Policy and Research Programme on
Role of Media and Communication in Development

Final Project Report
April 2010 – March 2012

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BBC Media Action Policy and Research Programme on the Role of Media and Communication in Democratic Development

INTRODUCTION

This is the final report of the Policy and Research Programme on the Role of Media and Communication Development. It provides a narrative overview of progress and impact between April 2010 and March 2012 of the DFID funded Policy and Research Programme on the Role of Media in Development, building on an earlier report submitted for activities carried out between April 2010 and March 2011.

In 2006 the Department for International Development (DFID) allocated £2.5 million over five years for the establishment of a 'Policy and Research Programme on the Role of Media and Communication in Development' to be managed by BBC Media Action (formerly the BBC World Service Trust). The Programme ran from July 2006 through to March 2012, including a no-cost extension. A small additional contribution to the Programme from the Swedish International Development Agency was received over the period (approximately £300,000 over the period 2009-2012).

In November 2011, DFID reached agreement with the BBC World Service Trust (since January 2012, renamed as BBC Media Action) for a new Global Grant amounting to £90 million over five years. The Policy and Research Programme ends formally on March 31st 2012 and all funding allocated under the programming will be spent by that date.

While this report only covers Policy and Research Programme activities, many of the initiatives under the Programme will continue under Output 4 of the DFID Global Grant, titled 'Evidence and policy: Strengthening the evidence base on the role of media and communication in democratic development, including the role of donor support'. This two year report should be seen in that light as policy and research impacts continue to build on existing reports and activities.

A full financial report will be submitted separately in early June 2012.

Implementing the recommendations of the 2010 external review of the Programme

From April through to July 2010 a DFID-commissioned consultant, Mary Myers, undertook an external review of the BBC WST Policy and Research Programme on the Role of Media and Communication in Development. Overall, the Programme was reported to have performed very well, though several key recommendations were made by Mary Myers in her final report to DFID.

Recommendations to the Programme and progress made in addressing each are summarised in the box below. As part of the review process and in line with DFID's requirements, the Programme's logframe was revised as part of the review process. The overall structure of the logframe remains unchanged, though the number of indicators has been reduced based on DFID guidance and methods of measurement have been refined. The final section of this report outlines progress against the new logframe, which was submitted to DFID in mid-2010.

External Review Recommendation	*Summary of Response*
To become even more relevant to DFID's research agenda, the Programme should consider widening its focus of policy and research to more topics beyond governance, for example to media and gender, health, and new media, especially social media and new ICTs.	• *A key new policy partnership has been developed in health focused on informing the Global Fund for AIDS, TB and Malaria and involving other key sector organisations.* • *Policy processes with OECD DAC, Wilton Park, ODI and others focus heavily on media and social media in relation to governance,*

	aiming to address some of DFID's key interests in this area. • *The programme has been heavily involved in the development of the global grant and issues and the shifting implications for development of both mainstream and social media are key priorities for the policy and research component of that grant.* • *The Programme had already undertaken high profile initiatives on humanitarian responses and climate change; work in these areas continues and has informed the development of a major new research project, Climate Asia.* • *The programme has supported the Ignite Women of the World festival focused on the role of women in media and communication.*
The Programme should strengthen internal staff support and review priorities in light of time-pressures and danger of over-work for the Programme Head.	• *From 2010, the Programme Head has been supported by a full-time post. Three thematic specialists (in governance and human rights; health; and humanitarian response and resilience)now allocate between 10 and 50% of their time to Programme outputs.*
The Programme should consider producing more high-profile outputs (e.g. briefing papers) on media and fragile states.	• *In November 2011, the programme published 'The Media of Somalia: a force for moderation', accompanied by what is widely considered to be the most detailed Media Sector Analysis of the Somali media (the research for the analysis was also part funded by the FCO, European Commission and Open Society Foundation). It now provides the foundation for media support to Somalia. This is dealt with in more detail below. A second report, 'The Media of Afghanistan: the challenges of transition', rooted in more than a year's research, is now in production. Both are described in more detail below.* • *The Programme has developed a formal relationship between its DFID and Sida-funded work, which focuses primarily on media and social media in closed societies (and/or where media freedoms are constrained).*
To mitigate the risk that success is too focused on the personality of Programme Head, James Deane, the BBC WST should extend the team around him and share his contacts, so that the work - and especially the networking - can continue uninterrupted, should he move on.	• *The BBC WST has established a new position in the Senior Adviser, Governance and Human Rights – effectively a thematic specialist – who works closely with the Programme Head and is increasingly involved in building external relationships.* • *The new position of Policy Manager, for*

	which recruitment is currently underway, will take forward policy engagement work and partnership strategy revisions under the DFID Global Grant. • *Senior advisers for Humanitarian Response and Resilience and Health are the primary points of contact for policy issues within their area, working closely with the Programme Head to build external relationships and deliver specific pieces of work.*
To mitigate the risk that research produced by the Programme is perceived as not independent of the BBC, the Programme must continue to prioritise strategic topics rather than those that demonstrate the BBC WST's own impact.	• *Programme fellowships are now run through and managed by the Reuters Institute for the Study of Journalism, a credible organisation that will support BBC World Service fellows to conduct in-depth research relevant and useful to the Programme.* • *The Programme has a clear strategy to work closely with other sector based organisations (through the Global Forum for Media Development, the Communication Initiative and other organisations).* • *Through the negotiation of the DFID Global Grant, DFID has encouraged BBC Media Action to draw more explicitly on its own research for its policy engagement.*
The BBC WST should make efforts to diversify the Programme's funding base.	• *The Programme has received funding from Sida for an 18 month project; objectives are highly synergistic with the Programme's DFID-funded work and a formal partnership on several specific deliverables is proposed.* • *Many of the activities of the programme will continue under the new DFID Global Grant.*

POLICY ACTIVITIES AND IMPACT

> **OUTPUT 1:** *Greater understanding established among policy makers and influencers on the development policy implications of rapidly changing communication environment*

Programme activities and policy impacts continue to focus on four main areas articulated in the previous annual report with two key additions in line with the Programme's additional capacity and expertise:
- Aid Effectiveness and the Role of Media and Communication;
- Media as a Democratic Governance issue
- Fragile States and the Media
- Media and the Electoral Cycle Approach
- The Information and Communication Needs of People Living in Poverty in relation to:
  - ➤ Health (new from 2010)
  - ➤ Gender (new from 2010)
  - ➤ Climate change
  - ➤ Humanitarian resilience and response

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Aid effectiveness and media's position within the aid architecture

<u>*A formal technical resource on media to the OECD DAC GOVNET work-stream on domestic accountability*</u>

In 2008/9, the programme played an important role in ensuring that the Accra Agenda for Action included a commitment to support media in this context. The omission of this commitment (which was added at the 11th hour of the negotiations thanks to work by BBC Media Action) would have made future donor support for media related issues difficult.

In 2010/11, BBC Media Action worked as the formal technical support to the OECD DAC GOVNET Work-stream on Domestic Accountability to build on inclusion of media in the Accra Agenda for Action and specifically, to substantively address policy issues around media and accountability in the run up to the 4th High Level Forum on Aid Effectiveness. This work has consisted of nine main components:

1. Engaging in GOVNET meetings, making presentations and acting as key informant and adviser to the GOVNET on the role of media as an accountability mechanism;
2. Engaging other boundary partners, and recommending in particular GOVNET engagement with other research and policy processes. This led to a major research partnership between the World Bank, Internews and the Brookings Institution (the Media Map project) focusing on the same case study countries as the GOVNET itself in its case studies on domestic accountability.
3. The commissioning and delivery – in partnership with the World Bank's Communication for Governance and Accountability Programme (CommGAP) – of a review of the evidence relevant to the role of media as a domestic accountability mechanism. The paper was formally presented as a GOVNET discussion paper. 'The paper, International Support to Media Development: Context, Evidence and Strategic Principles' has since been published on the DFID website.
4. The instigation and organisation of a Wilton Park Conference on Media, Social Media and Governance in May 2011, bringing together key governmental donors (including USAID, DFID, Sida, UNDP, the European Commission and others, key foundations and media and development organisations.) The meeting was focused in part on the repercussions for development policy of the Arab Spring (in the context of media and social media), but principally was focused on feeding into the OECD DAC/Busan process principles and perspectives from this conference. The conference provided an important opportunity for presentations by many of the key donors engaged in this field.
5. The organisation in June 2011 of a one day seminar at the OECD DAC as an integrated component of a formal GOVNET meeting. This meeting gathered heads of governance or their equivalence of almost all the OECD DAC donors together with media development specialists within these agencies, together with most of the key international media development organisations in the world. Although hosted by the OECD DAC, it was largely organised and supported by BBC Media Action.
6. The inclusion, resulting from these events, of a section addressing media and communication within the OECD DAC 'Synthesis of Key Findings and Messages Produced for the Busan High Level Forum on Aid Effectiveness' (pp 21-22).
7. The arrangement of a briefing at Bush House, the home of the BBC World Service, for Brenda Killen, the head of Aid Effectiveness at the OECD DAC to BBC journalists to brief them on the High Level Forum and its expected result.
8. Financial support to the Overseas Development Institute for a series of seminar series running up to the High Level Forum.

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9.   The invitation by OECD DAC to the Programme Director to facilitate two sessions at the Busan High Level Forum in South Korea, the first of which being one of the main parallel sessions focused on accountability.

These events were successful in placing media in a clearer, more integrated and more prominent position on the overarching governance agenda.   Ultimately, media was not prominently highlighted in the final Busan Declaration for reasons associated with the need to achieve as wide a consensus as possible. A widely distributed blog reflecting on this by the Programme Director, remains on the BBC Media Action website (more than 1,100 people have accessed the blog, at an average viewing time of four minutes). The OECD DAC remains interested in taking forward these issues within the governance agenda in the future.

Engagement with other OECD DAC processes

The Programme's relationship with the domestic accountability work-stream has also provided a highly effective entry point into other areas of the OECD DAC.

In early 2011 the Head of Programme was invited to attend an OECD DAC Workshop on Results which took place 2-3 February 2011. Its purpose was to assess whether "end-users" of results information, from executives, parliamentarians, civil society and other stakeholder groups get what they need to take decisions, respond to political pressure for results and address internal management needs. Outputs aimed to feed into the preparation of the Fourth High Level Forum on Aid Effectiveness in Busan, Korea in November this year.

The Programme Head has also made a presentation to the International Network of Conflict and Fragility (INCAF) on the role of media in fragile states, again at the OECD DAC.

Media and EC development policy

Following active engagement with the European Union over three years by the Programme, often in engagement with or through the Global Forum for Media Development, the European Commission announced in 2011 its decision to appoint a new focal point for media development. This post, taken up by a highly experienced media development adviser from the Swedish International Development Cooperation Agency, starts in April 2012. This will be the first time that the Commission has the capability to track which media support strategies are most effective or, indeed, to gain a coherent overview of what its expenditure, impact and strategic objectives informing media development are. It is considered by the Programme to be a major advance in this area.

Media as a democratic governance issue

The previous section focused explicitly on the role of media within the international development architecture. This section, closely aligned to the earlier one, focuses on how the Programme has engaged with specific institutions to support the integration of media as a governance issue.

Policy engagement across DFID

One of the key recommendations made by Mary Myers as part of the 2010 Programme review was to 'strengthen … efforts to engage with staff in a variety of teams within DFID, concentrating on policy and research, both in UK and in DFID country offices'.

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Significant progress has been made in addressing this recommendation, and over the past nine months the Programme has:

- Assisted in drafting media-related components of the DFID 'How To Note' on support to elections (for further detail see section 3.4).
- Provided input to guidance to country offices on support to domestic accountability organisations. An initial draft of 'Strengthening Accountability in Budget Support Countries: DFID's 5% commitment' did not contain a section specifically addressing media organisations. Following input from the Programme and consultation on where this best fit within the guidance note, a full and separate section on media was included, with an example of DFID support to BBC WST governance work in Nepal.
- Engaged directly with country offices through the Advisory and Response Facility on Media and Elections and on an ad hoc basis.
- Presented as part of DFID's Testing Consensus series (see section 3.3.2 for full details).
- Mark Robinson, Head of Profession, Governance, attended and presented at the Wilton Park Conference on Media, Social Media and Governance and Isabelle Cardinal attended the OECD DAC/BBC World Service Trust/Internews/WBI meeting on media and domestic accountability at the OECD DAC GOVNET.
- The Programme was heavily involved in developing the recent major Global Grant to BBC Media Action.

Input to UK policy debates on development

In a partnership with the Foreign Policy Centre, the Programme has supported and co-organised a series of panel events over the last three years at each of the main party conferences:

- 2008: 'A bridge too far; do we need to claim humanitarianism?' Speakers included John Githongo, World Vision; James Deane, BBC World Service Trust, Michela Wrong, New Statesman; Josephine Osikena, Foreign Policy Centre.
- 2009: 'Democracy in Danger' in which the issue of media as both a pillar for sustainable and peaceful political settlements and potentially as a fosterer of tension and violence was strongly highlighted. Speakers included Andrew Mitchell MP, Shadow International Development Secretary; Michela Wrong, Author & Journalist; Caroline Nursey, BBC World Service Trust; Dan Smith, International Alert. This series was conducted jointly with International Alert.
- 2010: 'Aid: Help or hindrance? Can aid help poor people hold their leaders to account?' Speakers included the Right Honourable Malcolm Bruce MP, International Development Select Committee; Michela Wrong, author and journalist; James Deane, BBC World Service Trust; and Dorcas Erskine, ActionAid UK.
- 2011: 'Rethinking democracy and development: What role for new media and technology?' Speakers included Alison Mcgovern, MP; Richard Howitt, MEP; Deborah Haynes, Defence Editor Times; Rushanara Ali, MP; Jeremy Browne, MP; Charlie Beckett, Director POLIS; Githaiga Grace, Asssociate Kictanet; Josephine Osikena, Director FPC; Rory Stewart, MP OBE; Stephen O'Brien, MP; Dr Awab Alvi, political blogger; James Deane, Director Policy and Insight BBC Media Action; Caroline Nursey, Director BBC Media Action.

Beyond engagement with these events and the issues addressed, there has been clear impact at policy level. The presentation by the Programme Director at the 2009 Liberal Democrat conference prompted a request to make a presentation on the importance of media in development to a committee drawing up the Party's policy on international development – this took place at the Party's Cowley Street headquarters. In September 2010 the Liberal Democrats' Policy Paper 97, 'Accountability to the Poor: Policies on International Development', included specific recommendations on media support:

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Numerous, decentralised, independent media outlets are also essential to create space for diverse voices to be heard. At its best, strong media – including social media – can hold governments and donors to account, engage people in politics, shape democratic outcomes and drive social change. The importance of the media has been seen, for example, in recent elections in Iran, Nigeria and Uganda, though more needs to be done to strengthen its effectiveness. The BBC World Service's Question Time-style programme Bangladesh Sanglap attracted 21 million listeners during the December 2008 elections. Where print and broadcast media are controlled by governments or political elites, democracy and debate are stifled. When only one point of view is heard, extremism thrives and frustrations can lead to conflict, as seen, for example, in Rwanda and the Democratic Republic of Congo.

DfID currently has no section – or individual expert – on media. Liberal Democrats will support:
- *Specialist advice for media managers.*
- *The creation of independent, socially-motivated Press Trusts.*
- *Journalism schools.*
- *Training for journalists on specific development issues and on effective and challenging forms of investigative journalism.*

Separately, a solid partnership between the Programme and the Overseas Development Institute (ODI) has increasingly seen issues around media and communication drawn into mainstream politics and development debates where this may not have otherwise happened.

The Programme collaborated with ODI in December 2010 to take part in the two day seminar 'Politics into Practice: A dialogue on governance strategies and action in international development'. The Programme provided modest financial support to the event, and James Deane chaired the session on 'Challenges for uptake: communicating to parliaments and electorates'. The panel for this session comprised Ann Grant (former British High Commissioner to South Africa- ODI Board), Sarah Mulley (IPPR), Julian Lob-Levyt (DAI), Laura Kelly (One). It focused on obstacles for uptake and lessons from practice and what can be done to overcome them. There was substantial discussion on challenges and trade-offs in communicating to electorates and parliaments and influencing the general climate of political opinion in donor countries on governance and development.

Much of the relationship between the Programme and ODI has centred on fragile states and is outlined in that section of the report. It will be important to strengthen these links over the coming year to ensure that the Programme capitalises on these gains.

The programme also provided financial support and technical input into a key Article 19 conference in August 2010: 'Transparency, the Free Flow of Information and the Millennium Development Goals'.

In line with the Programme's objective of cross-party engagement, the Programme Director met in April with Stephen Twigg, Shadow Minister for Foreign Affairs, Labour Member of Parliament for Liverpool, West Derby and former Director of the Foreign Policy Centre.

Supporting policy debate on fragile states

Building on previous discussions around a research agenda on media, communications and fragile states, BBC Media Action was invited to join a consortium led by LSE's Crisis States Research Centre to bid for a DFID Research Programme Consortium focusing on issues of justice, security and governance in fragile and conflict-affected situations. Other consortium members included Yale University, the Institute of Policy Analysis and Research in Rwanda, the Overseas Development Institute, the National University of Columbia and the Pakistan Collective for Social Science Research. BBC Media Action's Policy and Research Programme undertook responsibility for addressing issues

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around media and communications as drivers and mitigators of fragility, in addition to collaborating with ODI on the research communications element of the programme. The bid was shortlisted but unsuccessful (to another LSE-lead bid). There is mutual intent from LSE's Crisis States Research Centre and the Policy and Research Programme to explore further opportunities to take this partnership and dialogue forward.

The Programme partnered with ODI in October to deliver a lunch-time talk on 'The role of the media in fragile states: can donors help improve the quality of journalism?' The Head of Programme chaired the event; the panel comprised Elisebet Helander, consultant to ODI; James Putzel, Director, Crisis States Research Centre at LSE; Agnes Callamard, Executive Director, Article 19; and Fletcher Tembo, Research Fellow, ODI. Opening with a presentation of Helander's research on post-election violence in Kenya, the panel used the Kenyan experience to debate broader issues around the role of donors in supporting media and in media regulation.

The Programme Director presented at DFID as part of the Testing Consensus series on the question 'Is media liberalisation dangerous in fragile states?' The 90 minute seminar was chaired by Mark Robinson, Head of Profession for Governance. Around 15 DFID staff members attended, including governance, conflict and social development advisors. This presentation had been discussed for some time but had been actively pursued by both DFID and the Programme in line with one of Mary Myers' key recommendations to raise the profile of the Programme's work on fragile states within DFID.

Policy briefings on Afghanistan and Somalia

The Programme believes that not only is there insufficient research on the issue of media and democracy in fragile states, but also that existing research and knowledge on the issue is poorly aggregated and summarised for policy audiences.

In late 2011, the programme published 'The Media of Somalia: a force for moderation?' This policy briefing, drawing on more than a year's research carried out by BBC Media Action's Research and Learning (R&L) Group, as well as a series of detailed semi structured interviews, was published both in English and Somali. The briefing has been distributed internationally but also within Somalia. Its central argument is that, whereas media in the past media has fuelled conflict and been co-opted by factional, extreme or other forces in Somali society, now the prospects of media being a force for moderation (especially if properly supported) are encouraging.

Two major presentations, organised with the European Commission in Nairobi, have been made to donors and other development actors in Nairobi. The policy briefing has since provided the foundation for donor policy in support to Somalia. The joint donor group on the issue (the Media Working Group) brings together all donors engaged in media support in the country. The Policy Programme has continued to advise on an informal basis the development of this strategy including suggesting an outline for a coordinated media support strategy for the country. The briefing was also provided to the FCO and provided the focus of a BBC Media Action blog in the run up to a recent conference on Somalia hosted in London. The policy briefing was co-written by the Programme Director and BBC Media Action researcher Jamal Abdi (based in Hargeisa, Somaliland).

'The Media of Afghanistan: the challenges of transition' is the Programme's most comprehensive policy briefing yet published. Published in March 2012, it is the product of a year's research and has been delayed in part to take into account recent developments related to the transition facing Afghanistan. Its central conclusion is that often successful support to media in Afghanistan may be translated into media falling into the hands of factional groups in the country without a clearer strategy for media development in the country.

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The new UK ambassador to Afghanistan has already asked for a briefing on the analysis presented in the report, at least one and probably a series of events with donors, media and other actors is planned to take place in Kabul, and a policy seminar is planned to take place at the National Endowment for Democracy in Washington DC.

Media and political engagement in Commonwealth countries

From 6-12 March 2011 the Commonwealth Parliamentary Association (CPA) UK hosted its 60th Westminster Seminar on Parliamentary Practice and Procedure. First held in 1952, the seminar is an intensive period of study for newly elected MPs and early-career clerks from across the Commonwealth. The event involves up to 65 delegates, and explores the idea of the Westminster-model parliament, its history, variations across the world, current methods of working, practical challenges and potential improvements.

The Head of Programme was invited to present as part of the session on 'Engaging Society: Representing Equality and Diversity', which asked the following questions: How can the media be used as a tool to help engage minority and disadvantaged groups in the political process? How can Parliament encourage greater representation of minority groups?

Media and the electoral cycle approach

Building links between the electoral and media support sectors

A conference organised in 2010 by International IDEA and BBC Media Action brought together donors, electoral support actors and media development organisations to explore how media was integrated into electoral support programming.   It pointed to a clear lack of coordination between electoral and media support organisations and a related lack of understanding around where media fits within the electoral cycle. This meeting has continued to underpin the agenda for the Programme's engagement in this area since.

For the first time in 2011, media and communications were addressed as a substantive issue as part of the Global Electoral Organisations Conference, which brings together electoral and electoral support organisations from around the world to transfer knowledge and assess strategies. BBC Media Action co-hosted (with International IDEA) a session on the role of media and communications in elections at the event in March 2011 in Gaborone, Botswana.   James Deane chaired the session, hosting speakers Dr Steve Surujbally, Chairman, Electoral Management Body Guyana; Mr Manoah Esipisu, Deputy Spokesperson and Deputy Director, Communications and Public Affairs Division, Commonwealth Secretariat; and Linda Maguire, Senior Electoral Advisor, UNDP. Approximately 15 electoral commissioners, mostly from fragile states, attended this session which identified an extremely high degree of concern over the lack of support and strategic options available to electoral commissioners. Approximately 20 further donors and electoral support organisations also attended.

The Programme continues to work closely with International IDEA in developing guidance and supporting materials in this area. In 2011 the Programme worked closely with the Bridge (Building Resources in Democracy, Governance and Elections) Project, a joint initiative by International IDEA, UNDP, the UN Electoral Assistance Division, the International Foundation for Electoral Systems (IFES) and the Australian Electoral Commission. The theme of integration of media into the electoral cycle approach will be a central theme of the policy engagement work of the Global Grant going forward.

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The Programme responded to a request from DFID to feed into a revision of DFID's 'How To Note' on elections, published in late 2010. The Programme was asked to review the note in full and to provide specific input on the role of the media, including key areas for support, political and practical considerations, risks and case studies.

In February 2011, at the request of UNDP Nigeria, the Programme worked with BBC Media Action's Nigeria office to develop a paper on support to media in the context of deepening democracy objectives. While media had been identified as one of six key objectives within the Deepening Democracy Programme in Nigeria, the scope of media support leading up to the 2011 elections had been narrowly defined to be implemented within a very tight timeframe. Building on the Programme's work in this area, this paper aimed to clearly articulate significant scope for assessing risk, opportunity and supporting media throughout the electoral cycle with the aim of more effectively addressing these challenges leading up to elections in 2014.

In Sierra Leone, the Programme's work on media and the electoral cycle approach fed into analysis provided by BBC Media Action's Country Director to a proposed media stakeholder strategy submitted at UNDP's request to UNDP, DFID and the EC in-country.

The information and communication needs of people living in poverty

Originally focused around the MDGs, this strategy is rooted in understanding information and communication realities, needs and aspirations. At a time when information access (e.g. through mobile telephony) is being transformed and when economic, political and social change is dramatic, development strategies designed to meet the MDGs need to be better informed by reality on the ground. While there is substantial research on the supply of information to people on the ground (through media, campaigns – including around the MDGs, education, etc.), there is very little research and understanding on the demand for it.

The policy component of this area of the Programme has over the past two-three years focused on two main issues: improving the prioritisation of information and communication in response to humanitarian emergencies; and raising policy understanding of the need for more effective communication strategies for those most affected by climate change. As outlined below, the Programme has also broadened its focus with additional capacity to look at issues around health and gender. This will enable substantial expertise in those areas built through 10 years of BBC Media Action work in these areas to be more strategically drawn into policy debates on media for development.

Health – Maternal, Neonatal and Child Health and HIV and Aids

Plans to expand the thematic scope of the Programme have been under internal discussion for some time. With the re-structure of BBC Media Action has come some additional and specialist capacity available for the Programme. The post of Health Adviser now has a formal remit for policy work on health, supported by and feeding into the Policy and Research Programme.

Despite the fact that the Programme's work in this area is relatively new, there are several developments worth mentioning here. The first involved establishment of a research partnership with Imperial College London (consortium lead), University College London, International HIV/AIDS Alliance, National AIDS Control Programme with Dow University, Pakistan Biomedical Research and Training Institute, Zimbabwe Africa Centre for Health and Population Studies, University of Kwazulu-Natal, South Africa and Universidad Peruana Cayetano Heredia (Peru) as part of a bid for DFID's

research partnership on structural drivers of HIV. This bid was not successful but led to important strategic linkages with several of the organisations involved.

In February 2011 the Programme played a key role in supporting a Communication Initiative partners' meeting hosted in Geneva by UNAIDS. The two-day meeting comprised a one day review and discussion on CI strategy and a one-day meeting to examine evidence of long-term impact of media and communications interventions on social and behavioural change. BBC Media Action was one of four organisations requested to present along with Soul City, WHO's C-Change Project and Brazil based organisation, Agência de Notícias dos Direitos da Infância (ANDI). Having been briefed on the meeting outcomes, Executive Director of the Joint United Nations Programme on HIV/AIDS (UNAIDS) Michel Sidibe, emailed to several CI Steering Committee members: 'I completely agree that we need to give a mechanism for real social engagement or we not will get lasting progress. The BBC Trust will be a key to take this progress forward.'

Programme staff have also provided detailed input and reviewed a draft of a Nike Foundation's Girl Hub report focused on using communication to change lives of girls and women and entitled 'Heads, Hearts, Hands: Media & Communications for Social Change'.

In 2011, following demand from the Global Fund for AIDS, TB and Malaria, the Policy and Research Programme initiated a partnership with key other sector actors in the health communication field. With funding provided entirely by the Programme, it has formed an advisory group consisting of Johns Hopkins University, the Panos Institute, London, Soul City and the Communication Initiative to commission a review of the evidence base and status of the role of communication in relation to Global Fund priorities. This review is not yet complete and has shifted focus since the cancellation of the latest funding round of the Global Fund, but is being continued with a broader focus (including engagement with UNAIDS).

Left in the Dark: the unmet need for information in humanitarian responses

One of the most impactful and successful of all the policy interventions carried out by the programme has flowed from its policy briefing, 'Left in the Dark: the unmet need for humanitarian responses'. Previous progress reports outlined particular elements of the Programme's work in this area, including BBC Media Action's leadership in establishing the inter-agency working group Communicating with Disaster Affected Communities (CDAC); publication of the policy briefing 'Left in the Dark: the unmet need for information in humanitarian responses' (as well as a follow-on briefing 'Still left in the dark?' in 2012); and joint leadership on the project infoasaid with Internews, which works from the operational through strategic levels across the humanitarian and media development sectors.

The following case study provides an overview of operational outcomes following from intervention by the Programme at policy level. It covers inception of this strand of work by the Programme through to the present.

HOW A POLICY INTERVENTION LED TO LIVES BEING SAVED:
CASE STUDY OF IMPACT OF LEFT IN THE DARK POLICY PAPER

In October 2008, the BBC Media Action Policy and Research Programme published "Left in the Dark: the unmet need for information in humanitarian responses". This Policy Briefing and accompanying policy interventions led to substantial policy change, including the creation of a new network of large mainstream humanitarian organisations focused on improving communication to affected communities.

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The BBC World Service and BBC Media Action have delivered humanitarian information to disaster-affected populations for decades. Initiatives have ranged from Lifeline radio programming to repairing transmission facilities.

In 2007, when the Policy and Research Programme was in its incipient stages, BBC Media Action proposed that the UN revise its agenda for the upcoming Global Symposium +5 Information for Humanitarian Action to include communication with disaster-affected populations. They agreed, inviting BBC Media Action to lead a working group. As a result, the issue was literally placed on the agenda for over 300 humanitarian practitioners attending the symposium.

In June 2008, the Policy and Research Programme engaged in and presented at ALNAP's bi-annual meeting (ALNAP is a leading humanitarian network bringing together the main humanitarian support organisations – its full name is the Active Learning Network for Accountability and Performance in Humanitarian Action), leading a discussion around the role of communication with disaster-affected populations and how agencies can improve their delivery of information as aid.

Throughout these advocacy exercises, it was evident that the notion of communicating with disaster-affected populations in an emergency was unfamiliar to most. The media was seen as a vehicle for advocacy and fundraising among international audiences, not as a means of delivering life-saving information to local communities or serving as a platform for discussion.

To address this, the programme commissioned and published the policy paper 'Left in the dark: The unmet need for information in humanitarian responses' written by Imogen Wall and Lisa Robinson, both BBC Media Action staff members with substantial experience in humanitarian responses. It highlighted the general absence of communication with disaster-affected populations in humanitarian relief programmes and urged donors and aid agencies to mainstream the activity in their work.

The publication was widely referenced among humanitarian practitioners and prompted a series of responses, ultimately creating a step-change in the focus of this issue among the mainstream humanitarian sector.

- ***2008, October** – Policy paper published to strong praise from the international humanitarian response community. For example, Claire Thwaites, Head of the Vodafone Foundation/UN Foundation Technology Partnership, argued that 'The policy brief is great and very substantive. It's getting around as its also been forwarded to me by contacts made at a Harvard Humanitarian Summit in July.'*

- ***2008, December** – Panel discussion at the Overseas Development Institute: BBC Media Action launched the policy paper in London at ODI with a panel discussion including representatives from the British Red Cross and Internews. The event convened a number of aid agencies who expressed support for the area and an interest to engage on the issue.*

- ***2009, March** – High level panel discussion at the United Nations in New York: The UN Office for the Coordination of Humanitarian Affairs (OCHA) invited BBC Media Action to present the policy paper at a high level panel discussion in New York, moderated by John Holmes, Under-Secretary General for Humanitarian Affairs and Emergency Relief Coordinator (he was unable to attend at short notice). Others on the panel included Executive Directors from the British Red Cross, and Thomson Reuters Foundation, and Head of Humanitarian programmes at Internews. At a gathering immediately following the event, a number of representatives from leading*

humanitarian agencies and media development agencies debated ways to take action on the issue, beyond the policy paper and presentations. They agreed to reconvene at a full-day meeting to explore the issues in-depth.

- ***2009, April** – First formal meeting held to advance the practice of Communicating with Disaster-Affected Communities (CDAC): Led by Sir Nicholas Young, CEO of the British Red Cross, over 50 attendees from a range of aid agencies and media development agencies gathered at the British Red Cross to assess how they could collectively advance the issue. Five agencies pledged £5,000 each and formed the Steering Committee of the inter-agency group now known as CDAC. Those agencies were BBC Media Action, British Red Cross, Internews, Save the Children, and Thomson Reuters Foundation (International Media Support (IMS) and the Irish Red Cross later joined the Steering Committee). A website and online network was established.*

- ***2009, July** – DFID awarded a two-year grant to a BBC Media Action and Internews consortium to build the capacity of aid agencies to communicate with disaster-affected populations. This decision appears to represent a shift in DFID funding priorities considering a similar BBC Media Action proposal to CHASE had been rejected the previous year. The £2-million grant was awarded alongside a larger grant to the Consortium of British Humanitarian Agencies (CBHA) with the recommendation that the two consortia collaborate closely to ensure the CBHA benefitted from the capacity building initiatives around communication with disaster-affected populations.*

- ***2009, December** – Second CDAC meeting held: CDAC members gathered in London to identify objectives based on a report delivered by a consultant for the group and create work plans for achieving those objectives.*

- ***2010, January** – Haiti earthquake / CDAC operationalized: The group mobilised in response to the earthquake in Haiti, despite only having agreed general principles for the group one month earlier. Building on existing relationships, the group consolidated efforts, secured funding from OCHA's Emergency Response Relief Fund and coordinated activities to support communication with disaster-affected populations in Haiti. This exercise resulted in stronger relationships among aid agencies and media development agencies and it delivered unprecedented levels of two-way communication with disaster-affected populations. International press reported extensively on the role of communications with the disaster-affected population. A list of some stories from the initial days can be found here: http://crisescomm.ning.com/profiles/blog/list?tag=%23inthemedia BBC Media Action also provides cooperation and support to the BBC World Service's new Creole service and other services explicitly set up to respond to the Haiti earthquake (see http://www.bbc.co.uk/worldservice/trust/whatwedo/issues/emergencies/2010/01/100128_emergency_response_haiti.shtml)*

Since then, BBC Media Action and the BBC World Service have been in discussions about more substantive and structured joint responses to humanitarian emergencies in the longer term.

- ***2010, February** – Reference to communicating with disaster-affected populations in: New Technologies in Emergencies and Conflicts: The Role of Information and Social Networks: A co-author of this report commissioned by the UN Foundation and Vodafone Foundation referenced one of the authors of the policy paper to inform the report.*

- ***2010, June** – CDAC recognised as a success in the 'Inter-agency real time evaluation in Haiti: Three months after the earthquake': In the first major evaluation of the overall response to the Haiti earthquake, the practice of communicating with disaster-affected populations and the inter-agency working group, CDAC, were referenced several times (pages 33, 40, 41, and 59).*

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Multiple actors in Haiti were focused on providing information and communication to the affected populations of the earthquake and the BBC World Service and BBC Media Action was one contribution among several. However, the coordination of these responses was a direct consequence of process catalysed by the Policy and Research Programme.

One recommendation in the report specifically addressed communication with disaster-affected populations:
*149. **Improve communication with the affected population and ensure they are better informed**. Clusters should systematically use the communication services and expertise of the CDAC initiative and develop a communication strategy vis-à-vis the affected population as part of their cluster strategy. Proactive communication with the population should also be used for expectation management purposes. Cluster meetings should be used to share good practice on participatory approaches and cluster lead agencies should invite cluster participants to apply participatory approaches. Humanitarian agencies and NGOs need to train their staff, including national staff, in participatory approaches. Operational agencies should work as much as possible with existing community committees.*

- *__2010, June__ – Kyrgyzstan response: The BBC Media Action-Internews consortium initiate the first response under the DFID Humanitarian grant to address the displacement in Kyrgyzstan due to the violence and unrest in the region. Details of the response are being planned at the time of writing, but will likely involve short segments of radio programming with dedicated humanitarian information.*

- *__2010 August –__ BBC Media Action supported the BBC Urdu service in lifeline programming for the flood affected communities in Pakistan.*

- *__2010, April –__ BBC Media Action appointed Chair of the CDAC Network: BBC Media Action invests substantial staff time in supporting the CDAC network as chair in steering it through a strategic revision exercise. Financial support Is later provided to CDAC. CDAC is increasingly being relied upon as a convening network by the humanitarian and communication sectors, and DFID CHASE has suggested it has a crucial role to play in enabling greater coordination among agencies for rapid response in the future.*

- *__2011:__ Thanks to programme engagement, the BBC Somali Service starts lifeline programming within the context of the humanitarian crisis facing the country reaching up to about 70% of the population.*

- *__March 2012; CDAC organises, in partnership with Google__ and with financial support from the Policy and Research Programme, a major humanitarian and technology fair showcasing the role of media and communication technologies in humanitarian responses. It is hosted at Google's London headquarters.*

- *__March 2012:__ A second edition of 'Left in the Dark' is published in early 2012.*

Climate change

In 2008/09 the British Council funded BBC Media Action to undertake a major 10 country research study examining public perceptions and understanding of climate change in Africa, particularly among people living in poverty. Africa Talks Climate was a substantial and ground-breaking research, communication and policy exercise in the region.

The Policy and Research Programme worked alongside the Research and Learning Group to develop a policy briefing based on this research entitled, 'Least Responsible, Most Affected, Least Informed:

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Public Understanding of Climate Change in Africa'. While research was funded by the British Council, policy outputs were supported by the Policy and Research Programme.

The previous annual report outlined plans around the Copenhagen Climate Summit in December 2009. The following case study provides an overview of policy outputs and engagement, including research dissemination and policy impact up to the present.

Africa Talks Climate

"Africa Talks Climate has opened my eyes [it is] relevant and significant now"
Raila Odinga, Prime Minister of Kenya

Africa Talks Climate (ATC), a research, communication and policy initiative run by BBC Media Action and supported by the British Council aimed to assess the public understanding of climate change across ten countries in sub-Saharan Africa.

African citizens are least responsible for climate change and will be among the most affected; yet according to this research, they are poorly informed about the issue and are already struggling with the challenges posed by a changing climate. African voices are also too often absent from national and international climate debate. ATC sought to understand how media and communications could be used to best support Africans' response to these challenges.

ATC took a qualitative research approach, featuring discussions with over 1000 citizens and 200 opinion leaders. A comprehensive communications strategy was developed alongside research activities to engage at national, regional and international levels throughout 2009-10.

BBC partnerships

Working closely with BBC Global News Division several broadcast partnerships enhanced engagement at key events, specifically in the build-up to the UN climate conference in Copenhagen in December 2009.

A partnership with BBC World News (weekly audience, 71 million) produced two editions of The World Debate; from the European Development Days in Stockholm and from the negotiations in Copenhagen itself. A special edition of flagship BBC World Service interactive programme World Have Your Say was also recorded from Copenhagen with a record participating audience of 500 young people. Communications-trained BBC researchers from Nigeria and Kenya were present to provide their insight and perspective.

National media and stakeholder interest was maintained through the launch of interim findings in five countries (Ethiopia, Ghana, Kenya, Senegal and Uganda) in October 2009.

Climate ambassadors

Key international figures became official ambassadors for the project, ensuring findings were communicated in accessible and innovative ways at the highest level. Senegalese world music star Baaba Maal recorded a special concert and spoke about his personal experiences "in conversation" with BBC Journalist Stephen Sackur from the Copenhagen talks, broadcast on the BBC World Service. In the UK Jonathon Porritt lent his support and voice, as did Kenyan Nobel laureate and environmentalist Professor Wangari Maathai.

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Reach and impact

The involvement of high-profile figures ensured findings were delivered to over 60 national and international journalists at a regional launch in Nairobi, Kenya.

Professor Maathai spoke alongside British High Commissioner to Kenya Rob Macaire and the Right Honourable Raila Odinga, Prime Minister of Kenya, who delivered the keynote address:

'We have failed to communicate climate change to our people and we must, and will, do better in the future. Africa Talks Climate has opened my eyes [it is] relevant and significant now", he declared, and further pledged: "We shall launch a major awareness campaign to make sure every citizen knows the consequences of climate change and what each of us has to do to help stop [it].'

Africa Talks Climate findings have already been applied at workshops with senior media practitioners from across Africa; at a climate change session at the Commonwealth Broadcasting Association conference in April 2010, many felt the research resonated with their own experiences.

'We used the ATC research because we felt it was a very different piece of work with a fresh approach. The connection of grassroots and policy is crucial in any media focus, and our participants found it extremely useful and easy to use', said Deputy Secretary-General of the CBA Sally-Ann Wilson.

The importance of an evidence-base for those already working in the field became clear throughout the process. Speaking at the launch event Professor Maathai said 'It is extremely important for people to understand [climate change]. As the report indicates, [it] has often been described as an abstract, scientific subject … it is very important that we communicate in a language that our people understand.'

Technical experts and practitioners from across all ten countries were also consulted at each stage of the process, and the research has been extremely well received by this target group. Clément Kitambala, Director of a local adaptation NGO in DRC is typical in saying: 'I absolutely agree with the report's conclusion and recommendations. They should inspire donors, government, civil society organisations and churches to carry out activities in communication and information.'

Africa Talks Climate was named Climate Change Communicator of the Year in 2010 by the US Center for Climate Change Communication (4C) at George Mason University.

www.africatalksclimate.com

RESEARCH ACTIVITIES AND IMPACT

OUTPUT 2: *Increased recognition among development actors and influential research bodies on the importance of research into the role of media and communication in democratic development*

This section to be redrafted and finalised following submission of Governance and the Media; a survey of policy opinion which will provide important insights into impact in this area. Following a delay, this is due for submission on March 12.

Raising the standard of research within the media development sector

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In a 2009, a report by the main think tank on media development, the National Endowment for Democracy Center for International Media Assistance was published entitled, 'Good But How Good?: Monitoring and Evaluation of Media Assistance Projects'. In that report, BBC Media Action's Research and Learning Group – which has been supported by the DFID grant – was labelled an industry 'gold standard'. The Group's geographical coverage, expertise, methods and contribution to research capacity-building in developing countries have all contributed to this reputation.

While a useful indicator in its own right of the respect, quality and influence of the work of the Research and Learning Group, this report together with multiple other signals of the respect held by BBC Media Action's research and policy work, has helped galvanise an intensifying focus on both research and monitoring and evaluation across the rest of the media development sector. Since 2009, most other media assistance organisations have either created or substantially beefed up their own research and monitoring and evaluation capacities and BBC Media Action staff have been explicitly told by several of these organisations that this is in response to the results and respect achieved by our own focus on this.

The media development research sector has flourished over the past 12-24 months. A major new Gates funded initiative, Audiencescape, is headed by the former director of BBC Media Action's Research and Learning Group. The Policy and Research Programme head sits on the advisory board of the Media Map project, a major new research initiative by Internews, the World Bank together with the Brookings Institution.

The focus of the Policy and Research support to the Research and Learning Group has been on enabling it to engage with external research partners and to build up the capacity of developing country researchers within the group. It has supported, for example, annual skills building workshops for the organisation's researchers across the world who now number nearly 100, the great majority of whom are from the countries in which they work.

A file of research papers, journal articles and other articles have been compiled and are available for review on request. The Research Group has focused in the last year on scaling up in relation to the DFID-funded global grant which has led to a temporary reduction in its external engagement work, but a major priority of the group going forward is to aggregate data and make its research more systematically available externally.

Outputs under this area since July 2010 have included:
- 22 research reports produced
- Communication Initiative special edition of 'Drumbeat' highlighting BBC Media Action's work in August 2011
- Building links with academics and other researchers, including presentations at seven conferences and reception at LSE media and communication research conference

Reuters Institute for the Study of Journalism fellowship programme

Plans to establish a fellowship scheme as part of the Programme were reviewed in 2010. Following discussions with the Reuters Institute for the Study of Journalism, the Programme will now sponsor one fellow per year under the Institute's existing programme, rather than establishing a scheme hosted by BBC Media Action. This approach has several advantages. Firstly, it creates some distance between the fellow and the Programme, ensuring that research topic and outputs are less likely to be perceived as being driven by any BBC Media Action agenda and more likely to maintain substantial academic credibility. Secondly, the management burden on the Programme will be significantly reduced through supporting an existing process.

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Fellowships will be open to mid-level journalists from across the BBC World Service. Previous BBC-sponsored fellows of the Reuters Institute have included Richard Sambrook, former Director of the BBC's Global News Division; Nic Newmanm, Future Media Controller, who researched the rise of social media and its impact on mainstream journalism; and presenter Nik Gowing, whose fellowship culminated in the widely lauded publication of 'Skyful of Lies and Black Swans: the new tyranny of shifting information power in crises'. The BBC Media Action-sponsored fellowships aim to open this research opportunity up to outstanding mid-level World Service journalists, aiming to provide fresh insight into issues around media and democratic development.

The Programme will be closely involved in selection of fellows and development of the proposed research through to academic support. Two fellows will be sponsored in 2012 (funded by the Policy and Research Programme) and one per year thereafter (funded through the Global Grant). Research outputs of the fellowship are intended to form the basis of additional policy outputs as part of the Programme, including such outputs as conference presentations, policy briefings and journal articles.

Quantifying donor support to media

Few donors investing in media support are aware of the precise size of that investment and how it compares to previous years. There are a number of reasons for this, most of them mentioned in the Programme's baseline study as factors contributing to the policy 'engagement gap' between the 'value assigned to its role by policymakers and the practical provision made for it in development planning, thinking and spending'.

The United States is somewhat of an exception, due largely to annual reporting by the Centre for Media Assistance (CIMA, a project of the National Endowment for Democracy (NED)). CIMA has been reporting on US funding for media development since 2006, aiming to provide an overview and analysis of that country's funding for media development, media for development and freedom of expression work around the world. Data for these reports is provided by the US State Department.

In 2009 CIMA commissioned consultant Mary Myers to compile a report on assistance to media support by non-US donors. Assessing levels of support proved a difficult task. Few donors are able to identify a point of contact for media development to provide an overview of their support, OECD DAC ODA figures are provided in broad categories that are difficult to interrogate, and media support is often embedded in wider governance projects (and increasingly health, education and humanitarian). The report has, however, been a widely cited reference point that provides an understanding of donors' investment in media and communications – an investment that is on the increase, despite challenges in understanding and situating this within the aid architecture.

In 2011 Myers was commissioned to update her 2009 report on funding for media assistance by non-US donors. The Programme assisted substantially by collating and analysing data as well as providing editorial input. Again, it is anticipated that this report will provide a useful reference point for media development stakeholders. Content was requested by the OECD DAC GOVNET to incorporate into documentation and presentations for its meeting on media and domestic accountability in 2011.

ANALYSIS AND GUIDANCE

> **OUTPUT 3:** *Analysis promoted of appropriate guidance for development agencies to engage with, assess and support media and communication in developing countries and fragile states*

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Guidance to multilaterals

The Programme Head was asked to join an advisory committee by the new director of communications in order to prepare Unicef for 21st century communication environments. This involved presentations to senior Unicef staff (up to Deputy Secretary General level) in New York and at a meeting of communication staff in Athens in 2011. He has also been engaged by Unicef in relation to the 2011 UN Communication for Development Roundtable (focused on meeting the information and communication needs of adolescent girls) where the Programme supported the presentation and attendance at the event by a senior Delhi-based member of staff.

The Programme was also asked to write a substantial strategic review paper on the role of media in democratic governance for UNDP's Democratic Governance Group which was submitted in 2011 and fed into a UNDP Oslo Governance Centre and UNDP HQ review of democratic governance priorities. The Programme Head was invited to present this analysis at a review meeting in New York, although this meeting was in the end not held.

Guidance tailored to bilateral donors

DFID

Input into DFID guidance has been detailed in the relevant preceding sections of this report. In addition to these inputs, the Programme has taken an active role on DFID's Research Communications Steering Group (RCSG). This has included:

- Editorial input into the 2010 publication 'Research communication: Insights from practice', A working paper of the Research Communication Strategy Group edited by Isabel Carter and Kurt Paulus
- Participation in the joint DFID/AUSAID workshop on 'Improving the impact of development research through better research communications and uptake', November 29 and 30 2010

As outlined elsewhere in this document, the Advisory Facility on Media and Elections originally developed for DFID advisors will this year be scaled up to cover a wide range of media and governance issues. Against 2008 and 2009, the requests from DFID country offices for this facility have dropped off, likely due to a recent lack of proactive communication of the facility's existence and the existence of a more formal advisory facility in the form of the Governance and Social Development Resource Centre. A new strategy is being developed under the next phase of the Global Grant to proactively prepare briefings on the role of media in relation to political settlements, politics and elections which will be tailored to audiences such as DFID governance and social development advisers.

Swedish International Development Agency (Sida)

Earlier annual reports of this Programme detailed the possibility of Sida taking a lead role in developing better mechanisms for organising and considering media support in the post-Accra aid architecture, within the OECD DAC structure. Sida was noted as one of the few DAC members with dedicated staff capacity in the area of media and communications. It also noted 'provisional agreement' from Sida and the Swedish Ministry of Foreign Affairs to take on this role with the DAC.

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Since that report Sida has undergone substantial restructuring alongside severe staff cuts. Discussions around where the remit for media and communications sits within the organisation have only recently (in 2011) been substantively addressed.

In spite of these challenges, Sida's interest in playing a leadership role in this area is still strong, and evidenced by a decision to grant institutional and project funding to BBC Media Action in 2010. This follows on from a joint policy initiative between Sida and BBC Media Action (with DFID funding) in 2009/10 to jointly develop the publication 'How to use communication to make aid more effective'. The publication was launched at a meeting co-organised by the Programme in Sida's headquarters in Stockholm, alongside Sida's 'sister publication' titled 'Getting it together: Strengthening transparency, accountability, participation and non-discrimination with communication methods'. High level Sida participation at the launch led to informal commitments to prioritise the issue of communication more substantively in Swedish aid effectiveness strategies.

The Sida-funded component of the Programme's work commenced in October 2010 and concludes in August 2012. The project is entitled 'Support to Media in Closed Societies and/or where Media Freedoms are at Risk'. The grant includes a component of institutional funding to support BBC Media Action's work in closed societies/authoritarian regimes. This Policy and Research Programme is leading on implementation of the Sida-funded project due to substantial synergies between it and the Programme.

German Federal Ministry for Economic Cooperation and Development (BMZ)

The Head of Programme was invited to present on British approaches to media development at the 6th Forum Medien und Ent-wicklung (Forum Media and Development (FoME)) symposium 'The "Fourth Estate" in Democracy Assistance: Practices and Challenges of German & International Media Development Cooperation' from 2-3 November 2010 at Wesseling, Germany. Founded in 2005, the FoME serves as an independent platform for German political foundations, non-governmental and parastatal organisations active in media development. FoME organises an annual international symposium, which in 2010 aimed to consider what German media development cooperation might draw on and learn from international expertise. Presentations looked at European donor agencies' experience at the strategic and country level; the Programme Head presented on 'Development Strategies and the Media: Setting Policy Priorities'.

Discussions fed into subsequent action by FoME to engage with the Secretary of State of the German Development Ministry, recommending a 'holistic approach' for media development.

Guidance on support to media for practitioners

Throughout 2010 the Programme was involved in several processes to jointly develop best practice and guidance on media support from a practitioner's perspective. Much of this has aimed beyond an audience of media development organisations and practitioners, aiming to better support governance, conflict and social development advisors to consider media and communications within country-level strategies and where appropriate, how to develop and support media interventions.

In 2009 the Programme hosted a stakeholder consultation designed to feed into the media development toolkit being developed by the World Bank's CommGAP. The toolkit was not designed for media specialists, but rather for those working at country level in areas where

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media support can and is contributing to wider development efforts. The toolkit was published in 2010.

The Head of Programme has continued his advisory involvement with the Media Map Project, a Gates Foundation-funded project being implemented jointly by the World Bank Institute, the Brookings Institute and Internews. At James Deane's suggestion, this process was brought into the work-stream on domestic accountability and several of the Media Map Project case studies now overlap with the country studies commissioned by the domestic accountability work-stream. Findings were presented at the June 2011 GOVNET meeting.

Work on the Programme's Sida-funded project looking at media support in closed societies also has a remit to assess best practice and provide guidance on working in closed contexts. This strand of work has supported a series of knowledge sharing activities at country level to facilitate inter-organisational learning, feeding into a best practice publication to be developed in early 2012.

Other initiatives aimed at supporting in-country programmes with information, analysis and guidance (e.g. the Programme's work with electoral organisations; guidance to DFID country offices on support to accountability mechanisms) can be found throughout this report under thematic headings.

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PROGRAMME PARTNERSHIPS

> **<u>OUTPUT 4:</u>** *Greater strategic coordination of media and communication support at the international, country and UK levels*

Partnerships on specific strands/themes have been detailed in the relevant sections above, including with the OECD DAC GOVNET work-stream on domestic accountability, with International IDEA on elections, and with ODI on fragile states. This section outlines substantive and ongoing partnerships that involve an element of financial support by the Programme and continuous engagement by the Programme.

<u>BBC World Service language services: round 2 of the challenge fund</u>

In 2009, to coincide with the World Service's 75th anniversary, the Programme launched a challenge fund to support World Service programmes around issues of media and democratic development. A second round of the challenge fund was planned for 2010.

Following budget announcements by the Coalition in 2010; subsequent negotiations over the future of World Service funding; and language service and staff cuts announced in early 2010, the launch of the challenge fund's second round was unavoidably delayed. Significant sensitivities precluded its launch until decisions had been taken regarding language service closures, which were announced in late January 2011.

The challenge fund was launched in February 2011 and the following programmes were awarded funding:

<u>A series of town hall debates around Nigeria's elections by the BBC Hausa service:</u>
1. Toward a Violence-Free Elections in Nigeria discussed particular risks around violence, responsibility for preventing violence, and the role of key stakeholders, including politicians, the police, the public and the media. The debate was held and broadcast live on March 30, 2011 at the Mumbayya House, Kano.
2. A second town hall debate on free and fair elections was held against the backdrop of the Nigerian government's promise to deliver a credible election. The debate, held in Abuja in April, brought together representatives from the Independent Electoral Commission, Transparency International and politicians to discuss electoral challenges and in particular, the role of the media in ensuring free and fair elections.

These were the first town hall debates broadcast in Nigeria in 12 years.

<u>A debate on press freedom by BBC Chinese:</u> As part of the 70th anniversary of the BBC Chinese service an open debate, based on the BBC's Question Time format, took place in London in June 2011. Experts discussed whether opening up of the economy in China has had any impact on the state of media freedom in the country. The debate also looked at the role of social media in China and in the context of media freedom.

<u>A debate on social media and media freedom by the Central Asian service:</u> This debate examined the role of social media in Kazakhstan, the way activists use the social media and whether Kazakhstan can emerge as a leader in the use of social media in Central Asia. The debate was broadcast both on radio and online in May 2011 and involved a mix of local and international journalists and government officials active in the blogosphere.

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<u>Media freedom, corruption and accountability in Nigeria by the Hausa service:</u> While the role of the media is acknowledged in ensuring development in Nigeria, its role is not significant when it comes to accountability and exposing corruption. This public debate will bring together media owners, journalists, officials and academics to look critically at media and domestic accountability issues in the context of Nigeria. The debate took place in Abuja in June 2011.

<u>The Communication Initiative (CI)</u>

The Programme supports the Communication Initiative's ongoing work in addition to collaborating on specific sector initiatives/activities.

BBC Media Action has been collaborating with the CI since 2007 on the <u>Communication, Media and Development Policy collaborative blog</u> which is hosted on the Communication Initiative website.

James Deane and Warren Feek, Executive Director of CI, blogged regularly on a wide variety of policy issues, aiming to provide a space for these discussions which had not previously existed, stimulate debate among practitioners and provide policy-relevant analysis to policy makers. In 2010 the Programme took the decision to scale the blog up. This involved recruiting a small group of experts in the field to contribute, as well as recruiting for fresh perspectives from practitioners working in the field.

BBC Media Action and the CI launched their first blogging contest in 2010. Based on the quality of submissions and subsequent discussion generated, eight bloggers were selected and commissioned to blog through the first half of 2011. These bloggers come from diverse backgrounds and are based in Nigeria, Pakistan, Zambia, Trinidad and the United States. Through this initiative, the Programme solicits fresh policy analysis from a variety of sources and stimulate public discussion on these issues.

The Communication Initiative website has been redesigned and has since been re-launched, featuring thematic tags for all blog entries that will substantially improve its structure and navigability. All blog posts and contest entries published to date can be found on the <u>Communication, Media and Development Policy collaborative blog</u> on the current CI site.

Much of the Programme's support to the Communication Initiative is designed to be a strategic contribution to the initiative which now has 70,000 people engaged with the site. Around 35,000 knowledge summaries have been submitted or researched, edited, accuracy checked with the key contact people, published and shared and now exist on the site. More than 3,000 knowledge summaries were added in 2011. Specific to 2011, there were over 2.1 million page views related to those summaries in 2011.

The CI has attracted and facilitates/coordinates:
- A network of 90,000 people engaged in development – 3,346 joined in 2011
- 70% are communicators. They cover the full range of communication and media roles – entertainment, mobile, news, digital, live performance, advocacy, information and knowledge, citizen participation, voice of people affected, public debate, private dialogue, policy formulation engagement, and much more.
- There are 7,000 journalists and other media workers – 496 joined in 2011.
- The others are policy makers, funders, researchers and technical expert in other areas.
- 65% of the network is in non-OECD countries.

<u>Global Forum for Media Development</u>

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BBC Media Action is a long-standing member of the Global Forum for Media Development (GFMD) and the Programme Director sits on the organisation's Steering Committee.   As well as providing membership fees to GFMD, the programme has supported participation by developing country members to international meetings of the GFMD. GFMD is currently preparing for a global conference in late 2012, scheduled to take place in Brazil.

CDAC (Communicating with Disaster Affected Communities)

The Programme supports BBC Media Action's wider role as a co-founding and key member of the inter-agency working group CDAC. In April 2010 BBC Media Action was appointed Chair of the CDAC Network. This comes at a crucial time for CDAC following a no-cost extension by DFID to enable the Network to gradually and effectively transition to self-sustainability in 2012.

IGNITE and Women of the World

During March 2011, BBC Media Action played a central role in two inspiring events at the Southbank Centre. IGNITE – the BBC Media Action creativity and production workshop took place from 7-9 March in the Royal Festival Hall. Following IGNITE, WST also took a significant role in the three day Women of the World (WOW) Festival held at the Southbank between 11-13 March. Billed as a celebration of 'the formidable strength and inventiveness of women', WOW featured special musical performances, debate, comedy shows and networking events. Creative teams from India, Nepal and Afghanistan presented the work of BBC Media Action at several WOW sessions across the three days. Ignite 2 was held in March 2012 in London. The Programme presented at and provided modest support to these events.

- Ends -