



Annual Review 2009/10
Transforming lives through media

BBC
WORLD SERVICE
TRUST



Drama for development:
Nigerian schoolgirls watch
Wetin Dey as part of a
feedback session

Transforming lives through media



This booklet shares the individual voices of just a handful of the many millions whose lives have been transformed through media. Our role, as the BBC's international charity, is to support a free, vibrant and responsible media that can help ordinary people share opinions and hold their leaders to account.

We also use creative media to provide people with information to know their rights and live safer, healthier lives. We work with a wide range of partners at the local and global level, and together through the media we can deliver on a large scale. In the past year alone we have reached an audience of more than 250 million people through local radio and TV broadcast partners, BBC channels, online, mobiles and print.

We provided lifeline radio services to Haiti, in the aftermath of the earthquake, and in Pakistan in response to the floods. In both cases we were able to leverage the unparalleled reach and respect of the BBC to broadcast critical information to audiences affected by disaster. Our broadcasts provided information about shelter, how to trace missing relatives, where to access medical assistance, food and water. We also gave people the chance to raise issues, ask questions and engage. Even the sound of a familiar, regular, trusted voice plays an important role in fractured and frightening times.

The media landscape is evolving fast and technological innovation — especially social media — has a growing role in poverty reduction and social change. Innovation is a recurring theme of this booklet.

All our work is underpinned by research and it happens in partnerships. None of the work would be possible without the generosity and commitment of our donors and supporters, to whom I offer huge thanks.

Caroline Nursey

Executive Director, BBC World Service Trust



Condom users are winners in this TV ad campaign

In the past year the
BBC World Service Trust
has reached

**250
million
people**

In Afghanistan

96%

of 'Afghan Woman's Hour'
listeners agreed that they now
think more positively about the
lives of women.

In Bangladesh

7million
people tuned in to our
'Question Time' style
programme every week.

In Darfur our radio programme
doubled the number of people
coming forward on
National Immunisation Days

In India

our HIV and AIDS
campaign reached

**160
million
people**

Transforming
lives
through
media

In Somalia

250,000

people were taught
how to read through
our programmes

STORIES OF CHANGE

Main: *Connexion Haiti* provided life-saving information to those affected by the earthquake in 2010

Right: Yves François being interviewed



Lifeline radio in emergencies

In the immediate aftermath of disasters people are hungry for information. As they try to cope with the unfolding crisis, with power supplies down and communities reeling, reliable information can be in short supply. Where can people get medical assistance, or find clean water and shelter? How can they trace missing friends and family?

Lifeline radio can help people get to grips with what has happened by quickly providing useful information and advice.

Yves François, an architect, witnessed the impact of the earthquake in Haiti earlier this year. Over 230,000 people were killed and more than one million left homeless.

The BBC World Service Trust supported the creation of *Connexion Haiti*, a daily radio programme produced in partnership with BBC Caribbean, to provide information and advice. Yves saw the value of lifeline radio and contributed to its broadcasts.

“My biggest concern in the early days was to keep people safe from falling debris,” says Yves, who provided advice about damaged buildings. He says the strength of *Connexion Haiti* was the speed at which it informed people of the importance of staying away from buildings until they had been properly demolished.

“I have never seen human casualties on the scale that I witnessed after the earthquake and I hope I never see it again.”

Yves also notes that overstretched and under-resourced emergency services increased the need for reliable information.

Since *Connexion Haiti* we have provided similar lifeline radio services in Kyrgyzstan, following ethnic unrest, and in Pakistan after the devastating floods in July.

IMPACT FACTS

- Hundreds of listeners called the local telephone number set up for audiences to interact with the programme.
- *Connexion Haiti* was the recipient of a prestigious award from the Association of International Broadcasters.

INTERACT

- **Listen** to how *Connexion Haiti* offered a lifeline to the earthquake's survivors.
- **Learn** how *Connexion Haiti* was launched.
- **Watch** an audio slideshow covering Pakistan Lifeline.

“We were touched by the story of the woman being reunited with her son. We hope that many people are listening to your broadcasts to help them make contact with their families in Haiti.”

Listener, Connexion Haiti

STORIES OF CHANGE

2

Shedding light: 100
Dúvidas helped bring
electricity to a village

Providing space for dialogue and action

Access to electricity is something most of us take for granted. But for millions it remains a seemingly inaccessible luxury.

In Luanda, Angola's capital city, a reliable power supply is not readily available to all. The community of Ilha da Madeira had been without electricity for 30 years.

Their situation was exposed on our radio discussion programme *100 Dúvidas* ('100 Doubts'). It provided a platform for people to speak out. A broadcast amplifying their concerns prompted the government to turn the power back on, after three decades of waiting.

"If it wasn't for your presence here, we would be facing another 30 years without light, still living in misery, which was misery with a capital M," said one listener.

In most of Angola, state radio is the only source of public information and the views of politicians and 'experts' are all listeners hear. We launched this weekly radio programme through a partnership with Radio Ecclesia, a station independent of the government. The aim was to give ordinary people the chance to be heard and improve government accountability by getting their officials on air too. It has provided a space for dialogue and debate.

Programme coordinator Mario Santos said Radio Ecclesia had previously been perceived as existing "purely to bad mouth the authorities".

"From the moment we started programmes during which authorities could respond to questions from the public, they realised that Radio Ecclesia did not aim to criticise the image of the authorities," he says.

"Our aim is actually the opposite. The programme exists to establish a relationship between the general public and the country's administrators."

IMPACT FACTS

- Angola is striving to recover from the political and social legacy of a 27-year civil war.
- In 12 months 111 public officials have been invited to take part in 100 Dúvidas.
- Journalism training is an important part of our work in the country. We have trained more than 100 local producers and technicians.

INTERACT

- **Watch** a video exploring the role of 100 Dúvidas.

"If it's not 100 Dúvidas, who else is going to help us? Please tell our story on the show."

Listener, 100 Dúvidas

STORIES OF CHANGE

3

Regular *Story, Story* listener Christy Uche

Using radio drama to inform and educate

Story, Story is a long-running radio soap that has captured the imagination of millions of Nigerians. Over the years its stories have covered health and childcare. More recently, with presidential and parliamentary elections in 2011, plotlines are focused on voting and rights. Set in a rowdy motor park, characters explore ways to combat corruption and reduce ethnic tension.

Stall-holder Joy James is from the Karshi district near Abuja and she has been listening to *Story, Story* for five years. "I like it because it is so educative and I like the political dimension. Madam Philo for instance manages a shop like me. She has shown me, as a business woman and as a mother, that you need to be honest and humble with people.

"Drama works because there are those of us who don't like to read and others that are not so educated. Because *Story, Story* uses pidgin [a local language] and this gets messages across simply, it offers much more than a newspaper."

Joy's neighbour, Christy Uche, is a regular listener too: "I enjoy the childcare and peace-making dimensions. I tuned in by accident one morning a year ago and now never miss it. I also like Madam Philo as she helps make peace between people in the community and she also offers advice about childcare, not just about giving birth but how to look after children and get them into school."

Joy's thoughts move to next year's elections: "With elections coming up *Story, Story* is especially educative for the youth of today. It shows that corrupt officials will manipulate you to get illegal voter cards from those too young to vote. But once in power they will not be there for you. We have learned that you need to go through the right channels to get your voting card and that you need to be old enough to vote."

IMPACT FACTS

- *Story, Story* reaches ten million Nigerians each week - a broader audience than any other BBC programme in English in the country.
- It is broadcast across Nigeria on the World Service and 87 partner radio stations.
- 53% of *Story, Story* listeners questioned have said they spoke to people about issues raised in the drama after listening to it.

INTERACT

- **Watch** a behind the scenes video of *Story, Story*.

"We chose to partner with BBC World Service Trust because it is renowned for its knowledge of development issues, for its extraordinarily good research, and for its high production values."

Paula Fedeski, UNICEF, Nigeria, who has worked with BBC WST on a radio project focused on maternal and child health and malnutrition

STORIES OF CHANGE

4

A listener shares her experiences with a reporter from *Majboor Kisko Bola!*

Helping people know their rights

Bonded labour is a widely used way of enslaving people, by using supposed debt repayment to enforce unpaid work. In India our radio programme *Majboor Kisko Bola!* ('Who are you calling helpless!'), has helped isolated communities take action to help reduce this archaic practice.

Here, the aunt of a 16-year-old boy who was trafficked for bonded labour describes what happened to her family.

"Amit* was happy to go. He was travelling from our village in West Champaran, Bihar, to work in a factory in Bangalore.

"The contractor told us the job paid well and they would give Amit a bed and food. He also said Amit would have time to study and even gave Amit's parents an advance on his work. But then Amit disappeared. The contractor never came back to the village.

"Six months passed and we didn't know where he was or what he was doing. When we called the factory they said there was no one by his name there. We listened to *Majboor Kisko Bola!* in a listening group and heard that contractors often trick people.

"After we heard this we called the factory. We told them we had informed the authorities and said they could go to jail. Amit came home the next week.

"He told us that they made him work for several hours with no breaks and supervisors hit the workers if they complained or asked for food. He ate one small meal a day and the living quarters were disgusting."

Amit and his family now listen to the programme every week. Many other villagers sit with them to listen to the show. The aim is to learn about bonded labour together and stand up for their rights at work.

*Name changed.

IMPACT FACTS

- Despite being abolished in 1976, bonded labour still exists in India.
- A survey of the lowest socio-economic respondents in the provinces of Bihar and Uttar Pradesh revealed only 9% knew a minimum wage existed.
- Over the last 12 months 720 listening groups have gathered around the *Majboor Kisko Bola!* programme.

INTERACT

- **See** an image gallery covering our work on bonded labour.

"The hallmark of the BBC World Service Trust's work is creativity backed by research and evaluation."

Ashok Alexander, India Country Director,
Bill & Melinda Gates Foundation

STORIES OF CHANGE

5

BBC Janala has given Sultan Mahmud the confidence to learn English

Using innovation to build skills

In Bangladesh, many people want to learn English so that they can get better jobs or earn more. But many assume it is a goal beyond their reach.

Sultan Mahmud is a 31-year-old construction manager. He too felt hampered by his inability to talk English, as he needed to speak to foreign clients.

"Twelve months ago I couldn't speak in English. I always felt shy," says Sultan. "But now, after listening to the BBC, I can understand."

He used BBC Janala, our interactive educational service. The initiative encourages people to pick up the phone, to listen, interact and learn, with support resources on web and TV. The level of education is no barrier, as lessons offer access to different stages of learning.

"People say to me how is this possible?," says Sultan. "How can people learn English if they're illiterate? But it isn't a problem. I tell them to try because it is so simple — anyone can pick up a mobile."

There are 50 million mobile phone users in Bangladesh, and now many of them are dialling in to access hundreds of English language audio lessons and quizzes. The calls, that cost less than the price of a cup of local tea, offer three-minute lessons that are updated weekly.

Sultan's older brother Mohiuddin Alamgir Suprio, who owns the business, has noticed a marked change in his sibling's performance since he began using Janala in December 2009.

"Now he can meet clients and deliver on that side of our work. He's more confident and we don't lose projects."

Mohiuddin was so impressed that he now rewards his most promising employees with mobile phone credit to use BBC Janala.

IMPACT FACTS

- BBC Janala is part of the UK's Department for International Development funded English in Action initiative and aims to raise the language skills of 25 million people by 2017.
- Around 84% of people in the country consider learning English to be a top priority for their future.
- BBC Janala has received 4 million calls for lessons on mobile and more than 100,000 downloads from the WAP site.
- BBC Janala won the Microsoft Education Award at the 2010 Tech Awards.

INTERACT

- **Watch** coverage of BBC Janala on Asia Today.
- **Read** BBC Technology Correspondent Rory Cellan-Jones' blog post.

"Janala [is] a phenomenon which appears to be revolutionising the teaching of English in Bangladesh using simple mobile technology."

Rory Cellan-Jones,
BBC Technology Correspondent

How you can help us

Keeping in touch

Sign up to our monthly e-newsletter: www.bbcworldservicetrust.org

Willing to give?

In addition to the generosity of institutional funders we need the support of a growing number of foundations, individual donors and companies. If you would like to support our work transforming lives through media, consider undertaking one — or more — of the following:

- Make a donation online at our website: www.bbcworldservicetrust.org
- Payroll giving — donate monthly through an automatic transfer of funds from your salary
- Host an event to raise funds for us
- Volunteer and come to work with us
- If you would like to discuss supporting the BBC World Service Trust Catalyst Fund, please contact the Business Development team on +44 (0)20 7557 0241

How your gift can help

- **£1** Could supply a child in Afghanistan with a basic literacy and numeracy magazine for a year
- **£25** Could pay for over 200 women in Cambodia to get critical information about maternal and child health for a year
- **£750** Could pay for one episode of a health radio programme, reaching 7 million people who have no access to regular healthcare in Afghanistan

Donations at all levels will help us to transform lives through media.

Finance summary 2009/10

Where support comes from

In the year to 31 March 2010, the BBC World Service Trust income was: £28.2m

	2010	2009
Grants	£27.0m (95.9%)	£19.6m (93.7%)
UK government (DFID, FCO)	£16.5m	£8.0m
European Union	£2.5m	£2.2m
United Nations	£1.7m	£1.0m
Bill & Melinda Gates Foundation	£0.9m	£1.4m
Other (less than £1m each)	£5.4m	£7.0m
Voluntary income	£1.0m (3.5%)	£1.3m (6.1%)
Investment income	£0.0m (0.0%)	£0.0m (0.2%)
Other income resources	£0.2m (0.6%)	£0.0m (0.0%)
Total incoming resources	£28.2m	£20.9m

How we spend funds

In the past financial year nearly 99% of spend went directly to charitable activities

	2010	2009
Charitable activities	£26.7m (98.5%)	£20.0m (98.7%)
Africa	£5.2m	£5.2m
Asia	£11.2m	£7.9m
Rest of World	£9.2m	£6.3m
Cross-cutting activities	£1.1m	£0.6m
Costs of generating voluntary income	£0.2m (0.7%)	£0.1m (0.4%)
Governance costs	£0.2m (0.8%)	£0.2m (0.9%)
Total resources expended	£27.1m	£20.3m

As at 31 March 2010, the BBC World Service Trust held reserves of £2,112,000. This summary information (apart from the analysis of grants) has been extracted from the BBC World Service Trust Annual Report and Accounts for the year ended 31 March 2010, which has been independently audited by KPMG LLP. For the full Annual Report and Accounts, please go to www.worldservicetrust.org. Or contact the BBC World Service Trust, Bush House, PO Box 76, Strand, London, WC2B 4PH or email ws.trust@bbc.co.uk

Donors

We are grateful to the following organisations for their grants and donations. We would also like to thank the individuals — anonymous and known — who give to us monthly through their salary (payroll givers) and all those who have donated online or bought tickets for our annual Correspondents' Dinner:

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Trustees

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| <ul style="list-style-type: none">• Peter Horrocks (joined the Board as Chair from 26 April 2010)• Richard Sambrook (stood down as Chair and Trustee 26 April 2010)• George Alagiah (joined Board 25 January 2010)• Michael C. McCulloch• Prof Patrick Vaughan | <ul style="list-style-type: none">• Bhupendra Mistry• Susan Robinson-King• Richard Manning (Vice-chair from 26 April 2010)• Richard Thomas• Zarin Patel• Mr Michael C. Williams (stood down from the Board 20 April 2009) |
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Supporters

Thank you to our **Business Development Advisory Group** members:

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Thank you to our **Research & Learning Advisory Group** members:

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| <ul style="list-style-type: none">• Dr Sandra Ball-Rokeach, Professor of Communication, Annenberg School, University of Southern California• Dr Bella Mody, James de Castro Professor in Global Media Studies, School of Journalism, University of Colorado | <ul style="list-style-type: none">• Dr Sheila T Murphy, Associate Professor, Annenberg School, University of Southern California• Dr Jatinder Pal Singh, Associate Professor, Communication, Culture & Technology Programme, Georgetown University |
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In addition many thanks to the following **individuals and companies** and their staff for their gifts in kind, discounts and other non-cash contributions:

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| <ul style="list-style-type: none">• Nikki Amuka-Bird• D&D London• Heidi Hsueh | <ul style="list-style-type: none">• Jude Kelly and The Southbank Centre• JWT• Baaba Maal | <ul style="list-style-type: none">• Quintessentially Group and Foundation• The RSA House |
|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|

And a final big thank you to our **BBC colleagues** who have supported us this year, too numerous to list in full. But particular thanks to the following who have given their time on our behalf:

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">• Nihal Arthanayake• Ros Atkins• Sir David Attenborough• Zeinab Badawi• Jeremy Bowen• Michael Buerk• Evan Davies• Lyse Doucet | <ul style="list-style-type: none">• Matt Frei• Mariella Frostrup• Nik Gowing• Mishal Hussein• Alan Johnston• Martha Kearney• Bridget Kendall• Jill McGivering | <ul style="list-style-type: none">• John Simpson• Stephen Sackur• Louis Theroux• Jeremy Vine• Joseph Warungu• Mike Wooldridge• Kirsty Young |
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 - BBC World Service's World Book Club and BBC Audio & Music Factual who donated proceeds from the sale of books



A DECADE OF TRANSFORMING LIVES THROUGH MEDIA

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BBC World Service Trust

Room 301 NE, PO Box 76,

Bush House, Strand,

London WC2B 4PH, UK

Tel: +44 (0)20 7557 2462

Fax: +44 (0)20 7379 1622

Email: ws.trust@bbc.co.uk

Sign up to our monthly
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