

ANNUAL REVIEW 2006/07

BBC World Service Trust, the world's leading organisation using media for development

Mission

The Trust uses **media and communications** to reduce poverty and promote human rights, thereby enabling people to build better lives for themselves.

Vision

The Trust believes that **independent and vibrant media** are critical to the development of free and just societies. We share the BBC's ambition to provide **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.

Strategy

To achieve this vision, we partner with civil society, the media and governments to build long-term development solutions.

To do this we:

- Produce creative programmes in multi-media formats that inform and engage audiences around key development issues;
- Strengthen the media sector through building professional capacity and infrastructure;
- Apply rigorous research so that we can measure impact and value for money and produce information that informs our partners and the work of the BBC World Service Trust.

Focus

In order to achieve the most critical development goals, our work is focused around three key themes:

- **Governance and Human Rights**
- **Health**
- **Learning for Livelihoods**

In addition, the Trust is developing its work in the two emerging themes of the Environment and Humanitarian Response.



Aangan ke Paar (Beyond the Courtyard), India

For a version of this Annual Review in an alternative format, please email or telephone using the address/telephone number below.

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Design by John Pasche

Global reach



Country: Afghanistan
Thematic Area: Health, education, governance, sustainable livelihoods
Platform: Radio, online and print
Broadcast Partner: BBC Afghan Service; rebroadcast by Internews/Equal Access and Radio Television Afghanistan (RTA)
Outputs: Radio drama - adults and children, monthly magazine, storybooks and online



Country: Bangladesh
Thematic Area: Governance
Platform: Television and radio
Broadcast Partner: BBC Bengali and Channel I
Outputs: *Question Time*-style discussion programmes



Country: Cambodia
Thematic Area: Health
Platform: Television and radio
Broadcast Partner: TV5, TV-K, FM 103, Radio National Kampuchea
Outputs: Television drama, television documentary, public service announcements on television and radio (PSAs) and radio phone-in programmes



Country: China
Thematic Area: Human rights, livelihoods and media development
Platform: Radio, online and television
Broadcast Partner: Peoples' Radio Beijing, Sichuan TV; TV stations in 12 provinces of west China
Outputs: Radio programmes by and for disabled people. Mobile Advice Clinics for blind people in rural areas. 18 documentaries reflecting the lives and concerns of women, ethnic minorities and people with disabilities in west China



Country: Egypt
Thematic Area: Media development
Platform: Television
Broadcast Partner: Egyptian TV and Radio Union (ERTU)
Outputs: Print



Country: Ethiopia
Thematic Area: Health
Platform: Radio and print
Broadcast Partner: Radio Ethiopia
Outputs: Radio magazine programmes, radio spots, listening clubs and newsletter



Country: India
Thematic Area: Health and social affairs reporting
Platform: Advertising on TV, radio, cinemas and billboards
Broadcast Partner: Multiple
Outputs: Public service announcements (PSAs) on TV, radio and in cinemas and outdoor advertising on billboards



Country: Iran
Thematic Area: Journalism training
Platform: Online and radio
Broadcast Partner: BBC Persian Service
Outputs: Radio show and online magazine



Country: Nigeria
Thematic Area: Health
Platform: TV, radio, video films and billboards
Broadcast Partner: Over 50 FM radio stations and Nigerian Television Authority (NTA)
Outputs: TV spots, radio spots, radio discussion shows, TV drama, (Nollywood) films and billboards



Country: Sierra Leone
Thematic Area: Governance/ elections
Platform: Radio/face-to-face and on-the-job training and mentoring
Broadcast Partner: Search for Common Ground (SFCG), Talking Drum and Independent Radio Network (IRN)
Outputs: Radio programmes - 150+ media practitioners trained

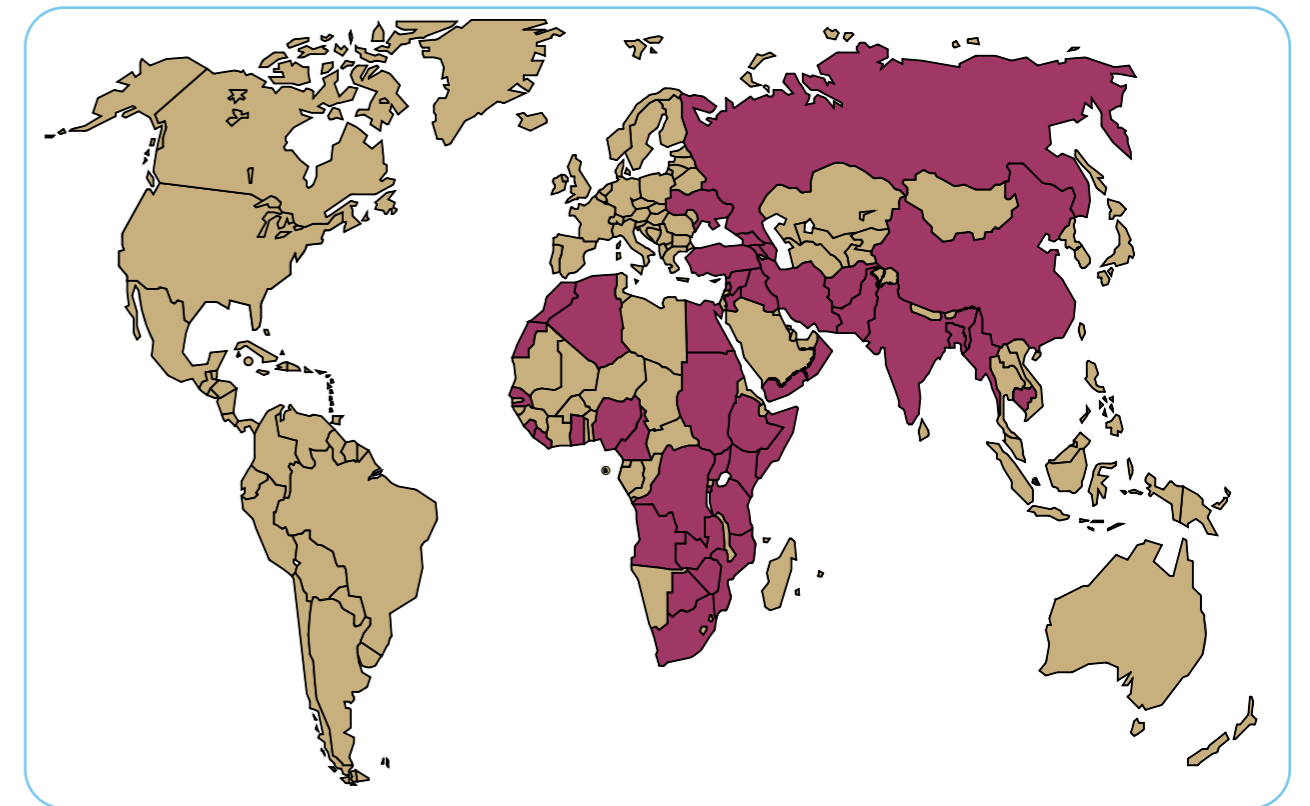
Highlights

During 2006/07, BBC World Service Trust:

- employed 500 staff worldwide, 80% of whom were from, and worked in, developing and transitional countries;
- won 13 international awards for its output;
- worked in over 43 developing and transitional countries in Africa, Asia, Middle East, Former Soviet Union and Europe.

Afghanistan
 Algeria
 Angola
 Armenia
 Azerbaijan
 Bangladesh
 Botswana
 Burma
 Burundi
 Cambodia
 Cameroon
 China
 Democratic Republic of Congo
 Egypt
 Ethiopia
 Georgia
 Ghana
 India
 Iran
 Iraq
 Jordan
 Kenya

Lebanon
 Liberia
 Morocco
 Mozambique
 Nigeria
 Oman
 Pakistan
 Russia
 Senegal
 Sierra Leone
 Somalia
 South Africa
 Sudan
 Syria
 Tanzania
 Turkey
 Uganda
 Ukraine
 Yemen
 Zambia
 Zimbabwe



Where Media Makes a Difference



Nigel Chapman



Digital Dimension, Senegal

INTRODUCTION

There is little doubt that rapid technological change is transforming the way in which we all consume media, in the developed and the developing world. Web 2.0, user-generated content and online social networking are increasingly making people better connected and better informed.

The findings of the Trust's extensive study of the media in Africa last year¹ underlined the nature of the rapidly changing media landscape across that continent. The growth of mobile telephony has been talked about by many media commentators, but the research illustrated some truly stratospheric numbers - mobile telephony growth in Nigeria had increased by more than 61,000% over the past five years, in the Democratic Republic of the Congo (DRC) by more than 18,000%.

This phenomenon transforms people's lives - even in the remotest areas it gives them access to information that had been hitherto unavailable. New applications using mobile telephony, including international money transfers and paying for goods using the mobile phone, are being piloted in Kenya and Afghanistan, with the potential to revolutionise banking and commerce.

Increased access to the internet in many parts of the world and the development of user-generated content has had a transformative effect on media and communications in mature media markets. Its impact is now becoming more widespread in the developing world witnessed by the growth of blogging and 'citizen's media'. The use of video mobile phones to report events is becoming more widespread and is now a feature of many breaking news stories. This phenomenon, however, is often only talked about in technological terms - the 'wow' factor of the latest technology taking hold in remote or underdeveloped areas.

For those of us concerned with the use of media to impact on development, there is arguably a more important but under-reported aspect to this change. This is about the means to help ordinary people to have their say - to hold their leaders to account and to access information in easily digestible forms when they want it. This has the real potential to improve lives.

The Trust has begun to include these new approaches and technology in its own work. In Iran, the Trust has started work with more than 200 'citizen' journalists. Here an innovative, low bandwidth, online set of training tools called iLearn provides modules in Farsi to take trainees through the basics in writing stories for print and the web and for making radio features. As important is to provide them with an opportunity to share their stories with the outside world through a Farsi-language website and radio programme, which provide an outlet for budding young journalists writing about daily life in towns and cities across the country.

Furthermore, in addition to radio phone-ins and TV dramas in Cambodia, Kenya and Nigeria, SMS messages and mobile telephony have become part of the range of communications tools used by the Trust in innovative approaches to raising awareness about sexual and reproductive health issues.

As the media landscape fragments and greater choice becomes more common, interaction and the production of innovative, high-quality content increasingly become the hallmarks of distinctive communications with a development impact.

However, for many people with whom the Trust works, access to any form of media, let alone the latest technology, is a hard-won opportunity and

the majority of our work continues to use radio as the most important means of reaching poor communities. Even in these situations, providing the means for marginalised people to express their views on air can often have an important and empowering effect. In remote areas of India and Afghanistan, programming for women, by women, has been a great tool for building confidences. It has also provided these 'would be' journalists with their first experiences of media.

As Chair of the Trustees, I'd like to thank all of the Trust's donors for their continued support for this valuable work. I'd also like to recognise the valuable contributions of our partners - in the media, civil society and government - who work with us to make a positive impact on people's lives. We are lucky to have talented and creative staff around the world who, often unrecognised and in sometimes dangerous environments, are making a difference on a daily basis.

¹ Africa Media Development Initiative, BBC World Service Trust, 2007. www.bbcworldservicetrust.org/amdi

NIGEL CHAPMAN
CHAIR OF TRUSTEES



Trainee, Sierra Leone



ZigZag website, Iran



Wetin Dey, Nigeria



Stephen King

OVERVIEW

Earlier this year, I had the opportunity to attend the recording of one of the Trust's 'Question Time' TV programmes, *Bangladesh Sanglap*, in Dhaka. The atmosphere at the recording was electric - a real hunger to question and to debate issues of the day that had never been available before to ordinary people. The programmes are also aired through large mobile screens in villages and small towns across Bangladesh. It is humbling to see more than 2,000 people gathered to watch discussion and debate on a cricket ground in a small rural town. After a year, this style of programme has firmly taken hold in Bangladesh's uncertain political landscape and research shows it is having an impact. Audiences peak up to 7 million weekly on TV and radio and there are now numerous 'copycat programmes' on Bangladeshi TV. Anecdotally, we hear that the caretaker government uses the programmes on a regular basis to take the political temperature.

The Trust's work worldwide is characterised by two important priorities: firstly, the desire to prove impact; and, secondly, a wish to build capacity and to strengthen skills. All of our work requires a component to measure impact - both to help us to make our programmes accurate and relevant, as well as being able to measure changes in behaviour and attitudes amongst our audiences and to measure improvements in the capabilities of our partners.

The Trust places a premium on developing local talent and stimulating local creative industries - the majority of our staff are from the country where they now work and the award-winning programmes are testament to their creativity and skills. In Angola, the Trust is building on the success of its regular phone-in programmes, *Mo Kamba*, produced in partnership with Radio Nacional de Angola, with local language radio and TV programmes on HIV and AIDS throughout the country. In Nigeria, home

to the creative talents of 'Nollywood', Africa's largest indigenous film industry, our Nigerian team has produced a TV drama, *Wetin Dey?* (What's Up?) as part of a Nigeria-wide Stop HIV campaign. The drama is broadcast on Sunday evenings at prime time on Nigeria's main TV Channel. We've also expanded our work in Ethiopia, with an A-Z (of Love) phone-in programme on Radio Ethiopia in local languages and a radio drama with agricultural and health story lines.

The Trust completed a major piece of research in partnership with Rhodes University in South Africa and Ahmadu Bello University in Nigeria to map out the African media landscape. A comprehensive survey of 17 countries provided an up-to-date assessment of changes in the media world and the priorities for further development. This research sets the scene for the development of an 'Africa Media Initiative' - a strategic and operational effort to strengthen the media in Africa with support from the private and public sectors.

We've also adopted a more sophisticated approach to capacity building - based on working over longer periods with broadcasting entities. During the year, work with Egyptian TV news underwent a major editorial and presentational overhaul with support from the Trust. In Syria, we worked with private TV stations and websites to improve skills.

This past year also saw the Trust undertake one of its most far-reaching reviews of its methodologies and its programmes of work. Around our thematic areas of Health, Governance and Human Rights and Learning for Livelihoods, the organisation now has clearer methodologies and is developing country plans to root its work in national and local needs. The last year also drew into focus the need to manage our work in a professional and systematic way; tackling shortcomings in project management and inconsistent approaches to our work have been highlighted as a major task for the coming year.

The organisation is only the sum of its people and I would applaud the efforts of all of our global staff - who work to have such an impact on people's lives. Some of their stories are captured in this review.

STEPHEN KING
DIRECTOR



Bangladesh Sanglap

“We didn't realise that ordinary people could ask politicians questions like this...”

Woman, 28, Sadar Khana, Bangladesh

This was a common response from those who took part in research studies in rural areas of Bangladesh to assess the impact of the Trust's weekly TV and radio debates - *Bangladesh Sanglap* (Dialogue on Bangladesh).



Wetin Dey, Nigeria



Media Dialogue Programme, Egypt

Nazifa Shah Afghanistan



Young girls reading an Afghan Education Project book



Carpet weavers using AEP educational material

“I realised then that the aim of these programmes is to educate children”



New Home New Life reader



Afghan women listening to the radio

Sixteen-year-old Nazifa, who lives in Kandahar, describes how she became an avid listener of the Trust's Afghan Education Project (AEP) radio show, *Our World Our Future*.

Many years ago, during the Taliban rule, I was sitting with my father while he listened to the BBC Pashto Service. When this beautiful music introduced a new programme, it caught my attention. I was attracted by the sounds of children playing and talking, and a man singing in the distance. Suddenly all the children shouted with joy that 'Banjari Mama' (Uncle Pedlar) had arrived, bringing them sweets and other goodies.

This was the first time I heard *Pedlar's Bag*, which is part of AEP's *Our World Our Future* project. The next morning I asked my father if I could listen to it again. It made me so happy to hear the voices of other children and I wanted to do the things that they were doing in the programme. There were other characters as well, including an aunt who drove the horse cart and Lalo Mama, who explained things that might be difficult for children to understand.

My father soon noticed my interest in the programme, and he would call me whenever it came on air. I told my friends about the stories, too, and soon they began to listen to *Our World Our Future*.

One day, I heard a story about a girl wearing a beautiful dress that her father had brought her from the city. One of the girl's friends tells her that if the flowers on the dress are cut out with scissors, it will look even more beautiful. The girl cuts out the flowers on her dress and - ruins it. Only then does she realise that her friend was envious of her beautiful dress. I realised then that the aim of these programmes is to educate children and increase their general knowledge, especially those children who have not had access to schools and are learning at home. I listened regularly up to the age of 14. Even now, I still listen from time to time.

RESEARCH AND LEARNING INSIGHT
Results from a national audience survey found that 60% of respondents had listened to an AEP programme in the past 7 days.



Bronze World Medal, International Radio Broadcasting Awards



AEP evaluation team gathering audience feedback



Participants registering to become members of the audience for Bangladesh Sanglap

Syeda Sabrina Shahreen Bangladesh



Viewers watching Bangladesh Sanglap via the video van



Sanjib Saha moderating an audience feedback session

“It was exciting to be able to debate important issues with political leaders and key policy-makers”



BBC Bengali Service presenter/producer Kamal Ahmed takes questions from the audience



Syeda Sabrina Shahreen

Syeda Sabrina Shahreen, a 22-year-old Business Administration student at State University of Bangladesh, Dhaka, participated in the second series of *Bangladesh Sanglap*.

Nabin, who is part of the Audience Recruitment Team, invited me to join the audience for a live session of the BBC's *Bangladesh Sanglap*. To be truthful, I had no idea about politics or political issues. I am staying at a student dormitory and there is limited access to news. I was unsure whether to go, so I watched the programme on television and was convinced that it would be enjoyable and educational.

I was really impressed by the *Sanglap*. There was a great atmosphere and Kamal Ahmed is an excellent presenter. There were four interesting panel members: barrister Mainul Hosein, the caretaker government's adviser for law and information; Abul Mal Abdul Muhith of the Awami League's advisory council; senior BNP member Hafizuddin Ahmed; and, NGO coordinator Khushi Kabir. It was exciting to be able to debate important issues with political

leaders and key policy-makers. There was a lot of audience participation and it was good to hear people ask the same questions that I wanted to ask. It gave me the courage to ask similar questions at subsequent *Sanglaps*.

After attending my first *Sanglap*, I felt so much more interested in contemporary political issues that I applied to attend three more. After listening to me talk about the *Sanglaps*, my friends also became interested and contacted the audience recruitment team. They attended a live session with their parents and watched the programmes on TV.

The audience at the *Sanglaps* comprised a real mix of people. As well as political awareness, people learnt about business and market prices through the *Sanglaps*.

Since taking part myself, I feel frustrated about the political situation in Bangladesh. We need the ban on indoor political meetings to be lifted and the caretaker government to hand over power to an elected government following a free and fair election. We want democracy in our country because we have struggled a lot for that.

Through *Bangladesh Sanglap* I came to know about politics, such as the prime purpose of political parties and the pros and cons of the political leaders. As a student, I felt my participation in *Bangladesh Sanglap* was very significant.

Bangladesh Sanglap is a joint project between the BBC World Service Trust and the BBC Bengali Service.

RESEARCH AND LEARNING INSIGHT

- A national survey of media consumers showed that *Bangladesh Sanglap* reaches 7 million people across radio and TV on a weekly basis.
- In a survey of *Sanglap* listeners and viewers, 92% believed the programmes helped raise 'the voice of the people'.



Bangladesh Sanglap debate



Hip Hop Girls radio show



Real Men radio show



TV production



TV production

"I've been able to explain that HIV cannot spread through casual contact"



Sou Butra

Sou Butra Cambodia



Taste of Life cast

Actor Sou Butra appears in the Trust's anti-discrimination advertisements on Cambodian television. He is Director of the NGO Saving Action of Cambodia (SAC), which he founded after discovering he was HIV-positive. It works to improve the lives of those living with HIV and AIDS and reduce stigma.

I have played many roles in films and on stage, but none has made me as proud as my role in BBC World Service Trust's national TV adverts.

I discovered I was HIV-positive eight years ago. During those first years, I saw how the darkness of ignorance and fear fostered discrimination. Since then, I have been striving to make people understand the effects of stigma and discrimination. How it compels people living with HIV and AIDS to hide their status and the suffering it causes when close friends and relatives become distant and opportunities are lost.

By finding the courage to reveal my HIV-positive status to all via the media, I've been able to explain that HIV cannot spread through casual contact.

After I appeared in the Trust's TV drama *Taste of Life* and in its TV advertisements, people actually admired me. They would come up to me and say: "Lucky you! You acted with the famous Hollywood movie star Jackie Chan!"

The best thing was that after seeing my story, people finally believed that HIV exists in Cambodia and that anyone could be infected. I was a living example.

Now, thankfully, attitudes have begun to change. Nowadays my friends, my neighbours and my wife's relatives do not discriminate against me because I am HIV-positive. Their understanding of the issues is much better and they will even share meals with me.

I've found that education through the media and dialogue with communities has considerably reduced stigma. Through SAC I want to run projects that empower people living with HIV and Aids, using education and income-generating activities to bolster their economic situation.

RESEARCH AND LEARNING INSIGHT
A national survey of media consumers showed that:

- 83% of all TV viewers watched *Taste of Life*;
- 94% of TV viewers had seen 1 or more TV PSAs;
- 83% of radio listeners had heard at least 1 radio PSA.



Trust staff conducting audience research



In Touch for China training



In Touch for China staff meeting



Mobile Advisory Clinic

“We all shared the same dream: to improve the lives of visually impaired people”



In Touch for China visually impaired trainees



Li Yanshuang

Li Yanshuang China

Li Yanshuang, aged 27, from Hebei Province in northern China, is one of the visually impaired people chosen to join the BBC World Service Trust's In Touch for China project. She explains how helping to build capacity within the Chinese broadcast media for covering disability issues has given her a sense of purpose.

I was born with a serious visual impairment but was lucky to be able to go to school. Like many blind people in China, I learnt Chinese medicine and massage at college. After graduating, I found I had no choice other than to work in a massage parlour. After a short time there I felt my energy and enthusiasm ebbing away. My life was empty and meaningless, and I felt as if I was staring into a void.

Through a chance encounter, I got to know the BBC World Service Trust's In Touch for China team. Later, I was invited to join. Those of us selected received training in journalism and radio production skills, as well as computing and general life skills. Most of the team members are disabled like myself. I soon discovered that we all shared the same dream: to improve the lives of visually

impaired people by providing essential information on air. Working together we are beginning to realise this dream.

There are now six visually impaired producers based in Beijing, with another 30 freelance correspondents based in different provinces. We work together to make a weekly radio programme for the wider community. It aims to increase the public's understanding of disability issues and the disabled community. Broadcast on local radio stations throughout China, it includes information on such things as access to education, health and personal hygiene issues, as well as creative arts slots. During the final 20 minutes of the programme, listeners phone in to put their questions to the presenters or guest speakers.

I am close to all my colleagues and we feel like a family. Our work is quite intense and stressful, but I enjoy every minute of it. I feel as if I have at last rediscovered what it is to smile with joy.



In Touch for China training



Media Dialogue Programme trainees



Nile TV and Trust committee discussing editorial guidelines

“Telling the truth is at the core of programme making”



Ahmed Mamdouh Hassan (left) with Trust trainer



Egyptian Radio and Television Union (ERTU) meeting

Ahmed Mamdouh Hassan Egypt

Ahmed Mamdouh Hassan, Supervisor Editorial Matters at Nile News Channel, was a member of the committee charged with drawing up Editorial Guidelines and a Style Guide for the Egyptian Television and Radio Union.

Does a talent for writing suffice when a person becomes a journalist? This question haunted me during my university days and even more so once I started work for Nile Television, first for its Information Channel and then Nile News Channel just before it launched.

In September 2006, I was nominated to join a ‘Training the Trainers’ course, part of the BBC World Service Trust’s Media Dialogue Programme. This proved to be the turning point in my professional life. I realised that my colleagues and I were amateurs, working for a kind of media that has nothing to do with professionalism.

Since attending the course, my professional perceptions have undergone a marked change. My style of news writing has improved and

accuracy, impartiality, objectivity and being concise are second nature to me now.

I was, therefore, overwhelmed when I was asked to join the committee charged with drawing up a Mission Statement, Editorial Guidelines and a Style Guide for the Egyptian Radio and Television Union (ERTU), facilitated by the Trust.

The enterprise is unprecedented in any state-run media outlet in the Arab world. Many well-known news channels have neither editorial guidelines nor a style guide, a situation that is bound to reflect badly on what is broadcast and provides journalists with no proper guidance.

Members of the Committee used the BBC’s Editorial Guidelines and Style Guide for guidance and reference, adopting those values and principles that appealed to us while preserving our Egyptian character when we drew up our own guidelines.

I shall always feel proud that I was party to this pioneering initiative. I hope it will be adopted soon so that all those who work for Egyptian Television can benefit. Our media professionals are keen to

acquire guidelines they can refer to in order to resolve differing views that crop up from time to time. Telling the truth is at the core of programme making, and something for which the hearts and minds of millions yearn.

RESEARCH AND LEARNING INSIGHT

- Audiences noticed improvements in the format, style and content of news bulletins after training.
- Viewers were keen to see further changes including: more stories relevant to their lives and more transparent news that presents a variety of viewpoints.



The Trust trainer with committee

Sefa Jemal Ethiopia



Production skills training



Production skills training



Radio listener

“The way the radio programme deals with sexual and reproductive health has inspired me”



Goat herder on the shores of Lake Langano, listening to Radio Ethiopia



Sefa Jemal

Sefa, a 17-year-old listener to *Abugida*, the Trust's weekly magazine programme produced in Amharic and Oromiffa, explains how it has provided him with essential information on sexual and reproductive health issues.

Over the past seven months, *Abugida* has helped and encouraged me to make some very important decisions. The way the radio programme deals with sexual and reproductive health has inspired me to discuss these issues with my friends at school and even with my parents.

I live in a community in which female genital mutilation is widely practised. My mother believed strongly that my two little sisters should be circumcised in order to live a socially acceptable life in their community. We argued over this but I was unable to convince her until I made her listen to an *Abugida* story that I had recorded off the radio. It was about a young woman who was circumcised when she was a small girl and had suffered terrible health problems and was stigmatised, even by friends and her own husband, because of it.

I invited close and influential members of my family, including my mother, to listen to the radio programme. They were all deeply touched by the story of the girl, which made them cry. I was overjoyed when my mother declared that she had decided not to have my sisters circumcised after all. And she asked me to record *Abugida* for her every week.

Abugida has also helped me resolve issues in my relationship. I was under a lot of peer pressure to have sex with my girlfriend, who is 16, and was frequently ridiculed for not having made my sexual debut. I was confused and frustrated, which led to clashes with my girlfriend and also affected my education. However, since I joined the *Abugida* Listeners' Group in my area I have had the opportunity to talk about my worries and concerns with other young people inspired by the radio programme.

I also received excellent advice from *Abugida's* health experts, which helped me to appreciate the value of informed decision based on high-quality information. I have every confidence that *Abugida* will make a difference to the lives of millions of young Ethiopians.

RESEARCH AND LEARNING INSIGHT

- A survey of young people (15 to 24-year-olds) across three areas in Ethiopia, shows that 53% of young radio listeners listen to radio every day.
- Media was the most often mentioned source of information on sexual health for young Ethiopians (64%).
- 90% of respondents think that information on sexual health from the radio is accurate or very accurate.



Abugida listener

Rekha Devi India



Aangan ke Paar trainees



Aangan ke Paar press conference



Aangan ke Paar studio production

“I had to overcome several personal challenges to take part in the initial training”



Rekha Devi with microphone



Aangan ke Paar studio production

Rekha Devi lives in a remote village in Bihar. She explains the challenges she faced when selected to become a Community Reporter for the Trust's Hindi radio programme *Aangan Ke Paar* (Beyond the Courtyard).

When my three children started school, I was desperate to do something for my community so I joined a local NGO. Educating women on maternal and child health issues made me realise how much the women in my community needed access to the right information and the empowerment to make their own choices. Being selected as a reporter for *Aangan Ke Paar* was the opportunity I had been yearning for.

I had to overcome several personal challenges to take part in the initial training. Many people, including my husband, objected to me working outside the home and pointed fingers at my morals and character. Also, I had never travelled alone, so leaving my village, Bagbani, to go to Delhi was a real test of courage.

Another challenge was mastering the equipment - the MiniDisc recorder and microphone. I was also taught how to ask questions in a sensitive and objective manner, and how to get women in particular to open up and articulate their own ideas and experiences.

I have now reported on a variety of issues, including: the health consequences of early marriage; why men don't want to use contraception; how much people understand about malnutrition; and, why women are still dying in childbirth.

One story we recorded for a report on access to health services for tuberculosis showed how a TB patient had to bribe a government health official to obtain medicines that should have been provided free. Following the report the head of the government's TB eradication programme admitted the fallibility of its efforts to combat the disease.

Due to my association with the programme I am now treated with respect, both within my family and in the community. It has enabled me to get a

job as a government schoolteacher, so I can encourage parents to send their girls to school. I am determined to continue my effort to make information and choices available to women. It is only when women are educated - when our daughters are educated - that our country will change.

RESEARCH AND LEARNING INSIGHT

- Each episode of the programme is estimated to have reached over 2 million radio listeners.
- The reach of the programme over 28 episodes was more than 10 million listeners.



Aangan ke Paar trainees

Kambis Keramati Iran



ZigZag presenter Behzad Bolour (right) with production team



ZigZag online magazine



Behzad Bolour interviewing guest

“Without a doubt, the BBC World Service Trust's iLearn course has been a turning point for me”



ZigZag presenter Behzad Bolour (left) in studio



Kambis Keramati

Freelance journalist Kambis Keramati explains how attending the first of the Trust's iLearn courses in Farsi was a turning point in his professional life.

I've been involved in journalism for several years on a part-time and freelance basis. During this time, I have had lots of questions in my mind about journalism and editorial values and, especially, about journalism ethics. Without a doubt, the BBC World Service Trust's iLearn course has been a turning point for me in my professional life.

The course was a comprehensive learning experience that taught me extensively about the key values of accuracy, impartiality and fairness. Also, I've been lucky to gain a lot of information about journalism ethics as well as online and multimedia journalism skills.

One of the best parts of the iLearn course was that it used an incredible diversity of training tools: from face-to-face sessions to online modules, from practical assessments to the direct involvement of the trainees in different procedures of content via iLearn's Radio *ZigZag* and its online magazine

ZigZag Mag. As one of the editors and column writers of *ZigZag Mag*, I'm trying to put into use every single point that I've learnt during this course - especially the editorial judgment skills that have given me confidence as an editor.

As this was the first iLearn course for Iran and in Farsi, there were obviously a few small problems that needed to be ironed out. But the Trust's team members were dedicated and prepared to help at all times. The next groups of trainees will benefit greatly from their commitment and hard work.

Aside from the professional and journalistic aspects of the course, I learnt a lot from the social behaviour of the trainers. Their kindness, efforts and commitment to help and answer every single question of the trainees, in as much detail and as accurately as possible, was marvellous. I came to understand the exact meaning of 'team working'. All in all, this was a really wonderful course that motivated me to pursue my journalistic career more seriously. I've been lucky and feel really proud of having been a part of the Trust's iLearn course.

RESEARCH AND LEARNING INSIGHT

- Users view zigzagmag.com as a vehicle to express their opinions, an important role in a country with a heavily repressed media.
- A survey of registered users of zigzagmag.com has shown that 1 in 2 consider the website to be unique.



iLearn trainee



Ya Take Ne? production team

Yusuf Saleh Nigeria



Creative Director and Storyliner interviewed by BEN TV

“Every minute spent with my colleagues greatly improved my ability to do my job”



Yusuf Saleh producing in the studio



Head of HIV and AIDS Project Christine K and Dr Augustine Ankomah of the Society for Family Health

Yusuf Saleh, producer of the radio magazine show *Ya Take Ne?* (What's Up?), explains why the programme, which provides youth with a forum for frank discussion into issues such as HIV and AIDS, is out of the ordinary.

I joined BBC World Service Trust Nigeria in 2003 as a courier before moving up to driver and office assistant. I was particularly interested in the educational story lines of the 'Voices' radio drama *Story Story*, as I had been a teacher at Capital School Kaduna in northern Nigeria before joining the Trust.

When the Trust started its HIV and AIDS project in Nigeria in 2005, I became a programme assistant on its weekly youth talk shows. These programmes - *Flava* and *Ya Take Ne?* - are something else! Not the usual lecture about HIV issues but frank talk about sex, boyfriends and girlfriends, talking to parents and protection against STIs. During my teaching days, we used to talk to our pupils very little about sex issues because our culture is quite conservative. In my language, Hausa, we use a lot of words to beat about the bush.

When I became the producer of the Hausa-language version of the radio youth magazine, I had a double challenge. With my newly developed media and production skills, I had to produce balanced and accurate programmes that break a lot of taboos in my society.

Every minute spent with my colleagues greatly improved my ability to do my job. We are a tight team, we travel together, record together and give each other feedback under the guidance of our editor, who used to do my job but was promoted to editor.

I guess the long hours are worth the effort! An audience survey into the reach and impact of our radio programme showed that more than 50% of young Nigerians in the north are listening to it. The survey also points towards behaviour change; it seems that our audiences are more willing to take the HIV test and that we are contributing to lowering stigma and discrimination.

RESEARCH AND LEARNING INSIGHT

- Across six research states, 87% of young Nigerians (15 to 24-year-olds) had been reached by the STOP HIV campaign.
- Around 60% of *Ya Take Ne* audiences have talked about health issues raised by the show.



Wetin Dey cast on set

Aruna Kamara Sierra Leone



Local radio listeners



Production training skills

“A couple of months ago, the idea of owning a passport was a distant dream”



Trainees



Aruna Kamara

Aruna Kamara, a senior reporter at Radio Kiss 104 FM in Bo, describes how being selected by the Trust to provide radio coverage of the trial of Charles Taylor at The Hague is a realisation of his professional dreams.

A couple of months ago, the idea of owning a passport was a distant dream. I never imagined that I would be one of the team of Liberian and Sierra Leonean journalists preparing to go to The Hague to report on the trial of former Liberian president Charles Taylor for alleged crimes against humanity.

I've been working at Radio Kiss 104 FM in Bo in Sierra Leone for several years as a senior reporter. In April this year, BBC trainer Claire Ziwa came to our radio station and taught us many new skills, such as news writing, interviewing and how to make election programmes.

Previously, my life was simple. I walked the streets of Bo each day looking for news stories and, when I had money in my pocket, I enjoyed cassava leaf for dinner. I thought life would always be like this. If I hadn't received the BBC training, I would never have thought myself good enough to apply to be

part of the team reporting on the Charles Taylor trial, let alone think I might be selected.

Since being selected, I have received training on courtroom reporting, transitional justice issues, training and mentoring skills. The material we gather during the trial will be edited and packaged in Sierra Leone and Liberia, then translated into local languages and distributed on cassette to more than 50 local radio stations in the two countries. It will help to explain what's happening at The Hague to my fellow Sierra Leoneans.

The BBC World Service Trust training has helped me to believe in myself and to follow my professional dreams. I felt supported and encouraged, and am now working even harder to develop myself as a journalist.

RESEARCH AND LEARNING INSIGHT

- Radio is the most trusted source of information in Sierra Leone, with 88% of respondents in a survey of media consumers reporting that they rate their trust in it as high.
- Over 80% of people have access to radio, with the majority of these listening almost every day.



The electoral process

Research & Learning Group (R&L)

The Trust has made a substantial investment in its own research capacity to inform projects and to measure their impact. Established in 2005, the *Research & Learning Group (R&L)* is now widely recognised as a leader in the field of media and international development. The *R&L Group* draws on the most advanced thinking in academic research and applies and adapts techniques widely used in commercial media research and international development studies.

GLOBAL TEAM

A global team from Africa, Asia, the Middle East and the UK has been recruited and trained to specialise in media and audience research. Team members participate in face-to-face workshops as well as on-going distance learning and mentoring. The research teams provide continuous input to Trust projects on local audiences and their media patterns and preferences, as well as monitoring trends in the media sector more generally.

FOUR LEVELS

The Trust believes that change and development can and does occur on four different levels: the **sector level** with policy and decision-makers; the **organisation level** with state, commercial and not-for-profit entities; the **practitioner level** with professionals and opinion leaders; and, the **individual level** with different target audiences (see diagram 1).

Recognising the interdependency between different social systems, media and audiences is integral to understanding how information from media is used and interpreted. Since these interdependencies exist within the media sector and across the Trust's thematic areas, the Four Levels of Engagement approach serves to clarify and focus the Trust's interventions and their potential impact.

Diagram 1:
The Trust's Four Levels of Engagement



www.bbcworldservicetrust.org/researchlearning

CURRENT RESEARCH

In addition to supporting Trust projects, the *Research & Learning Group (R&L)* is engaged in a series of cross-cutting research programmes. Highlights over the past year include:

- **Quantitative Analysis**

Examining a range of approaches to measuring exposure and engagement with media outputs in order to better understand ways of optimising impact.

- **Conceptual Frameworks and Indicators**

Reviewing appropriate measures of the influence of media on governance indicators, including participation, transparency and accountability.

- **Media Effects**

Exploring methods of capturing the importance and evolution of social and professional networks among different target groups.

In addition to individual project reports, *R&L* produces summaries of its work through its Dissemination Series.

The Information and Communication for Development Research and Advocacy Programme

This Annual Review focuses mainly on explaining what the BBC World Service Trust does - its achievements, its plans and how, with careful research and evaluation, it can achieve the most with the resources it receives.

The Information and Communication for Development (ICD) Research and Advocacy Programme is a new programme designed to explain why it does it.

The programme has been established with a five-year grant from the UK Department for International Development (DFID), reflecting the growing acknowledgement among donors and development agencies that communication matters. The way people access information and how we communicate - with one another and with our governments - is becoming more important in determining development outcomes.

People need information on issues that affect their lives to be able to hold governments to account for the policies and services they need. The poorer people are, the more they have at stake in gaining access to such information.

People need spaces to communicate with each other and to debate the issues that affect daily life. Without these spaces democratic dialogue cannot take place.

People need the capacity to make their voices heard in public debate. Without such a voice, society in general and policymakers in particular

cannot respond to the perceptions, needs and demands of the public.

Information and knowledge are the bedrock of much of what development seeks to achieve - communication is the route to achieving it. Most developing countries are undergoing increasingly rapid change, much of it shaped by new ways to communicate and by how governments and people relate through communication and media. Technologies (particularly mobile telephony and the internet), newly liberalised media environments and the consequent emergence of many new media and communication actors, are profoundly shaping economic, political and social change in most developing, as well as industrialised, societies.



Elsewhere in this review can be found numerous examples of how the BBC World Service Trust addresses these and many other media and communication-related needs. It does so in a development climate that has, over recent years, tended to perceive the role of media and communication as a somewhat peripheral activity.

The Programme will work to change that by ensuring that senior level policymakers within multilateral and bilateral donor organisations - as well as broader civil society and the media itself - recognise that issues of media, information and communication are fundamental to sustainable and democratic development.

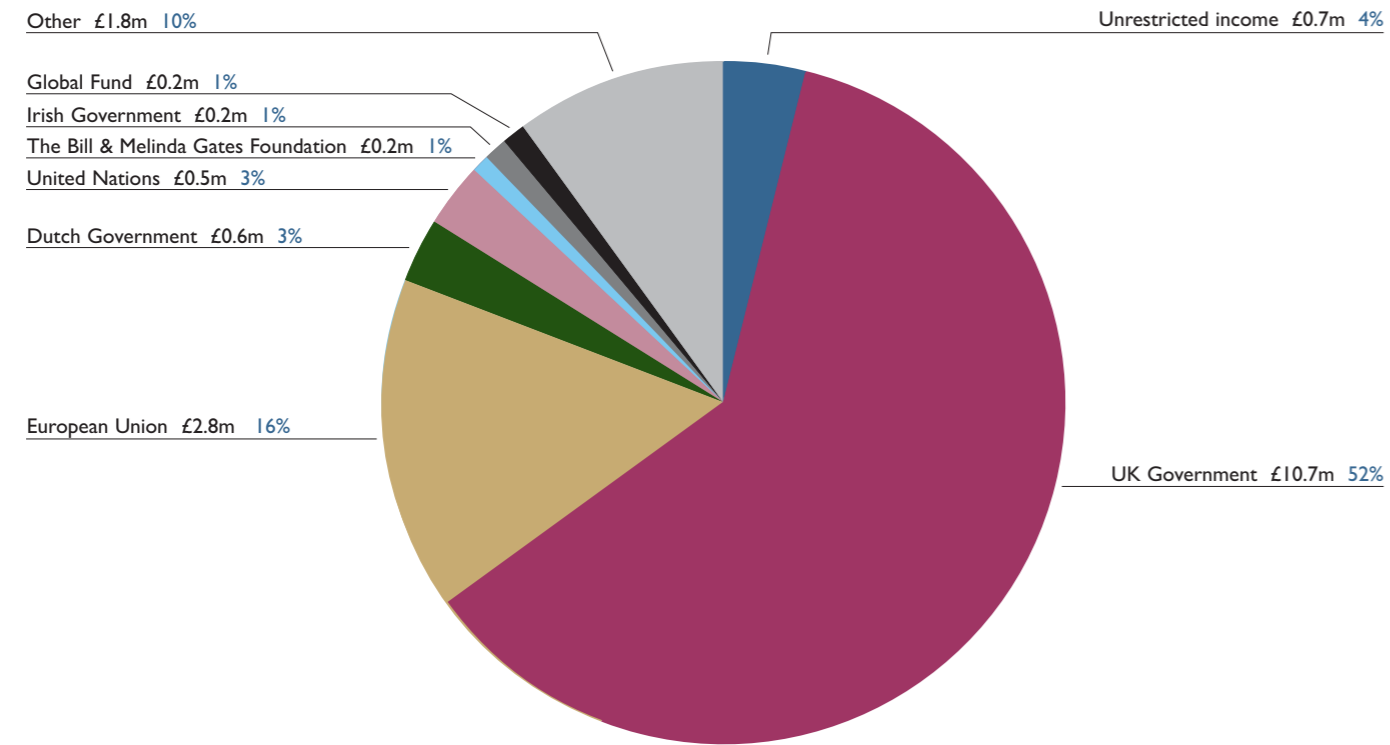
There are four main pillars to the strategy the Programme will use to address these challenges:

- Developing and presenting arguments why media, communication and development are critical to current development strategies;
- Raising the profile of the issue, through BBC World Debates, making programmes and other specific media outputs;
- Building the stature of the field, focused on creating links to the research, academic and mainstream policy (think tanks) community and forming partnerships with other actors;
- Developing with other agencies better frameworks for the effective and coordinated implementation of ICD strategies.

Financial Overview

Where support comes from

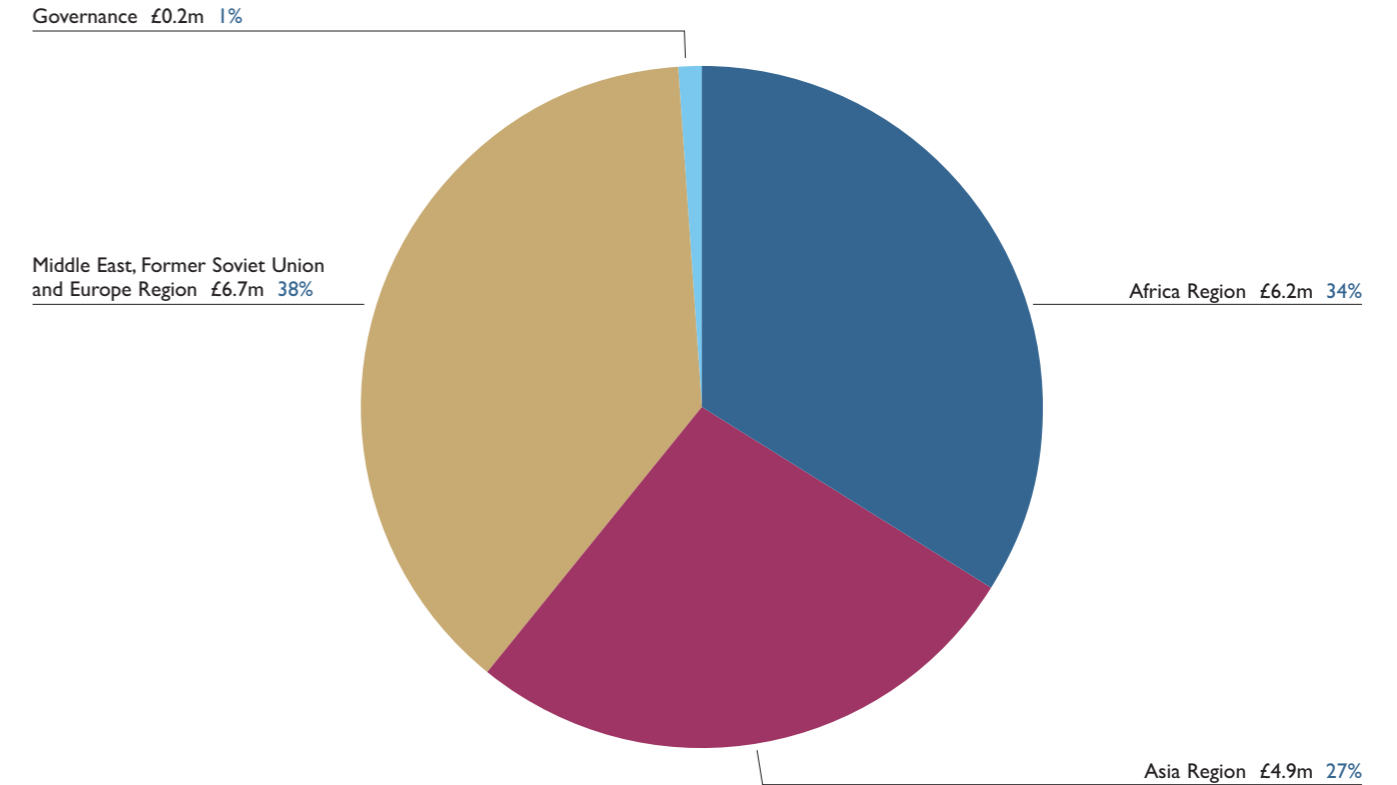
In the year to 31 March 2007, the Trust received our highest ever income of £17.6m. The principal funding source of the Trust is grants receivable from international bilateral donors, which increased by 7% on the previous year. Unrestricted income remains a small part of our income base but increased significantly during the year.



This summary financial information has been extracted from the BBC World Service Trust Annual Report and Accounts for the year to 31 March 2007, which has been independently audited by KPMG LLP.

How we spend funds

In the last financial year, the majority of our expenditure went on achieving our charitable objectives throughout the regions in which we operate (Africa, Asia and Middle East, Former Soviet Union & Europe), details of these initiatives are included in this review.



If you require more information than is included here or would like a copy of the Annual Report and Accounts, please contact BBC World Service Trust at Bush House, PO Box 76, Strand, London WC2B 4PH.

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

Afghan Drugs Inter Departmental Unit (ADIDU)
Africa Educational Trust
BBC Group
BBC World Service
BBC Worldwide
Big Lottery Fund, UK
The Bill and Melinda Gates Foundation
British Council
The Community Fund, UK
Danish International Development Agency (DANIDA)
Department for International Development, UK (DFID)
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)
EthiopiAid
European Commission Humanitarian Aid Office (ECHO)
European Union
Ford Foundation
Foreign & Commonwealth Office, UK (FCO)
Global Conflict Prevention Pool (GCPP)
The Global Fund to Fight AIDS, Tuberculosis and Malaria
HIV/AIDS Prevention and Control Office (HAPCO)
Humanity United
International Labour Organisation (ILO)
Ministry of Foreign Affairs, Netherlands
Norwegian Agency for Development Cooperation (NORAD)
Open Society Fund (OSF)
The Open University
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 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 States Agency for International Development (USAID)
World Bank

Trustees, Patrons and Management Team

as at 31 March 2007

Trustees

Nigel Chapman (Chairman), Director, BBC World Service
Zeinab Badawi, Broadcaster
Christopher Beaman, Senior Adviser, European Bank for Reconstruction & Development (EBRD)
Hilde F. Johnson, Deputy Executive Director, UNICEF
Michael McCulloch, Member of Investment Committee, Europolis Group
Bhupendra Mistry, Trustee, BBC World Service Trust
Susan Robinson-King, Vice-President, Carnegie Corporation
Caroline Thomson, Chief Operating Officer, BBC
J Patrick Vaughan CBE, Professor Emeritus, London School of Hygiene and Tropical Medicine
Dr Michael C Williams, Assistant Secretary General and UN Special Coordinator for the Middle East
Alison Woodhams, Chief Operating Officer, BBC World Service

Company Secretary

Lindsey North, Controller of Legal & Rights, BBC Global News Division

Patrons

Glenys Kinnock MEP, Member of European Parliament (UK Labour Party)
Edward McMillan-Scott MEP, Member of European Parliament (UK Conservative Party)

Management Team

Stephen King, Director
Anna Da Silva, Director, Africa
Simon Derry, Director, Middle East, Former Soviet Union and Europe
Caroline Howie, Director, Asia
Fatima Islam, HR & Development Manager
Eliot Lyne, Director of Finance
Gerry Power, Director, Research & Knowledge Management

Auditors

KPMG LLP, Chartered Accountants, Registered Auditors, London

Awards

In the past year, the BBC World Service Trust has gained immense recognition for its work internationally. The Trust has won 13 prestigious awards in the fields of radio, television and training.



Aangan Ke Paar (Beyond The Courtyard)

India
Hindi drama that focused on issues relating to women's empowerment and HIV and AIDS
AWARD
Asia Pacific Millennium Development Goals Media Awards
PRIZE
Runner-up
CATEGORY
Radio



Ursom ala el ard makaanak (Draw Your Place On Earth)

Sudan
30-minute magazine show aimed at Darfuri children
AWARD
Radio For Peacebuilding Awards
PRIZE
CATEGORY
Radio: Youth Category



Jasoos Vijay (Detective Vijay)

India
Detective drama designed to raise awareness of HIV and AIDS
AWARD
Indian Telly Awards
CATEGORY
TV: Best Public Service Programme



Chunnilal

India
Public Service Announcement as part of HIV awareness campaign
AWARD
International Animation Film Festival
PRIZE
Bronze Medal
CATEGORY
TV: Animation



Stella

Nigeria
Public Service Announcement as part of the STOP HIV campaign
AWARD
World Award, Asia Media Summit
CATEGORY
TV: Best public announcement on HIV and AIDS



The Ruined Castle

Afghanistan
Pashto and Dari children's show focusing on raising awareness of mines and unexploded ordinance (UXOs)
AWARD
International Radio Broadcasting Awards, New York Festivals
PRIZE
Bronze World Medal
CATEGORY
Radio: Best Children's/Young Adults Programme



Haath se Haath Milaa (Let's Join Hands)

India
Magazine-style youth-focused reality TV show on HIV and AIDS
AWARD
World Award, Asia Media Summit
CATEGORY
Best TV programme to reduce discrimination against people living with HIV
FURTHER AWARDS
TV: Indian Telly Awards
Best TV Lyricist
Best Music Director
Best Title Singers



Environmental media skills training: SKG Sangha (NGO)

India
Environmental Media Skills Training by the BBC World Service Trust
AWARD
Ashden Awards
PRIZE
Second Prize
CATEGORY
TV: Food Security



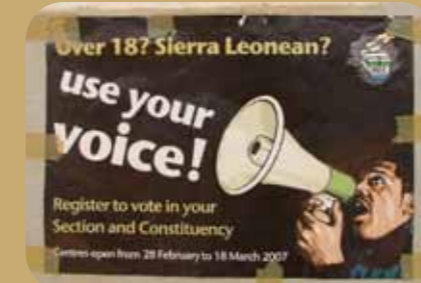
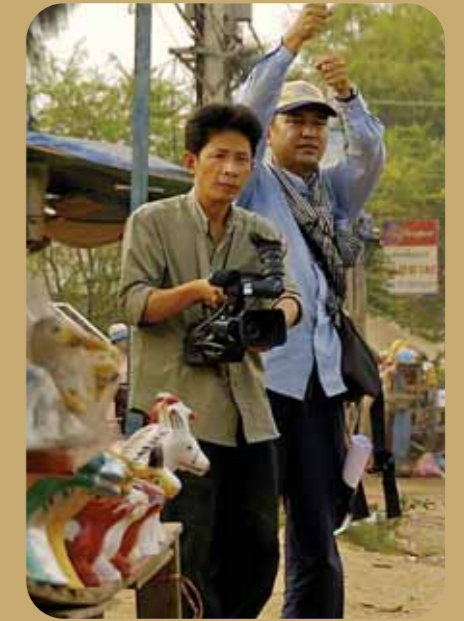
Talk Talk

Nigeria
Discussion programme
AWARD
Africast
CATEGORY
Radio: Best Producer (King James Yiye)



Afghan Woman's Hour

Afghanistan
Magazine-style programme for women
AWARD
BBC World Service Awards
CATEGORY
Radio: Team of the Year



Front cover: Goat herder on the shores of Lake Langano, listening to Radio Ethiopia

www.bbcworldservicetrust.org

Printed on recycled paper produced 100% post-consumer waste.
The paper is FSC Certified. The inks are vegetable rather than mineral oil based.
The printer has been awarded the environmental standard ISO 14001:2004