radio listeners are likely to shout back: “Hakan take!” (“That’s the way it is!”).

*Ya Take Ne?* is the name of a DFID-funded radio show about HIV and AIDS, broadcast by more than 20 stations across northern Nigeria. Putting HIV and AIDS in the context of classmates, family and friends, the show reflects the reality of being young in a largely conservative, Muslim society.

### Listeners first

Presented by young people, *Ya Take Ne?* talks to its audience in a language they understand. Personal testimonies, heated debate, vox pops, music and celebrity chat add up to an exciting mix for each weekly edition.

Listeners email, text or call in with questions and issues. These discussions are recorded and go out on air a few days later. This interactive approach is popular, and audience figures are high. In Kano State alone more than 70% of young people listen to *Ya Take Ne?* regularly.

### Real impacts

Eighteen months after the first show, a survey found that listeners were adopting healthier behaviour at a faster

rate than those who didn’t tune in. They were more likely to know about HIV testing centres, show a willingness to be tested and were less likely to be sexually active.

“Those who don’t know about the programme – or who don’t listen – do things without taking precautions. My friend stopped womanising as a result of the programme.”

**A fan of Ya Take Ne?**

### A flood of texts

Tackling HIV is complicated by the fact that young people in conservative societies often find it difficult to get answers

## RESEARCH AND IMPACT

The BBC World Service Trust’s research showed that, as a result of the work in Cambodia, 8% knew that fast breathing was a danger sign of respiratory disease at the beginning of the campaign, while 48% knew this midway through the campaign. The number of people agreeing that it is acceptable for a woman to buy condoms increased from 60% at the beginning of the campaign to 80% at the end. The number of pregnant women having ante natal check ups to safeguard their health increased significantly during our mass media campaign to improve maternal and child health: from 49% at the beginning of the campaign to 68% at the end.



Above On location in Nigeria

to questions on body matters, sexual issues and relationships. The production team receives

a flood of text messages every week, showing how a radio programme can become the trusted friend of those with no other authoritative source of information.

“Hi, u are really doing a great job over there. i want to run an HIV test but my broda said its ñt right but i must do it 2 be on a safe side. **Blessing, Zaria.**”

“Hi! I want 2 use this opportunity 2 say thank u, for making me 2 know dat both Boys & Girls has equal feelings when it comes SEX. **SAMUEL 4rm Ibadan.**”

# Learning for livelihoods

## country highlight

### Somalia

If you were unable to read, this Annual Review would provide you with little information. You would also be unable to read a weather report, check market prices or contact your overseas relatives using a webmail account – all things that might be useful to a Somali livestock farmer.



The BBC World Service Trust has helped more than 250,000 adult Somalis gain basic literacy skills. But the work goes beyond providing basic skills: the programmes empower people to use the practical skills they have learnt in order to improve their lives. A mix of radio programmes broadcast on the BBC Somali service and informal learning groups provide knowledge and skills for people working in the livestock sector. Over 60% of the BBC's mass audience in Somalia listen regularly to the programme and 144 learning groups meet regularly, attended by both men and women.

Arte Dahir Abdille, a Somali pastoralist, describes the impact of the radio programme that helped him to buy a house. "Before, I owned more than 100 goats and sheep. Managing them was not an easy task, I couldn't afford to feed and treat all of them properly. For more than five years I herded the 100 animals but I never really benefited much.

"Instead I was incurring more expenses to cater for their needs. I changed my mind when I heard from *Barnamijka Xolaha* (The Livestock Programme) on the BBC Somali radio service about the benefits of quality versus quantity. I learned the benefits

information to rural audiences on issues such as reconstruction and rebuilding homes, agriculture, livestock, clean water and social issues – such as dowries.

In **Bangladesh**, we have begun work on an initiative to use popular television formats, radio and mobile phones to enhance English language skills throughout the country. Our mass media programmes will complement a significant teacher training programme, as well as formal classes in schools. Our aim is to improve livelihoods by making English language learning accessible to millions of people.

In **Ethiopia**, we have used radio drama to stimulate discussion and debate about the challenges facing rural communities, including: access to water and food; deforestation and soil erosion; poor sanitation and hygiene; gender relations; sexual and reproductive health; and, early marriage.

In **Somalia**, we have used a combination of educational radio programmes broadcast on the BBC Somali service and informal learning groups to provide quality information for people working in the livestock sector.

Below Radio drama stimulates discussion



SAM COLLEY

### Overview

The majority of people in the world do not have reliable sources of food, income and employment. According to the World Bank, nearly three billion people live on less than \$2.50 a day. Most of them rely on small-scale agriculture for their food and wages. We believe that people need skills and knowledge to improve their livelihoods. We use radio, television, the internet and mobile phones to provide people in poverty with useful, practical information.

### Our approach

Our programmes build knowledge and help people learn new skills to make better, more sustainable livings.

We complement our mass media programmes with face-to-face learning, developed and delivered in partnership with governments, educational bodies and non-governmental organisations as well as building peer-to-peer and practitioner-to-peer interaction into our work. For example, we work in partnership with local NGOs to create 'learning groups' – people listen to our programmes and then come together to discuss them or perform learning activities with the help of trained facilitators.

We also help the media and NGOs in developing countries to create an environment in which the rights and needs of poor people can be met. Specifically, we use mass media to:

- provide a platform to explore issues and raise discussion around learning;
- influence knowledge, attitudes and behaviours; and,
- address barriers to learning and earning livelihoods.

### Examples of our work

In **Afghanistan**, our radio programme *Village Voice*, which is part of the *New Home, New Life* series, provides practical





**Above** Proud owner, Arte Dahir Abdille, stands outside his new house

of herding a small number of animals and changed the size of my herd and I now have 12 she goats. I sold the rest and since I'm able to cater for the 12 goats with ease, I can provide for their feed and treatment without problem.

"I also get enough income and profit by selling the milk and the male goats, when they reach five months. I was able to buy building materials slowly every month until I built myself a single room permanent house. Before, when I owned 100 goats, I was living in a shanty. After changing the size of my herd my income has improved and my standard of living, too. Truly I'm better off.

"My friends who still have large herds are curious to know how I increased my income and profit, they regularly ask me questions. I told them and now they are convinced. Some have said they will also change the size of their herd."

**Through our In Touch for China initiative, visually impaired people have acquired the skills to produce a weekly radio programme about disability issues, as Yang Qingfeng, a radio producer at the One Plus One Centre, explains.**

"Every day here at the centre is a new experience – from sitting in front of the microphone and recording a programme by myself for the first time, to overcoming my inhibitions and going out to interview people on the street. It was so exciting to discover that our programmes were being broadcast by dozens of radio stations and becoming an important part of the daily lives of so many disabled people.

"I have changed, too. When I went back home to see my parents, my dad said: 'Son, I've noticed that you've got better posture than before.' He was right. Having to interview all sorts of different people I have had to be more aware of my appearance. I've learnt how to present myself, how to smile – a big breakthrough. I now enjoy every new encounter.

"At first, all I wanted was to get my voice heard on radio. But these two years have taught me that it is essential to become better informed. Being a visually



Radio producer Yang Qingfeng interviews a local farmer

FU GAO SHAN/OPO

impaired broadcaster and journalist comes with big responsibilities. Recently, a listener called and said, 'Qingfeng, is it true that you are blind? How come I can't hear it in your voice?' I was taken aback but came to realise how little people understand about disability. This has added to my conviction that our programmes should be a bridge between disabled people and the rest of society."

The project has its own website at [www.oneplusone.org.cn](http://www.oneplusone.org.cn)

**RESEARCH AND IMPACT**

The Research and Learning Group partnered with the African Educational Trust, to interview 600 people involved in the livestock sector in Somalia to assess the impact of the radio programmes. The vast majority – **97%** – were from rural areas:

- **91%** of those who answered this question listen to the radio;
- The BBC World Service was the most popular station, with **97%** of those interviewed listening to the BBC; and,
- **79%** of those interviewed had heard about the livestock programme, and **63%** of respondents had listened to the programme.

**Jamal Abdi, a Somali audience research executive at the BBC World Service Trust, describes his work in the region.**

"The impact the livestock programme had on the target audience includes an increase in income and knowledge. This to me was satisfying bearing in mind that most of the target audiences are typically the most illiterate and poor members of the Somali population, those who have had no access to educative and informative programmes that will bring about positive changes in their lives. Seeing their lives transformed in terms of increase in knowledge and wealth makes you appreciate the huge effort the BBC World Service Trust and its employees put into this initiative."

**project profile**

Between January 2006 and April 2008, In Touch for China provided training in journalism, radio production and disability issues and rights to 41 blind and partially sighted men and women. Six of these trainees formed the core production team with our Chinese partner One Plus One,

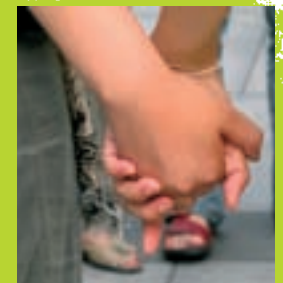
**Achievements of In Touch for China**

an NGO run by and for disabled people.

One Plus One has received help to ensure its work is sustainable and it continues to make

radio programmes, which have included coverage of the Beijing Paralympics. The project's main show, *Bangyang*, is broadcast weekly on 61 radio

stations in over 22 provinces, reaching over 30 million listeners. The project has also run 12 mobile advice



**Above and left** Visually impaired trainees support each other

clinics in nine poor rural districts, providing essential information and counselling to over 500 blind people and their families.

KEVIN BURDEN/BBC WORLD SERVICE TRUST



# Africa

**Countries we currently work in:** Angola, Botswana, Ethiopia, Kenya, Liberia, Nigeria, Sierra Leone, Somalia, Sudan

We are working with a wide range of partners, including African media professionals, broadcasters, government agencies and NGOs to use media and communication to:

- provide life-saving information in emergency situations;
- improve sexual and reproductive health, child and maternal health and prevent infectious diseases;
- help people earn a better living;
- facilitate training for journalists in election reporting skills and help citizens hold their governments to account;
- increase access to education;
- promote environmental conservation; and,
- strengthen the African media.

## Our work by theme

### Emergency response

**Sudan:** The Darfur Lifeline continues to provide emergency humanitarian radio support, offering vital assistance to vulnerable communities by providing basic information about services and rights.



Journalist training is one of our activities

GIACOMO PIROZZIPANOS PICTURES

### Governance

**Angola:** A project launched in January 2008 focuses on training journalists ahead of the country's elections and on broadcasting elections-related programming.

**Nigeria:** Our Budget Monitoring project has two interlinked strands: training of journalists and political cartoonists; and, a series of grassroots advocacy activities managed by a partner organisation, Nigerian NGO Integrity. The project is designed to support citizens and communities by using the media's improved budget analysis to mobilise public opinion around areas of concern – corruption, embezzlement, inefficiency and inappropriate spending. Other governance-based work includes the Coalitions for Change project,



launched in January 2008. This research-based project explores audience attitudes to corruption and constitutional reform, and will inform future media campaigns. In addition, the past two series of the radio drama *Story, Story* have been based on issues of accountability and corruption.

**Sierra Leone:** We worked with broadcasters and NGOs to improve access to reliable information and increase the involvement of women and young people in the 2007 and 2008 national and local election process. We are working in partnership with the NGO Search for Common Ground as well as the National Election Commission, the Independent Radio Network and National Election Watch. A survey conducted for DFID in June 2007 provided a comprehensive picture of media consumption across Sierra Leone, along with data about levels of knowledge and attitudes towards politics and state institutions (legal system, police and electoral system).

**Sierra Leone and Liberia:** Former Liberian President Charles Taylor made history in June 2007 by becoming the first African head of state to stand trial for alleged crimes against humanity. As part of the Communicating Justice initiative (see below), we are training, deploying and supporting a team of six Liberian and Sierra Leonean journalists to cover proceedings at the International Criminal Court in The Hague. The project extended into francophone West Africa in January 2008, where reports were translated into French and distributed to local radio stations in Guinea.

**Burundi, DRC, Liberia, Sierra Leone and Uganda:** As these countries emerge from conflict, perpetrators of human rights abuses are being brought to trial. The Communicating Justice project involves

working with local media professionals in all five countries to raise public awareness, understanding and debate about the mechanisms of 'transitional justice', including the activities of truth and reconciliation commissions. Face-to-face training is supported by an 80-page handbook for journalists, and a tailored online learning course that includes modules on basic journalism skills and newly developed sections on how to report on transitional justice mechanisms.

### Health

**Angola:** We are working in partnership with the Angolan National AIDS Commission, Radio Nacional de Angola, Angolan State TV and a range of international and Angolan NGOs to produce a national, mass media campaign to encourage young people in Angola to protect their sexual health. The centrepiece of our HIV and AIDS prevention work in Angola is an interactive radio programme for young people, *Mo Kamba (My Mate)*. *Mo Kamba* uses discussion, music, guest appearances by local celebrities and live calls from listeners to get 15- to 24-year-olds talking about HIV and AIDS.

**Ethiopia:** In partnership with Radio Ethiopia, we are producing public service announcements and an interactive radio discussion programme to increase young people's knowledge of sexual and reproductive health issues, and to provide a space for frank, informed discussions. The programme is broadcast by Radio Ethiopia in two Ethiopian languages – Amharic and Afan Oromo.



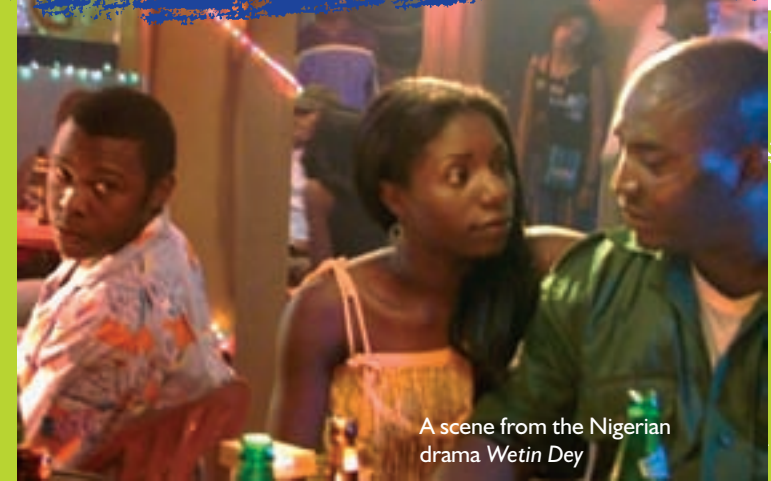
project profile

Wetin Dey



Wetin Dey (What's Up) is a groundbreaking 30-minute weekly TV drama series that explores the social realities facing young people in Nigeria.

It aims to raise HIV and AIDS awareness across regional, ethnic and class divides in the country. Episodes are produced by a Nigerian team trained by the BBC World Service Trust and broadcast at peak viewing times by the Nigerian Television Authority's network of TV stations.



A scene from the Nigerian drama *Wetin Dey*

Giving a voice to people living positively with HIV

“My name is Isah Mohammed. I am 24 years old and I am from Niger state, north-central Nigeria. I am the acting coordinator of the Association of Positive Youths living with HIV and AIDS. I tested positive for HIV in 2005 during a prolonged and serious illness – my survival was a miracle.

“With the help and support of my family, the nightmare was less terrifying. But my girlfriend, with whom I planned to spend my future, ended the relationship the day I told her. It was simply

Left Isah helps radio producers in Abuja understand HIV issues

unbearable! Suicide was first on my list of options. The only thing that held me back was my mother's tears.

“I held onto the belief that a cure would come some day. But more than that I believed that we should not let our lives pass us by while we wait. In June 2006 I started a support group with six people who shared my vision and philosophy. The reason for my being HIV positive became clear to me – to lead people of the same status to fresh perspectives and ideas. It wasn't my punishment from God for some 'sin'.

“On and on I went spreading my ideas whenever I had the opportunity, which caused some hiccups in my family. My father, being quite a popular man in my state, was disappointed and embarrassed

that his son would brand himself with such shame. My mother called me ungrateful because the family gave its all to see me recover but all I gave in return was more tears and shame!

“I spoke to local radio stations just hoping that someone out there would see that there are honourable people among the 'damned' HIV positive people, that someone would be touched and make a decision to stop existing and start living. I pray that my mother one day understands that I am more than she thinks of me.

“Luckily for me, I was nominated by FCT Action Committee on AIDS (FACA) to undergo an attachment on programme production and editing at the BBC World Service Trust. It was Christmas in June! They were happy to receive me and made sure I learned all that I needed. I

was part of a training workshop, assisting young producers from Abuja radio stations to understand HIV issues and how they affect real lives. Through my work with FACA, I was already in touch with Aso FM, the Abuja radio station belonging to the Federal Capital Territory. Together with the BBC World Service Trust, FACA and Aso FM, it was decided that I would produce a brand new radio programme for the station. This is the first time that an HIV positive person has been given such a task at the station, and it makes me proud.

“With my new skills and the continued support from my friends at the BBC and at FACA, I am confident I'll produce a programme that will give a voice to people living positively, in a way that everyone can learn and enjoy.”

**Kenya:** *Kimasomaso* (To speak out boldly), a weekly radio programme for young people, produced in partnership with BBC Swahili, addresses issues around HIV and AIDS and sexual and reproductive health. A BBC World Service Trust survey released in April suggested useful listener insights into the future development of style and content.

**Nigeria:** We are working in partnership with a range of Nigerian broadcasters and media professionals to raise awareness and change behaviour around HIV and AIDS among young people in Nigeria. A Stop HIV project combines radio and TV in local languages and includes the award-winning TV drama *Wetin Dey* (What's Up). A new series of a Hausa language drama and discussion programme *Gatanan Gatanan Ku* was aired in January 2008. The programmes were also made available for rebroadcasting through the BBC World Service Trust's network of partner radio stations in Nigeria.

Learning for livelihoods

**Somalia:** We have continued our focus on education and livelihoods, working with a wide range of partners to improve literacy and numeracy skills, and to help people involved in the livestock sector make a better living.

**Africa:** In the early part of the financial year we launched a web portal to provide quality teacher education materials (including a large library of downloadable audio outputs) for primary school teachers. These activities are part of a much larger initiative to support Teacher Education in Sub Saharan Africa (TESSA). In June, as part of this initiative, Teachers in Africa saw a season of programmes broadcast on BBC World Service for Africa (English) and the BBC Swahili service. These broadcasts marked the culmination of a major partnership project to support teachers in 14 African countries. The project partners are the UK's Open University and the African Virtual University.



# Asia

**Countries we currently work in:** Afghanistan, Bangladesh, Burma, Cambodia, China, India, Nepal, Vietnam

We work with a range of partners, including national, regional and local broadcasters, media professionals and non-governmental organisations (NGOs). Together, we are using mass media and communication to:

- improve sexual and reproductive health, maternal and child health, and prevent infectious diseases;
- help citizens hold their governments to account and provide training for local journalists in election reporting skills;
- promote peace and conflict resolution;
- help people improve their earning potential through education;
- reduce the impact of natural disasters; and,
- help to build and strengthen the Asian media sector through extensive media training programmes.

## Our work by theme

### Emergency response

**Burma:** in June 2008 we began lifeline programming for people affected by Cyclone Nargis in Burma. Health, sanitation and other life-saving information is broadcast on BBC Burmese, reaching the hundreds of thousands of people made homeless and under threat.



**Above** A space for dialogue: *Sajha Sawal* being recorded in Nepal

### Governance and human rights

**Bangladesh:** the *Sanglap* (Dialogue) programme is a *Question Time*-style debate that continues to attract large radio and television audiences in Bangladesh. Last November, four *Sanglaps* formed part of a collaborative BBC boat trip along the waterways of Bangladesh to explore the impact of climate change. Cyclone Sidr struck during the trip, and subsequent *Sanglaps* focused on the relief effort and allowed citizens to question their leaders about the flow of aid (see page 10).

**Cambodia:** we worked in partnership with the International Labour Organisation and Cambodian media professionals to produce *In the Dark*, a feature film alerting Cambodian audiences to the dangers and realities of human trafficking.

**China:** In Touch for China was designed to improve the coverage of disability issues within the Chinese broadcast media. The project trained blind and visually impaired young people in radio production and presentation skills. The weekly programmes made by this talented group of producers continued to be broadcast on a network of radio stations across China and online.

**Nepal:** we are working in partnership with a network of 2,500 community-based organisations, more than 50 Nepali radio stations and BBC Nepali to produce drama and discussion programmes to help resolve conflict in Nepal. *Sajha Sawal* (Common Questions), a weekly question-and-answer programme on radio and TV, creates dialogue

between those in power and communities that have traditionally been excluded. In March 2008, *Sajha Sawal* began broadcasting on television as well as radio (see page 14).

### Health

**Cambodia:** through radio and television, we are working to address issues related to HIV and malaria in Cambodia. Public service advertising campaigns, documentaries and drama are designed to target new audiences. In partnership with Cambodian radio stations and a team of Cambodian young women we are producing *Hip Hop Girls*, a radio programme on sexual and reproductive health aimed at teenage girls. The weekly phone-in is the only radio programme in Cambodia made for this age group, and is broadcast on Saturday morning on FM 103, the country's leading FM station.

We are also working in partnership with Radio National of Kampuchea to co-produce two live radio phone-in programmes targeting men, *Really?* and *Real Men*. The shows discuss sensitive issues such as sex outside marriage, condom use, HIV testing, domestic violence and the consequences of drug abuse.

**India:** approximately 2.5 million people are living with HIV in India. During the year we have run a public service advertising campaign to 'make condoms normal' in the states of Andhra Pradesh, Karnataka, Maharashtra and Tamil Nadu. The focus of the campaign is to get men talking about condoms (see pages 18 and 19).

**Vietnam:** we have been working in partnership with the Vietnamese government, Vietnam Television (VTV) and provincial radio stations to develop a national mass media campaign to raise awareness of the risk of HIV infection among young people, and to change attitudes towards people living with HIV and AIDS. Qualitative research was conducted among typical and high risk 15- to 24-year-olds in six provinces in 2007.

As technical advisors to the government we collaborate with a variety of government, non-



project profile

Afghanistan: tales of love, comedy and suffering that empower



**Felicity Finch** (pictured above) is a British actress, best known for her role as Ruth in *The Archers*, the long-running rural drama on BBC Radio 4. She spoke recently to BBC presenter Jenni Murray on BBC's *Woman's Hour* and described her involvement in *New Home, New Life*. Here is an edited transcript of the interview:

**Jenni Murray:** "New Home, New Life is an Afghan soap opera modelled on *The Archers*. It was launched in Peshawar near the Pakistan-Afghan border in 1994. Made by Afghan refugees it was said to be one of the only forms of entertainment the Taliban turned a blind eye to, even managing to influence some of their laws for the better. With the fall of the Taliban in 2002, the production returned to Kabul and the team continued their work. It is broadcast in Dari and Pashto with two casts numbering 200 altogether. It provides a lifeline to the many rural, often illiterate, listeners it reaches."

"How did you get involved, Felicity, with working with the cast?"

**Felicity Finch:** "Well, originally it was way back in 2000 when I visited the team in Peshawar. I went to make a programme about the radio soap opera, which was part of a series I was making about the impact soaps can have in different countries. Radio is

incredibly important in Afghanistan, as there is a huge tradition of radio listening. People have always got their information even when there was no other way of getting it. Radio is also powerful because of the high levels of illiteracy in the country, especially in rural areas."

**Jenni Murray:** "New Home, New Life has 14 million listeners. I know *The Archers* has four million. What impact does it have?"

**Felicity Finch:** "It has huge impact. It really is changing lives. They have people out in the field who are talking to listeners, evaluators. The scriptwriters go out and talk to the population and they really do know what they are doing... listeners are not told what to do. Through the storylines they get the information they need from characters they identify with."

The interview went on to feature interviews with scriptwriters and actors talking about their roles:

**Sharifa Pasun**, head script writer: "I think that I am doing something very exceptional, something very good for the women in my country."

**Farahnaz**, scriptwriter: "Women in our country experience many problems. This is something from our hearts that we can share some messages: how to behave with the women, how men should relate to the women."

**Tamana Wahidi**, actress: "My character is a 13-year-old girl from the village. Her storylines provide a good message, especially for men to let their daughters and sisters get an education."

RESEARCH AND IMPACT

Nearly six million women across Afghanistan listen to *Afghan Woman's Hour* (AWH) every week or most weeks, and many men listen, too: more than half of 15- to 17-year-old males are aware of the programme and listen once a week or more.

96% of AWH listeners agree that they think more positively about the lives of women after listening, and 91% agree that listening to AWH helps them to solve problems. 79% of listeners agree that men enjoy listening to AWH.

92% agreed that listening to the programme made them realise how important it is to vote

83% agree the stories inspire them to change their own situation



Nearly six million Afghan women tune in to *Afghan Woman's Hour*

government and private companies, advising them about the content and methodology of producing media with messages. The outputs include a television drama, over 2,000 live radio phone-ins, television and radio advertisements, printed materials, documentary films, a website and journalism training.

Learning for livelihoods

**Afghanistan:** The Afghan Education Projects (AEP) is the largest media-for-development initiative in Afghanistan. Run by Afghans for Afghans, it provides a wide range of programming for all ages. In April 2007, the AEP launched its colourful, interactive website, [www.bbc.co.uk/nazer](http://www.bbc.co.uk/nazer), named after one of the most popular characters from the popular drama *New Home, New Life*. Also available on the site is downloadable material for schools, which features artwork, stories and photographs that have been contributed by audiences.

The Afghan Education Drama project continues to flourish, producing six weekly episodes of *New Home, New Life* (see panel right).

In June 2007, the Afghan Publishing House donated over 130,000 children's books and 30,000 cartoon magazines to the Afghan Ministry of Education. The cartoon magazine, in effect the print version of *New Home, New Life*, reinforces the educational messages touched upon by the drama.

Launched to empower women and encourage them to participate more fully in the rebuilding of their country, more than 20 female journalists from across the country now work for *Afghan Woman's Hour*. The women gather stories from their regions then send their packages to London to be broadcast each week on BBC World Service radio, both in Dari and Pashto. Additional training rounds have also taken place in Kabul and Mazar-i-Sharif.

# Europe, Middle East and Central Asia

**Countries we currently work in:** Tajikistan, Kyrgyzstan and Kazakhstan, Georgia, Moldova, Romania, Russia, Georgia, Serbia, Montenegro and Kosovo, Iran, Iraq and the Palestinian Territories, Romania, Russia, Serbia

The BBC World Service Trust's work in the region focuses on developing the media's capacity to act as a catalyst for positive social change. We aim to:

- Give marginalised or vulnerable groups the chance to voice their concerns through the media
- Hold policy-makers to account through journalism training
- Raise awareness of the key issues affecting women and children
- improve journalism standards and increase the independence of the regional media

## Our work by theme

### Governance and rights

We have worked in partnership with **Georgian** media professionals and NGOs to launch two community radio stations to give the country's Azeri and Armenian minorities a voice, and to improve conflict and diversity reporting skills.

In **Tajikistan, Kyrgyzstan** and **Kazakhstan**, we are working to improve women's and children's rights and issues such as labour migration, domestic violence, human trafficking, child prostitution and child labour: issues which are often under reported in these

countries. We deliver this through collaboration with local media and NGOs.

**Iran:** As it is impossible to deliver face to face training to journalists in Iran, the ZigZag project went online: elements of the project include an interactive virtual newsroom to train aspiring Iranian journalists, mentored iLearn journalism courses and a popular website. The site has so far received nearly three million page views, trainees have written 587 articles published and over 3,400 users have to the messageboards.

**Iraq:** Al Mirbad radio is our biggest media reconstruction project to date. The station was launched in Basra in the summer of 2005 and since then has become one of the most recognised and listened-to radio stations across the south of the country, providing vital information to citizens affected by the fighting.



COLIN SPURWAY/BBC WST

**Moldova:** The project is aimed at building the capacity of local broadcasters to provide balanced, objective coverage of the Transnistria conflict and to facilitate constructive dialogue between people on both sides of the Nistru.

**Palestinian Territories:** In early 2008 work began in partnership with the International Federation of Journalists to strengthen the media in the West Bank and Gaza Strip. We have been holding networking and dialogue events for Palestinian journalists and delivering an extensive programme of journalism training.

**Serbia:** The project is designed to realise the potential of Radio Television Serbia (RTS) to act as a catalyst for democratic change: we work with the former state broadcaster, strengthening its public service values as it goes through a period of change, just as the country itself is engaged in vital public discourse concerning the future of Kosovo and the direction that Serbia will take in the next few years.

**Above** Work in Kyrgyzstan focuses on women's rights

**Left** Once trained, staff are able to coach colleagues at Al Mirbad radio



country highlight

**Sina Motalebi, who worked for the BBC World Service Trust on ZigZag across the year, explains the problems of working creatively with the media sector in a closed in a closed state:**

“We were blocked by the Iranian authorities but we got around it – partly through technical solutions and partly through careful editorial decision-making about the content of the site.

“Sensitive political topics are not on our platform. Instead we get people to write about a range of topics in a particular way, reflecting certain editorial values. They can then bring this to their political writing.

“The innovation came out of necessity, because certain things weren’t possible. We had to find a way to make up for it, to replicate a live workshop on the internet – we

came up with the virtual newsroom. Over time the site has become more active. People behave like members of a permanent training workshop, with more experienced trainees unofficially providing



Sina Motalebi accepts the Innovation of the Year award

SIMON JAY PRICE

answers to questions posted on the site.

“The big difference in output is the ethical values and the human voices which trainees add to their features as our trainees interview people much more than is the norm in Iran. The ethical values are very evident – our trainees are concerned with accuracy, fairness, impartiality. They bring this approach to their workplaces.

“My involvement is very personal. I always believed in the energy and talent of new journalists.

“Some people started out as bloggers and now they are editors.

“When I came to the BBC I was always approached by former colleagues asking for training material. This project has allowed me to help them. It has been a huge opportunity to connect resources with people

who need them. I was a journalist in Tehran for over ten years, so I have experienced the problems of journalists in the region. So I knew how much resources were needed. So this project has been about building a virtual bridge.”

*“We in Iran thought it was okay for a journalist to be like a politician. Principles such as impartiality and respect to audience were most of the time forgotten. We did not abide by journalistic ethics in delivering accurate information. We also misunderstood big media organisations such as the BBC. But after this course, things have changed a lot. It was very important for me to learn what journalistic ethics were.”*

iLearn trainee, Iran

RESEARCH AND IMPACT

**Palestinian Territories:** R&L has conducted a series of interviews with Palestinian media professionals operating in the Palestinian Territories, looking at the professionalisation of the sector, the challenges faced by journalists and to seek feedback on the first symposium event.



Voice of Palestine staff producing a breakfast radio show during training

**Iraq:** Al Mirbad radio is the second most listened to station in the region with around 700,000 weekly listeners. Well over half of Al Mirbad listeners agree that the station is a vital source of local information, provides an important public service and gives voice to its community.

**Iran:** A research strategy, embedded into the life cycle of the project included two online surveys; online and offline interviews and webometrics analysis and research, explored the project’s multiple audiences (journalists and bloggers, ZigZag registered users and visitors) in order to understand if and how new media has facilitated learning and communication. In addition, ‘Who is the Audience?’ training modules were developed and delivered during face-to-face training.



“In an environment characterised by highly politicised media, Al Mirbad radio is a uniquely unbiased source of information. When heavy fighting broke out in the south of Iraq in March 2008, it was one of the only media organisations providing vital information to citizens affected by the fighting. Research conducted after the campaign confirmed

its critical and valued role within the community it serves: more than half of those surveyed agreed the station is their main source of local information”

Abir Awad, Project Director Al Mirbad

# Communications and public affairs

Communication is a fundamental part of our work, from ensuring that information reaches our target audiences to keeping partners and donors informed about our projects. It also relates to our activities with a wider, external audience. Good communication is essential if we are to achieve our objectives and its importance is reflected in the broad range of public affairs and dissemination activities we have undertaken this year.

## New media and interactive technologies

- A new BBC World Service Trust website and a redesigned monthly e-newsletter were launched in March 2008. To find out more about our global activities sign up for the newsletter at [www.bbcworldservicetrust.org](http://www.bbcworldservicetrust.org)
- The ZigZag website, an online space created by and for young Iranians, has received over 1,331,107 page views, published 587 articles and over 3,400 users have contributed to more than 7,208 threads and 8,838 posts (see page 27, [www.zigzagmag.com](http://www.zigzagmag.com)).
- More than 3,000 journalists in transitional countries have received online training in mentoring in topics ranging from basic journalism skills and ethics to specialist reporting on topics such as budget monitoring, health and conflict reporting.
- Working in collaboration with UNESCO, the BBC World Service Trust has developed a website featuring practical advice and learning resources for journalists reporting on HIV and AIDS. Focusing on media professionals in the South Caucasus, the site is available in English, Russian, Armenian, Georgian and Azeri.
- The Communicating Justice project uses iLearn material and a range of online resources to help journalists in five post-conflict African countries report on transitional justice processes [www.communicatingjustice.org](http://www.communicatingjustice.org) (see pages 14 and 15).



**Above** Our new website went live in March 2008

**Below** Bill Clinton and Wangari Maathai at the BBC World Debate on global warming



- The use of mobile telephony in development grows exponentially. Our HIV and AIDS campaign in India has been especially successful through a combination of competitions, ringtones and mobile phone focused activities (see pages 18 and 19).

## Events

- Four BBC World News debates have been held in partnership with other organisations on leading development themes, including climate change, new technologies, and poverty and politics (see pages 8 and 9).
- In December 2007, *The Guardian* newspaper's renowned satirical cartoonist Steve Bell opened an exhibition of political cartoons in Nigeria, produced by a group of BBC World Service Trust trainees – beneficiaries of the Nigeria Budget Monitoring Project.

- The African Media Initiative, of which the BBC World Service Trust is a member, has been working to produce a set of ideas and policies that will assist media across Africa. Several events marked progress.

- An all-day conference entitled Democracy, Governance and Accountability was held in London in January 2008. It was a joint initiative between the BBC World Service Trust and the Communications Initiative.



**Above** Veet Vivarta from ANDI at our January conference

- A launch for our programmes *Katha Mitho Sarangiko* (Sweet Tales of the Sarangi) and *Sajha Sawal* (Common Questions) was held in Nepal in February 2008. A replica television studio was created at Patan Museum, where staff sat in as panellists to take questions from the audience.
- The Research and Learning (R&L) group, working closely with its partners, took part in a number of international events, including:
  - AIDS Impact Conference, Marseilles
  - Measuring Change, Catholic Media Council (CAMECO), Bonn
  - Workshop on Press Freedom and Democracy, Annenberg School for Communication, Philadelphia
  - Expert Group Meeting: Defining Media Development Indicators, UNESCO, Paris
  - International Broadcasting, Public Diplomacy and Cultural Exchange, School for Oriental and African Studies (SOAS), London
  - Global Symposium +5: Information for Humanitarian Action, United Nations Office for the Coordination of Humanitarian Affairs (OCHA), Geneva



- International Communication Association Conference, Montreal
- Third Summer Institute in Global Media Policy, Annenberg School for Communication/ Oxford University, Oxford

## Media coverage

- Coverage in the press has included items in: *The Economist*, *Wall Street Journal*, *World Today*, *The Guardian*, *The Times of India*, *Nepali Times*, *The Kathmandu Post*, *Developments*, *Eastern Eye* and *Mail&Guardian Darfur*. We also had widespread diaspora coverage of the *Bangladesh Sanglap* (Dialogue) programmes in the UK Bangla press.
- Radio and television coverage has included items broadcast by *BBC Africa Have Your Say*, *BBC Radio 4, Woman's Hour* (see page 25), *BBC Focus on Africa*, the *BBC Asian Network* and *BBC regional news*.

## Publications

- A new series of Policy Briefings was launched in March 2008 with the publication of *The Kenyan 2007 elections and their aftermath: the role of media and communication*. This is a policy analysis of the role of media and communication in the crisis that followed the Kenyan elections. Two further Policy Briefings were published during 2008, on the role of information in humanitarian disasters and media and democracy.
- A new brochure showcases the work of the R&L group. In addition, R&L dissemination papers are available in print and free to download online from our website ([www.bbc.co.uk/worldservice/trust/research/reports/](http://www.bbc.co.uk/worldservice/trust/research/reports/)).

Other R&L articles and outputs include:

Mundy, G., Mendes, C. & Jorge, A. (2007) Mo Kamba reaches the youth in Angola. *Rhodes Journalism Review*. 27. September. p 47

Saville, E. & Godfrey, A. (2008) Embedding Research into Media Development and Development Communications Projects. Chapter in *Measuring*

*Change: Planning, Monitoring and Evaluation in Media and Development Cooperation*. CAMECO Report

McCurdy, P. M. and Power, G. Journalism education as a vehicle for media development in Africa: The AMDI project. *Ecquid Novi: AJS* 28(1-2): 127-147

Deshpande, S., Balakrishnan, J., Bhanot, A. and Dham, S. (2008) Contraceptive Social Marketing Attempts in India. In *Social Marketing for Public Health: Global Trends and Success Stories*. Jones and Bartlett Publishers. Boston, MA

BBC World Service Trust (2008) *Social Impact of Drama for Development: Understanding the relationship between audience research, dramatic elements and evidence of impact*. DVD.

- Private sector communication links: we have been working closely with the Global Business Coalition for HIV, TB and Malaria (GBC). Communications coverage targeting the business community has included a media profile of Director Stephen King as part of the Global Leaders series on the GBC website and in its print magazine.

## Internal communications

- A new intranet was launched, linking us more effectively with colleagues around the world.
- An extensive programme of weekly knowledge management sessions continues to combine presentations from external organisations with the opportunity to share our own work with colleagues.
- A new training programme is being introduced for all programme managers to strengthen skills and consistency across projects.
- A new strand of internal communications based on our history and culture has emerged during the year. This will inform both our new three-year strategy and tenth anniversary celebrations for the BBC World Service Trust in October 2009.



Above Materials produced by the Research and Learning group

## Fundraising

### Opening new doors

In 2008, the BBC World Service Trust opened its doors to a new set of donors as part of its strategy to nurture new relationships with external philanthropic and commercial donors, including:

- **philanthropic trusts and foundations** with an interest in poverty eradication, health, human rights, good governance, education, emergency response and livelihoods;
- **companies** that share our concerns, especially those operating in developing and emerging countries;
- **professionals** from the creative industries and journalism who can support fledgling media professionals; and,
- **individuals** who want to give marginalised and disenfranchised people access to vital information and a voice.

In order to establish new links and partnerships with these groups, we have established *Witness 4 Good*, a monthly event hosted by a leading media figure at BBC Broadcasting House. Each event demonstrates one way in which we seek to make the world a better place, providing an intimate showcase of our work. Hosts have included: Alan Yentob (Creative Director, BBC); Lyce Doucet (correspondent and presenter, BBC World News), Martha Kearney (journalist and presenter, BBC Radio 4).

### MEDIA PARTNER



### Martha Kearney, presenter *Woman's Hour*, BBC Radio 4

"Before I started presenting Radio 4's *World at One* I was a presenter on *Woman's Hour*. In 2002, I made a special *Woman's Hour* programme from Afghanistan, which was one of the most amazing experiences of my career.

It seems simple.

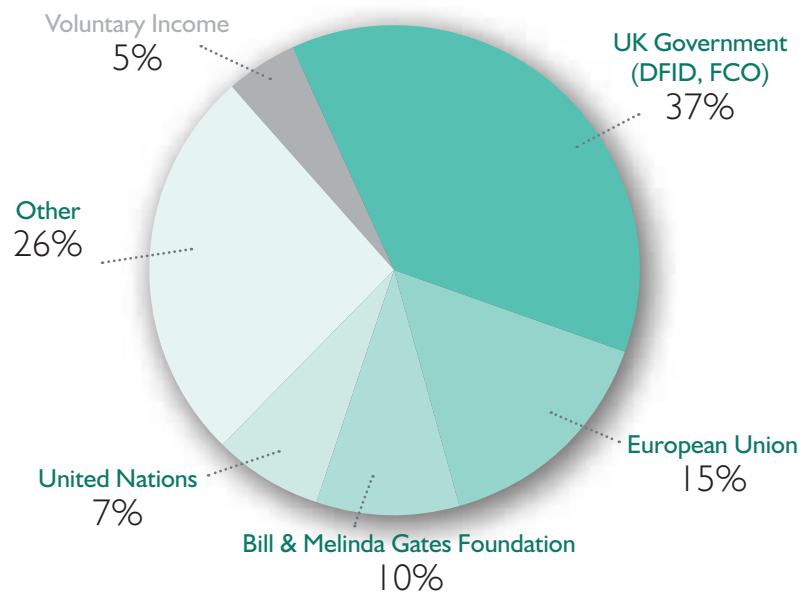
When you realise that a root cause of much poverty and suffering in developing countries is the lack of accessible and accurate information, you want to do something tangible about it. The BBC World Service Trust does this and, I think, has new and interesting things to offer the field of international development"

# Financial overview

## Where support comes from

In the year to 31 March 2008, the BBC World Service Trust received our highest income ever: £17.9 million. The principle funding source is grants receivable from international bilateral donors.

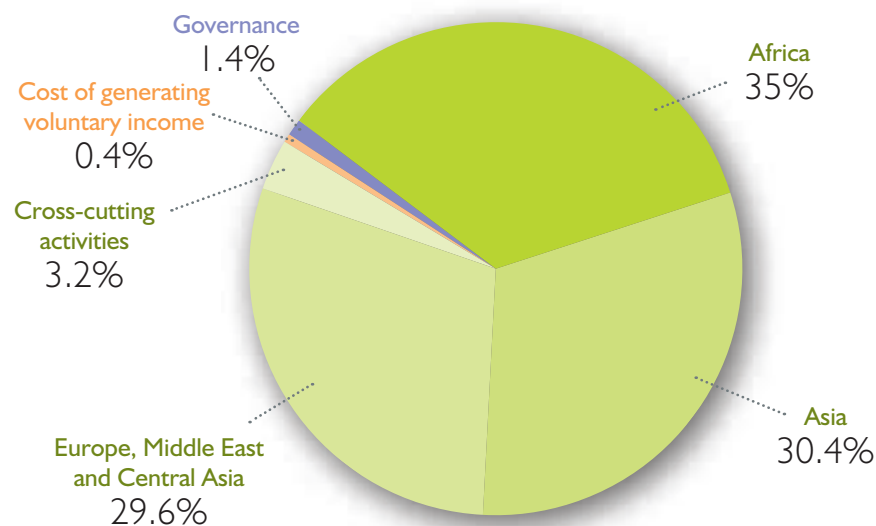
95% Grants		£17.1m
UK Government (DFID, FCO)	£6.7m	
European Union	£2.7m	
Bill & Melinda Gates Foundation	£1.7m	
United Nations	£1.3m	
Other (less than £1m each)	£4.7m	
5% Voluntary income (including over £0.6m from BBC)		£0.8m



## How we spend funds

In the past financial year over 98% of our expenditure went on our charitable activities of changing lives through media and communications in the regions in which we operate (Africa, Asia and Europe, Middle East and Central Asia) details of these initiatives are included in this review.

98.2% Charitable activities		£18.0m
Africa	£6.4m	
Asia	£5.6m	
Europe, Middle East and Central Asia	£5.4m	
Cross-cutting activities	£0.6m	
0.4% Cost of generating voluntary income		£0.1m
1.4% Governance		£0.2m



This summary financial information (apart from the analysis of grants) has been extracted from the BBC World Service Trust Annual Report and Accounts for the year 31 March 2008, which has been independently audited by KPMG LLP. If you require more information than is included here or would like a copy of the full Annual Report and Accounts, please contact the BBC World Service Trust at Bush House, PO Box 76, Strand, London, WC2B 4PH or email [ws.trust@bbc.co.uk](mailto:ws.trust@bbc.co.uk).



**The BBC World Service Trust is grateful to the following organisations for their support**

- Afghan Drugs Inter Departmental Unit (ADIDU)
- Africa Educational Trust
- African Union / Inter-African Bureau for Animal Resources (AU IBAR)
- Aga Khan Foundation (AKF)
- Asian Development Bank (ADB)
- BBC Group
- Big Lottery Fund, UK
- The Bill and Melinda Gates Foundation
- British Council
- Christian Aid
- The Community Fund, UK
- Danish International Development Agency (DANIDA)
- Department for International Development, UK (DFID)
- Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
- European Commission Humanitarian Aid Office (ECHO)
- European Union
- Federal Public Service Foreign Affairs, Belgium
- Foreign Trade and Development Cooperation
- Ford Foundation
- Foreign & Commonwealth Office, UK (FCO)
- Foundation Open Society Institute (FOSI)
- Global Conflict Prevention Pool (GCPP)
- The Global Fund to Fight AIDS, Tuberculosis and Malaria
- HIV/AIDS Prevention and Control Office (HAPCO), Ethiopia
- Humanity United
- International Labour Organisation (ILO)
- Irish Aid
- Japan International Corporation Agency (JICA)
- MacArthur Foundation
- Ministry of Foreign Affairs, Netherlands
- Norwegian Agency for Development Cooperation (NORAD)
- Open Society Fund (OSF)
- The Open University (UK)
- Organisation for Security and Co-operation in Europe (OSCE)
- Packard Foundation
- Potanin Charity Foundation
- Search For Common Ground
- Swiss Agency for Development and Cooperation (SDC)
- Tearfund
- United Nations Children's Fund (UNICEF)
- United Nations Development Fund for Women (UNIFEM)
- United Nations Development Programme (UNDP)
- United Nations Educational, Scientific and Cultural Organisation (UNESCO)
- United Nations High Commission for Refugees (UNHCR)
- United Nations Mine Action Centre for Afghanistan (UNMAC)
- United Nations Office on Drugs and Crime (UNODC)
- United Nations Office for Project Services for the Humanitarian Mine Action Project (UNOPS)
- United States Agency for International Development (USAID)
- The William and Flora Hewlett Foundation
- World Bank

COLIN SPURWAY/BBC WST

Breaking bread in Tajikistan

# Organisational structure



COLIN SPURWAY/MERCY CORPS

The BBC World Service Trust has a head office in London, UK, where the core support functions of business development, project management, communications, finance, human resources, IT and the Director are based. A Senior Management Team of seven directors reports to the Director of the BBC World Service Trust.

There are BBC World Service Trust offices in 15 countries, which are managed by regional country directors and country heads, appointed by and accountable to the UK office.

The country offices work with local NGOs and media partners in delivering across the four primary themes: emergency response, governance and human rights, health and learning for livelihoods.

In addition, London-based project managers work within regions and across groups of projects and themes, overseeing project life cycles, providing logistical support, and seeking further business development.

Across the financial year 2007/08 there has been significant investment in developing project management and organisational systems and processes. These new ways of working are now being rolled out across the Trust and will facilitate more linked up processes, prevent duplication of effort, and build – and share – staff skills.

## Trustees

Nigel Chapman

Zeinab Badawi

Richard Manning

→ April 2008

Michael C. McCulloch

Zarin Patel

→ April 2008

Richard Thomas

→ April 2008

Dr Michael C. Williams

Prof Patrick Vaughan

Bhupendra Mistry

Susan Robinson-King

Alison Woodhams

← September 2007

Chris Beauman

← January 2008

Caroline Thomson

← January 2008

## Company secretary

Lindsey North

## Patrons

Glenys Kinnock MEP

Edward McMilan-Scott MEP

→ Joined the Board

← Retired or resigned from the Board

## Management Team

Stephen King  
Director

Awo Ablo  
Director of Business Development

Kirsty Cockburn  
Director of Communications

Simon Derry  
Regional Director, Europe, Middle East and Central Asia

Caroline Howie  
Regional Director, Asia

Andrew Lawrence  
Director of Finance and Business Services

Dr Gerry Power  
Director of Research and Knowledge Management

Anna da Silva  
Regional Director, Africa

## Auditors

KPMG LLP, Chartered Accountants, Registered Auditors, London.

## Bankers

Lloyds TSB Bank plc, City Office, PO Box 72, Bailey Drive, Gillingham Business Park, Kent ME8 0LS

## Registered Office

Bush House, PO Box 76, Strand, Aldwych, London WC2B 4PH

## Registered number

3521587

## Registered charity number

1076235



# Awards

During 2007/08, the BBC World Service Trust won nine awards for its innovative and creative output internationally



**November 2007**  
**Nigeria**  
 Production of the Year  
 Programme of the Year  
**Nigerian Media Merit Awards**  
 (Two awards)



**December 2007**  
**India**  
 Commitment to combating HIV and AIDS in India  
**The American Indian Foundation**



**February 2008**  
**India**  
 Best Media Agency  
**International Leprosy Union**



**March 2008**  
**Iran**  
 Innovation of the Year  
**BBC World Service Awards**  
 ZigZag.com



**March 2008**  
**Bangladesh**  
 One BBC Award  
**BBC World Service Awards**  
 Bangladesh by River project



**May 2008**  
**Bangladesh**  
 Gold Multiplatform Radio Award  
**Sony Radio Academy Award**  
 Bangladesh by River project

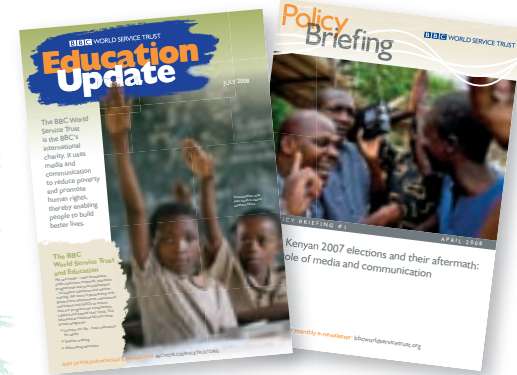


**June 2008**  
**India**  
 Core Competence Award for Business Excellence  
**Global Business Coalition on HIV/AIDS, TB and Malaria**  
 HIV and AIDS awareness



**June 2008**  
**Afghanistan**  
 Silver Medal  
**New York Festival**  
 AEP's children department

## Publications



Two new series have been launched this year: *Updates* focuses on our projects by theme; *Policy Briefings* informs development policymakers

### E-NEWSLETTER SIGN UP

To receive regular updates on our work please sign up to the monthly e-newsletter:



[www.bbcworldservicetrust.org](http://www.bbcworldservicetrust.org)

**Credits** This annual review was compiled and coordinated by Kirsty Cockburn, Nick Raistrick and Pareena Khairdin. Design by Lance Bellers. Editing by Diane Cross and Grace Davies. With thanks to all BBC World Service Trust staff for their articles and photographs. Printed by Warwick Printing.

BBC World Service Trust

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## Capturing the imagination, examples of our work...

**Front cover image:**

An entry in this year's BBC World Service Trust photography competition for staff. Colin Spurway's picture shows women in the Fergana Valley, an area stretching across Uzbekistan, Tajikistan and Kyrgyzstan. The BBC World Service Trust's work in the region focuses on rights issues affecting women and children



**High production values and creativity:**  
the Condom  
Condom campaign  
in southern India

**Audience analysis and addressing basic needs:**  
Childrens' books donated  
by the Afghan Education  
Project to the Ministry  
of Education

