



**Final Project Report to Social Science Research Unit (SSRU), DFID**

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**Panos Institute id21 Development Research Dissemination Project**

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**Contact details:**

**Rita Bhatia- id21 Project coordinator**

**(email: [Ritab@panoslondon.org.uk](mailto:Ritab@panoslondon.org.uk))**

**Direct line: 020 7239 7605**

**James Deane (Director)**

**(email: <mailto:JamesD@panoslondon.org.uk>)**

**The Panos Institute**

**9 White Lion Street**

**London N1 9PD**

**Tel: 020 7278 1111**

## Contents Page

Table of the main findings .....	3
Background to the Panos Institute id21 Development Research Dissemination project .....	6
Summary of Project Achievements against Objectives .....	8
<b>Section 1: Print</b> .....	<b>11</b>
Print findings Summary .....	12
Project Activities.....	14
Print Evaluation and Methodology .....	22
Print Findings.....	25
<b>Section 2: Radio</b> .....	<b>46</b>
Radio findings: Summary .....	47
InterWorld Radio Background.....	49
Project Activities.....	50
Radio Evaluation and Methodology .....	51
Radio Findings .....	53
<b>Section 3: Overall Project Conclusions</b> .....	<b>64</b>
<b>Section 4: Appendices</b> .....	<b>69</b>
Appendix 1: id21 Panos Features list with sample clippings .....	69
Appendix 2. List of Editors Interviewed.....	77
Appendix 3. Editor Survey Questionnaire .....	79
Appendix 4: Print Journalist Survey .....	89
Appendix 5: Broadcaster Questionnaire and methodology .....	91
Appendix 6: Radio Peer Reviews .....	94
Appendix 7: Academic Reviews.....	104
Appendix 8: id21 radio features list.....	105

## Executive Summary

### Table of the main findings

Project Objective	Achieved	Activities completed	Report Findings	Report Findings
1. To facilitate the transfer of information resulting from UK funded research from North to South and within the South through a series of features and radio programmes	YES, however, the project reached a substantial Northern audience who were not an explicit target group of this project	40 print features  36 radio features	The project reached a substantial Northern audience as well as a Southern one  90% of the print id21 features were published in print or on-line, and 67% of the radio features were broadcast, with over half in news and current affairs programmes. The print features were also translated into Urdu, Bangla and Nepali.	90% of the print id21 features were published in print or on-line, and 67% of the radio features were broadcast, with over half in news and current affairs programmes. The print features were also translated into Urdu, Bangla and Nepali.  Print features rely on recipients to send in clippings when they publish a story, and is therefore only a partial picture of usage and take up of the stories
2. To provide authoritative and accessible information derived from the research to the southern print and radio media, information NGOs and the broader public in developing countries	YES, as demonstrated by peer reviews of the radio features and interviews with print editors in Ghana, India, Ethiopia and Zambia.  However, it is not possible to conclude what the audiences reached by the media ultimately thought of the features produced.	Research sourced from id21 and a range of UK research institutes  Print features produced in close collaboration with researchers  Print and radio media a conduit for reaching general publics	Editor interviews showed that they tend to equate research based story with a “well researched” article.  The research element did not factor specifically as a reason why editors would reject or accept a features. Other editorial concerns such as local reader interest, style and presentation. Hence research does “not put off” mainstream media and can be popularised for a general audience.  Similar findings with the radio stories, which were downloaded on average more frequently than other Inter-World radio output.  Editors did not rule out publishing stories on British	Audiences of the published and broadcast features were varied. Just over half (51%) of those who downloaded the radio features were journalists, media and training organizations. 49% were radio stations.  Of the print clippings; 28% were from newspapers, 29% from NGO publications and 43% from development magazines or journals.  Poor response rate to the academic survey sent to researchers whose work formed the basis of the print and radio features. Unexpected given that, in the case of print, researchers were involved and commented on final drafts.

			research, although African and Indian editors said they preferred local research	
3. To increase the capacity of southern journalists to cover research related stories.	Yes, while the project was positive for those journalists who worked with Panos, we cannot conclude how long this capacity will be sustained beyond the Panos project.	Commissioning of local journalists- 91% of print journalists and all of the radio journalists were from the South.  3 training workshops-South Africa, Kenya and Nepal	Only print journalists surveyed. 81% said that the Panos through this project has contributed to their professional development. 75% said that they did view research material as a source of stories, though just 61% had experience of writing a story using academic research.	The workshops involved a total of 36 journalists and 7 local researchers.  Exchanges between researchers and journalists were a positive feature of the events and highlighted the barriers facing Southern journalists in “accessing” research and the often negative perception that academics have of the media.
4. To increase Panos’ long-term institutional capacity to interpret and popularise development research.	Yes, although this is a subjective aim and can best be assessed by how the project has worked with other parts of Panos	Part-Time editorial project which has built an overview of development research within Panos  Member of the Panos Editorial Review Group-a forum for the editorial department to meet and discuss topics with thematic programmes  Participate within Panos strategic planning process.	The id21 co-ordinator has worked with editorial staff and the directors of Panos London thematic programmes and Panos regional offices to identify stories, research and plan workshops  Panos South Asia is now planning to replicate this project within South Asia	
5. To ensure coherent organisation of Panos’s id21 activities in relation to the wider id21 programme	Yes, good working relationship with the wider id21 programme	There have been regular meetings and exchanges between the id21 team the Panos id21 project coordinator.  IDS and Panos were charged with re-constituting the id21 advisory group and organised a meeting of this group with id21 and Panos in June 2001.  Panos-IDS website links	The relationship with id21 has worked well	

<p>6: To explore in the medium term the potential for disseminating research from the new DFID supported development research centres</p>	<p>Yes, but not sustained in the latter stages of the project, as just one feature was based on research from the DRCs</p>	<p>Exploratory meetings with the heads of the DRCs in June 2001</p>	<p>The face to face contacts developed in the early stages of the project lapsed towards the final stages of the project. Panos could have used more of the research for features.</p>	<p>Panos plans to explore further the potential of using DRC research</p>
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## **Background to the Panos Institute id21 Development Research Dissemination project**

Panos has been working to communicate, and stimulate in country public and policy debate on research findings for almost twenty years<sup>1</sup>. While development research has been an important, but not central focus of the Institute's work for much of that time, the last five years have seen an increasingly explicit focus on working to disseminate research information, principally through the joint id21/Panos project, id21.

The id21 Panos project- October 2000-September 2003 was a substantial component of the id21 development communications project at the Institute of Development Studies-focused on disseminating UK funded research from id21. This project was a continuation and expansion of Panos' earlier dissemination work with IDS prior to October 2000. This earlier work was positively evaluated in March 2000 and the results of the evaluation formed the basis on the current project. That evaluation recommended recruitment of a half-time post to commission the print features and manage the overall print, radio and workshop aspects of the project and for a regular series of monthly print and radio outputs.

This project set out with a challenging set of objectives that sought to demonstrate the possibility of creating a print and radio product that was research based and attractive to media editors primarily and information NGOs in the South. The immediate targets of this project were developing country print and radio media. The ultimate targets were the broader publics reached by this media.

There were a number of project hypotheses that underpinned the project. Many of these are now covered by DFID's own research and communications thinking. Firstly, that development research is more likely to have impact and influence if it reaches beyond the research community to broader publics, and if it is able to stimulate genuinely informed public debate. Secondly, that development research carried out in developing countries should be made accessible and understandable to people in those countries. Thirdly, the recognition that the future prospects of developing countries will depend on the extent to which they become more knowledge-based societies and economies. Creating such societies is dependent on generating much wider public understanding and increasing capacities for public debate on development research issues.

The main objectives of the Panos id21 project was to popularise UK funded research on economic and social development issues sourced from the id21 website and other British universities, through a monthly series of print and radio features disseminated to a general public audience through the southern media (comprising mainstream newspapers, NGO publications, magazines and on-line information services).

The project also organised a series of capacity building and training activities with

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<sup>1</sup> Panos was founded in 1986 by staff of Earthscan, itself founded as the information arm of the International Institute for Environment and Development (IIED)

developing country journalists carried out through Panos regional centres in South Asia, East Africa and Southern Africa.

## **Summary of Project Achievements against Objectives**

### **Objective 1: To facilitate the transfer of information resulting from UK funded research from North to South and within the South through a series of features and radio programmes**

The project has successfully shown that research material can be successfully disseminated and popularised for the media. Leading print editors in the South said that local relevance is paramount when choosing to publish a feature, therefore the choice of research should not be limited to just UK funded research.

The project produced 40 print and 36 radio research based features over 3 years. 90% of the print id21 features were published in print or on-line, and 67% of the radio features were broadcast, with over half in news and current affairs programmes.

There was with a broadly an equal split between a Northern and Southern audience reflecting Panos overall media distribution lists.

### **Objective 2: To provide authoritative and accessible information derived from the research to the southern print and radio media, information NGOs and the broader public in developing countries**

Southern Editor interviews and radio journalist peer reviews formed the basis of assessing the quality and relevance of the print and radio features respectively. A selection of Southern newspaper and NGO publication editors were interviewed to gauge their views on research based material and to understand how they selected features for publication.

The loss of the Panos Feature recipients list meant that those who receive the id21 features by email could not be contacted to ascertain usage and publication. Therefore, Panos carried out a survey of newspaper and NGO editors to provide a picture of potential usage. This was positive, because while some said they would publish a selection of the features presented to them, others rejected them not because of the quality or research content of the stories, but because of factors that were specific to that publication, like reader interest, local content, or simply because of the personal preference of an editor for a particular topic. In other words, the research element was just one factor along with other editorial considerations such as the topicality of the story, style, and relevance to local readers.

This fact was also confirmed with the radio features, which were downloaded from the Inter-World radio website more frequently than other non research based IWR output. The radio peer reviews confirmed the high standard of the features providing constructive feedback on the technical and style issues.

Audiences of the published and broadcast features were varied. Just over half (51%) of those who downloaded the radio features were not radio stations but journalists, media and training organizations. 49% were radio stations. The print analysis is more complicated because Panos relies on recipients to send in clippings of published stories and newspapers tend to be least reliable in this, as previous evaluations of



Panos Features have shown. Of the clippings received, 28% were from newspapers, 29% from NGO publications and 43% from development magazines or journals.

However, one drawback was the disappointingly low response rate to the academic survey sent to researchers whose work formed the basis of the print and radio features. Researchers co-operated in the production of the stories and provided comments on final drafts (in the case of print), therefore one can only speculate about the response rate. Aside from travel and holiday commitments, perhaps the academics were not clear how the Panos project fitted in with the wider id21 programme.

**Objective 3: To increase the capacity of southern journalists to cover research related stories.**

The project sought to build capacity of a small group of journalists through the commissioning process and through 3 training workshops. 81% of print journalists who were commissioned to write the features felt that the project had contributed to their professional development in terms of building skills and experience of writing investigative research based features. The workshops were successful events, carried out with developing country journalists carried out through Panos's Regional Centres in Southern Africa, Eastern Africa and South Asia. However, there was little opportunity for follow up work to the workshops within the confines of this project. We cannot conclude how long this capacity will be sustained beyond the Panos project.

Areas where Panos could improve its working relationship with journalists are: commissioning of more features, faster turnover time between commissioning and publication, more tolerance of email and communication failure, and better communication with Panos editorial staff.

**Objective 4: To increase Panos' long-term institutional capacity to interpret and popularise development research & Objective 5: To ensure coherent organisation of Panos's id21 activities in relation to the wider id21 programme**

The id21 project was a new project within Panos although some research dissemination work through features had taken place prior to the project. The project created a half-time post to commission the print features, and oversee the radio features, organize the workshops and manage the activities. This has worked well and the project has carved its own "research" niche within the organization. The proposal for a new project plans to embed the research dissemination work further within Panos organizational strategy. Working links with Panos regional offices has taken place around the training workshops and Panos South Asia plans to replicate this project within the South Asian region.

**Objective 6: To explore in the medium term the potential for disseminating research from the new DFID supported development research centres**

Potential for using DRC research as a basis for features was explored in the early stages of the project when the DRCs were defining their work programmes. One print feature using the research of the Chronic Poverty DRC in Manchester resulted from this collaboration. However, more of the DRC research could have been used in this

project and Panos plans to maintain the links with these centres in the next phase of the project.

## Section 1: Print

*"I find writing for id21 an interesting proposition because it allows 'research' to meet 'journalism', something which rarely happens; especially if the research is not very topical, and the researchers don't know how to link up with the media. Such research inputs can also be very valuable for a journalist, especially those writing on rights, and other related, issues to help substantiate their arguments. However, what can be problematic is if journalists are asked to write around, and write for, what the research papers argue, This can compromise their freedom and basic journalistic ethics."*

Teena Gill, Indian journalist based in Chiang Mai, Thailand

*"As a researcher, my main goal had always been to publish my work in journals. However, I quickly realised the limited reach of academic journals and was delighted that a new feature was available on-line to disseminate work on health in developing countries. Id21 has provided a vehicle for our work to be read and discussed by a far greater audience than I could have imagined".* Dr. Patel, Institute of Psychiatry UK

*"Channels directly accessible to academic researchers reach out to a broad audience these days, partly thanks to the Web. However, having work picked up by the general media broadens that audience still further, particularly in developing countries. I'm certainly aware of a number of contacts that arose as a result of having ideas incorporated into the Panos feature."*

Richard Heeks, University of Manchester

*"As a journalist who has written and done some research of my own on the media, I relished the opportunity to compare my views with those of an academic who had researched into the same area. Even if there had been major differences in findings, I feel it would have enriched the article to include a discussion of those differences. The series sounds like an excellent way of bringing useful academic research to a wider audience to generate more thought and public debate."*

Anil Netto, Malaysian journalist

## **Print findings Summary**

### **id21 Panos features:**

- Project target of 36 features met + 4 extra produced in the final year
- 40 features produced in total
- 80% of features sourced from research from the id21 website and covered a range of economic and social development research, as required by the project terms of references
- 45% of stories were about Asia, 32.5% about Africa, with just 10% on Latin America and the Caribbean
- 92% of the features were written by developing country, Southern based journalists

### **Journalist training workshops**

- 3 regional workshops held in South Asia, South Africa and Kenya
- Workshops involved a total of 36 journalists and 7 local researchers
- Exchange between researchers and journalists were very positive and highlighted the barriers that journalists face in “accessing” and utilising research and the perception that academics have of the media
- With hindsight, the Panos project should have planned and budgeted for a training manual that could be made available to other professional journalist training bodies and would have resulted in more journalists being reached.

### **Capacity-building of journalists through the commissioning process**

- 81% of journalists said that Panos through this project had contributed to their professional development
- 75% or three quarters of those surveyed said that they did see research material as a basis for stories before the Panos id21 commission, though just 62% had experience of writing a research based story. Of the three quarters who did use research, many used researchers to exchange ideas, as background material or to highlight particular aspects of stories:
- 95% said yes they would continue to write features on research. However, from this positive response, we cannot conclude whether these journalists would still write research based features independently of a Panos commission. In other words, the project built a cadre of committed and able journalists, as stated in the objectives, but we cannot conclude how long this capacity would be sustained beyond the Panos project.
- Areas where Panos could improve its working relationship with journalists are: commissioning of more features, faster turnover time between commissioning and publication, more tolerance of email and communication failure, and better communication with Panos editorial staff.

### **Print feature clippings**

- 90% of the id21 features produced have been published in print or on-line, as evidence from the clippings.
- Research can be popularised for the Media-both the Northern and Southern.

- 71 actual clippings or records of clippings logged. A mixture of sources, English and local language newspapers, internet news agencies, NGO publications, academic journals
  - 28% were mainstream newspapers
  - 29% were NGO on line news services and publications
  - 43% were Journals or development magazines
- Clippings provide evidence of publication, but are an unrepresentative listing, because with 700 recipients of Panos features, most of whom do not credit Panos, we can never know where every feature was published. Web searches tend to yield on-line Northern publications, rather than local, Southern based newspapers which tend not to be online.
- No evidence about the remaining 10%, but we cannot conclude that they were not published
- Reaching a southern audience -52% of clippings from the South and a substantial Northern audience as well-with 48% of clippings from the North.
- The geographical split between North and South in the clippings mirrors Panos' overall Features distribution list, which comprises 55% Southern and 45% Northern recipients

#### **Editor interviews**

- 80% of the publications did regularly cover development issues, with agriculture being the main area of interest followed by economics and globalisation. HIV/Aids, gender and environment were of least interest to editors.
- Editor views are largely subjective and individual when it comes to selecting features for publication, with topicality, and relevance to local readers being the most frequent answers. Their choice of id21 stories they potentially could publish were governed by factors such relevance to readers, local interest and topics, rather than the research element.
- Editors tended to equate a research based feature with a “well-researched” article. The research element does not appear to influence the editor decisions for publishing or rejecting an id21 story. The research is just one factor along with the other editorial considerations, such as story, its topicality, style and presentation and relevance to local readers.
- This highlights the importance of disseminating research in a form that is acceptable to the media if it is to be published. Over 70% of editors said that they liked the two feature formats that Panos currently uses for the id21 features, with just 6% saying they would publish 500 word research summaries written in a popular style.
- Editors did not rule out publishing stories based on British research, although the African editors and many Indian editors said they preferred local research. Since the interviews show that local relevance is paramount when selecting features, the choice of research should not be limited to just British research, but the best available research on an issue.

## **Project Activities**

### **1. id21 Panos Features:**

The produced met the target of 36 Features met with 4 extra features

Originally the project aimed to produce a total of 36 print id21 features. Following a proposal by Panos in June 2002, and agreement by DFID, Panos revised the terms of the project in the final year to produce additional features, in place of 3 training workshops. This was mentioned in the Year 2 Annual Progress report submitted to DFID in October 2002. Panos produced 4 extra print features.

The features draw upon the research in a number of ways. Some of the features specifically investigate the conclusions of a research paper, while most analyse the wider issues raised by a researcher, putting the research findings into a topical and local context, around a story. All the features present the research for a non-specialist audience, simplifying academic concepts and subjecting the researcher's findings to local scrutiny and debate.

All the features were commissioned using local on the ground Southern based journalists, except for two opinion pieces and one UK based feature looking at India's experience of globalisation. Given the terms of the project, the research used as a basis for the features had to be UK funded and cover only economic and social research which was identified by the id21 project co-ordinator from the id21 website and other UK universities.

Panos Features (comprising the id21 stories and 6 or 7 other thematic stories) are disseminated through the Panos Features service which is syndicated to around 700 media organisations worldwide and is a free service. The Panos Features package goes out monthly and is disseminated via post, email and the internet. Features published on-line are accompanied with a photograph from the archives of Panos Pictures.

The id21 strand of stories are identifiable by the inclusion of the id21 logo and a sentence referring to the Panos id21 project, placed at the end of the piece, alongside details of the journalist who wrote the piece.

A complete list of the features produced under this project are provided in ANNEX\*\*\*\*\*

### **2. Feature analysis**

#### *a) Geographical coverage in stories*

Panos Features is a global service so where possible the global ramifications of a particular story have to be noted in the feature, regardless of where the story is based. The strategy behind commissioning id21 features is to ensure that the broadest range of economic and social development research themes are covered with a range of geographical regions.

\* These percentages are calculated on the basis of 40 features

Region where story is based	% distribution
Africa (West, East and Southern)	32.5%
Asia (inc. South, South East and Indian Ocean)	45%
Latin America and Caribbean	10%
Russia, Eastern Europe, Middle East	12.5%

It appears that the majority of the id21 features were stories about Asia and Africa, with the least number of features being about Latin America & Caribbean region and Eastern Europe/Middle East. The reason for this is two fold. Firstly, most of the rigorous and peer reviewed British Funded work is on Asia and Africa, rather than the latter two regions. Secondly, most of the journalists who write for Panos are in Africa and Asia.

Within the regions, most of the features in Asia were on the Indian sub-continent, with the exceptions of Singapore, Thailand and Malaysia. In Africa, the countries most covered were Uganda, South Africa, Kenya, Zambia and Tanzania.

*b) % Distribution of Topics*

This project was based on the use of British funded economic and social research which excluded public health, and HIV/Aids issues. 80% of the features were based on research highlighted on the id21 website reflecting the linkage between the Panos and IDS projects. The remaining research was identified from British universities and research centres such as the University of Oxford (Queen Elizabeth House), Overseas Development Institute, University of Manchester (IDPM, and Chronic Poverty Research Centre), Institute of Development Studies and the London School of Economics.

The table below shows a breakdown of the features by specific topics within the economic and social development brief. Overall, there was a good balance of topics, though more features could have featured environment and aid policy. Most of the features were on a poverty and global economy theme, reflecting the strong body of development research in this area, journalist capacity and topicality. The last category of opinion pieces was just 7.5% of the total because these were published only in the final year of the project, with researchers writing the features themselves.

Economic and Social development themes	% distribution
Environment/natural resources-(water, GM crops, impact of privatisation)	7.5%
Conflict (pre and post-conflict issues)	15%
Technology (Information Communication technologies, media, e-governance)	10%
Poverty (inequality, impacts of globalisation on, changing nature of)	22.5%

Rights (gender, child, disability and minority)	12.5%
Global Economy (trade and international. Economy policy)	20%
Aid policy (aid delivery, aid politics, PRSPs)	5%
Opinion pieces and miscellaneous	7.5%

*c). Rural/Urban Breakdown of Stories*

A key aim of the Panos features service is to increase the capacity of journalists to write on development issues and to provide an alternative or under reported perspective that may be unavailable at the national and local level. Hence, one of the challenges is to commission rural stories, where a city based reporter travels to a rural area and their expenses are paid by Panos.

20% of the features produced under this project were rural based stories, involving the journalist travelling out of the city to a rural area. Their travel and accommodation costs were covered by the project. Rural stories are most costly to produce because of these additional expenses, and because journalists often do not get the time to travel, but provide a real opportunity to bring in marginalised voices-those who would not normally be quoted by the commercial mainstream media. 80% of the stories were urban based, though they did reflect a range of voices from government, donors, academics and poor communities.

Type of Story	% Distribution
Urban	80%
Rural	20%

*d). Gender*

One of the aims of the Panos Features service is to ensure that articles are commissioned from local journalists and all the features are in this case. Panos also aims to ensure that at least 50% of journalists writing for the service are women. The figures show that Panos has some way to go in meeting this target. The project aimed to train up a small group of journalists to write research based features, hence the reinforcement of the male/female bias as each of the journalists wrote between 1 and 3 stories.

Gender of Journalists	% Distribution of stories
Male	60%
Female	40%



### **3. Forging links with Development Research Centres**

The project aimed to build research links with the DFID funded Development Research Centres (DRCs) supported by DFID, at the beginning of the project there were 6 centres. The id21 project co-ordinator and the IDS-id21 Programme Manager visited these centres in July-August 2001, at which time most of them were at the inception phase. The purpose of the visits for Panos was to explore the potential for producing features based on the research from these centres and their partners.

The id21 coordinator was regularly in contact via email and the web/newsletters to scan for research suitable for features. Panos worked with the Chronic Poverty Research Centre at IDPM, Manchester to produce an investigative feature (published in June 2003) on chronic poverty, profiling the research of their Ugandan partner at the Economic Policy Research Centre based at Makerere University in Kampala.

However, more of the DRC research could have been used in this project. Just one feature was based on DRC research. Some of the face to face contact developed in the earlier phases of the project lapsed towards the final phase. Panos plans to continue the links with these centres in the next phase of the project.

The 6 DRCs are:

- Centre for New and Emerging Markets-Director: Simon Commander, London Business School.
- Centre on Regulation and Competition, Director: Bill Cook, Institute of Public Policy Management (IDPM), Manchester University.
- Centre on Chronic Poverty, Director: Professor David Hulme, IDPM, Manchester University.
- Centre on Crisis States, Director: Dr. James Putzel, DESTIN, London School of Economics.
- Centre on Citizenship, Participation and Accountability, Director: John Gaventa, IDS, Sussex.
- Centre for the Study of the Future State, Director: Professor Mick Moore, IDS, Sussex.

### **4. The id21 Advisory group**

The original id21 advisory group comprised people with an academic and to a lesser extent information background. The terms of reference of the advisory group were to provide feedback on the id21 project and to reassure research producers on quality issues. The terms of office of this advisory group ended with the former Panos-id21 initiative in 2000.

With the start of this project, IDS and Panos were charged with re-constituting a new, much smaller group with journalistic representation. Panos and IDS organised the first meeting of this new group in June 2001 (see Year 1 progress report for full details). Panos invited two journalists to join the group to complement the academic

composition of the group. The new members were a Pakistan based journalist and member of the Panos South Asia board and the Head of BBC research, both of whom attended this meeting.

The meeting was essentially a progress check on the IDS and Panos components of the id21. Panos' presented its id21 activities and received useful feedback on the direction of the new project. There was considerable discussion on the priorities, and plans behind the overall project.

However, this was the only meeting to be held during the project, as DFID and IDS agreed not to hold meetings in 2002 and 2003.

## **5. Journalist training workshops**

The project originally budgeted to hold 9 training activities with developing country journalists carried out through Panos' regional centres in Southern Africa, Eastern Africa and South Asia.

Panos combined the funds and held three in-depth training workshops with journalists in Southern Africa (South Africa, December 2001, radio journalists), Eastern Africa (Nairobi, February 2002, print journalists), South Asia (Nepal, November 2002, radio journalists). The complete workshop reports for the first two workshops were sent to DFID with the end of year 2 project report. The report of the final workshop, will accompany this report. Each of the workshops are summarised below.

Journalist training workshops are a longstanding Panos methodology for building capacity and interest of journalists on neglected or underreported issues, such as gender violence, aids and stigma, or conflict reporting. This project allowed Panos to adapt the workshop methodology to incorporate research reporting as a distinct workshop theme, comprising academic presentations and practical media training exercises involving researchers and journalists. The exercises included research identification and usage, feature planning, interview training and feature production.

The workshops were successful in bringing together journalists and academics, especially when there are few opportunities for the two groups to meet and work together professionally. Some common themes and issues arose from the workshops.

Academics who attended these workshops, tended either not to see the media as a means to disseminate their work, or were in most cases, wary of having their work misrepresented by journalists. Most of the journalists had not considered academic research as a source of material for stories, viewing academics as inaccessible, partial towards a perceived government line and costly to access. For example, in the second workshop, the Ethiopian and Eritrean journalists raised the point that research is not freely available, and journalists working freelance could not afford to purchase research papers. Furthermore, in this conflict, researchers were not always impartial and did take a nationalistic line. Some of the journalists at the first workshop, perceived researchers to be more accessible to foreign correspondents of Northern news agencies rather than local reporters.

Another theme was that of capacity, as many of journalists felt that they were not “qualified” to use or interpret research which was too highbrow and not simply written. In part, this was due to the fact that researchers tended not to “market” their work or present it in a usable format. With no Southern based equivalents of id21, accessing research was a common problem for all the journalists.

The three workshops were successful in that each took a small group of journalists and worked intensively with them on planning and producing research based stories. However, arguably, this was a costly effort given the small numbers of those trained (total of 34 journalists) relative to the budget and length of training, which needed to be much longer, had funds permitted. Given the nature of the training, and the budget, only small groups of journalists could have been trained at any one time.

With hindsight, perhaps Panos should have produced a training manual that could have been adapted for each region, to include research centres, and training tips on using and interpreting research. This could then have been used by professional journalist training bodies in the South and may have a wider reach and training impact.

**a) Radio workshop with Southern African journalists, 10-14<sup>th</sup> December 2001 (report submitted to DFID, October 2002)**

This workshop was organised in conjunction with the Panos London Inter-world radio team and Panos Southern Africa. The aim of the workshop was to look at how radio journalists can use research to enhance the quality and content of their stories and to. The practical part of the workshop involved journalists producing radio features using research by two South African academics (Institute for Security Studies in Pretoria and the South African Institute of International Affairs, University of Witwatersrand. and a Zimbabwean researcher (institute of Development Studies, Harare) working in the field of globalisation, crime and development.

Five journalists attended from Lesotho, Zambia, Zimbabwe, South Africa, and Namibia. The workshop was structured around a research component with the researchers presenting their work, followed by radio training focusing on feature planning, interview practice and the practical exercise of producing radio features on the research. The workshop resulted in 2 audio features that were uploaded by inter-world radio. Two of the journalists have since produced features for Panos.

**b) Print Journalist Conflict Workshop With East African journalists, 1-3 February 2002 (report submitted to DFID, October 2002)**

This 3 day workshop was organised by Panos East Africa as part of its Media for Peace programme, which is currently being implemented in East, Central and West Africa. With the aim of enhancing the ability of the media in the region to report on conflict issues in a holistic manner that seeks to promote peace without compromising the journalistic tradition of accuracy, balance and objectivity.

The id21 training was integrated as part of this 3 day event. The workshop aimed to bring together Ethiopian and Eritrean journalists for the first time since the end of the 1998 – 2000 war between their countries, to consider the role of the media in that

conflict. The id21 research component of the workshop considered how research can strengthen and improve the quality of conflict reporting, looked at the experiences of researchers studying conflict.

During the conflict, media on both sides had without exception supported the war aims of their respective governments. This workshop was a forum where journalists could reflect on the potential of media to foster peace rather than exacerbate conflict, and to examine why this had not been an option for them – one reason being their governments' strict control over access to information. Their ability to report objectively had also been weakened by their poor knowledge of the underlying causes of the war.

Experts from both sides offered their analyses of these causes, and there was much fruitful dialogue between journalists, researchers and the experts present. Three were invited as part of this project. One was an international consultant on conflict prevention and management, from Addis Ababa, Ethiopia. Another was a researcher working for Danish Association for International Cooperation, in Kampala, Uganda. The third was from the African Centre for technology studies (ACTS) in Nairobi, Kenya. The researchers were a useful resource for these journalists providing alternative explanations for the conflict, such as resource control and providing comparisons with other conflicts in the region, and for providing new and more accurate angles for reporting on this issue. There was lots of goodwill at this meeting. The main drawback was that there was not sufficient time to do much practical work compared to the 2 other training workshops. The practical exercise comprised of journalists planning a research based feature outline based on the researcher presentation on the conflict. Given that the lack of time, it was not possible for participants to write a feature.

**c) Radio Journalist Workshop, Kathmandu, Nepal: Radio, Research and Conflict, 16-22 November (Report attached with this report). Available on line with photos on the Panos South Asia website:[www.panos.org.np](http://www.panos.org.np)**

The id21 Radio, Research & Conflict, regional workshop was planned, and executed by the id21 coordinator and Inter-world Radio and was hosted by Panos South Asia (PSA), Kathmandu. The theme of the workshop was conflict, looking at South Asian research on the issue and the production of radio features using this research.

The objective of the workshop was to show the group the multiple links between academic research and media output, while giving them a broader view of conflict in their region and a technical understanding of how to put together a concise and powerful radio feature of broadcast quality on conflict. PSA's new media centre, equipped with ten networked computers, an LCD projector and digital technology was utilised for the workshop.

Nine print and radio journalists from India, Bangladesh, Pakistan, Afghanistan and Nepal with diverse backgrounds attended the workshop. There were 3 resource people from the region, a journalist with a multifaceted professional background encompassing research on conflict, radio journalist and features producer from Bangladesh. Also, two academic researchers: Professor S.D. Muni, who heads the International Relations Department at Jawaharlal Nehru University, New Delhi who

provided participants with a comprehensive look at the causes and consequences of different types and levels of conflict in South Asia; and Deepak Thapa from Himal Association who is an expert on Nepal's Maoist group that is currently waging a high-intensity prolonged insurgency against the government, and who gave the group a thorough understanding of the roots of the Maoist conflict. Both researchers were engaging sources of information and contacts for participants seeking to outline a framework for the radio features on conflict related issues that they would produce before the end of the workshop.

The workshop agenda was kept deliberately broad, to allow for flexibility and participants' input as the workshop proceeded. The week was structured along the same lines as the two previous workshops, with a research component followed by radio training and feature production, recording, editing and making the radio features. Two of the features produced at this workshop were broadcast by Inter-World radio and one of the Nepali journalists at the workshop is currently working as an intern for the radio team in London.

A special feature of the workshop was capacity building for the participants in the form of hardware. Mini disc recorders were provided by Panos, and used individually by participants during the workshop. Participants from Afghanistan, Bangladesh, Pakistan, Nepal and India were allowed to keep the mini discs for their own usage and future filing of stories with Inter-World radio, with the proviso that they would forfeit their first fee to be received in lieu of the equipment.

## **6. Working links with id21**

As the communications arm of the IDS-id21 project, Panos worked closely with the IDS team. The interaction has worked well, with twice yearly meetings and regular communication by phone and email over project plans and research highlights and the linkage between the two organisation websites. Panos and id21 jointly organised the id21 advisory group meeting in 2001, and jointly visited the development research centres listed in section 3 above. Panos will continue to work constructively with IDS in the future.

## **Print Evaluation and Methodology**

The evaluation of the print and radio aspects of this project took place over 3 months, during June, July and August 2003. The radio side was evaluated over the same period, and was treated as a separate component because of the different methods of production and dissemination of the radio features.

The overall evaluation drew upon the resources of the id2 project co-ordinator, 4 field researchers, a radio researcher, the Panos media and communications unit and was co-ordinated by Panos Development Information Monitoring and Evaluation Unit (DIME).

The 6 project objectives formed the basis of the overall evaluation. Panos developed a set of questions for analysing progress against each of these objectives. See the table below for summary of the evaluation questions and the sources and methodology that were used.

### **A number of methods were used for assessing the project against the stated objectives.**

#### **Usage**

- Clippings: of published features from newspapers, magazine clippings and northern journals, internet news and information sites. Clippings were available for features published in July 2003 at the time of writing. Those for August and September 2003 have just started to arrive.
- Email records of feedback from Panos Feature recipients
- Panos website statistics
- IWR radio download statistics

#### **Field research on media opinion (Interview questions attached)**

- Face to Face structured interviews with 17 editors of newspapers and NGO publications in 4 countries-India, Ghana, Ethiopia and Zambia. 4 local researchers were recruited to carry out these interviews
- IWR radio stations survey

#### **Journalist viewpoint (questionnaire attached)**

- Email Survey of print journalists who were commissioned by this project to write the features
- Radio peer review of the content of the radio stories

#### **Researcher's viewpoint**

- Email survey of 21 academic researchers whose research was used as a basis of the print features
- Email survey of 5 academic researchers whose work was used for the radio features

Project Objective	Evaluation. Question	Methodology
<p>1. To facilitate the transfer of information resulting from UK funded research from North to South and within the South through a series of features and radio programmes.</p>	<p>Are the features being published?</p> <p>Where are they being published?</p> <p>What types of publications</p>	<p><b>Print</b></p> <p>Panos features Survey: Face to face interview with newspaper and NGO editors</p> <p>Evidence of clippings</p> <p>Journalist survey</p> <p>Researcher survey</p> <p>Panos website hits</p> <p><b>Radio</b></p> <p>IWR download statistics</p> <p>Radio station email survey</p> <p>Researcher email survey</p>
<p>2. Provide authoritative, stimulating, accessible and balanced information sourced from research to the southern media and information NGOs to enable them to take part and influence national, regional and international debate.</p>	<p>How do editors and journalists see the products? Would they publish them</p> <p>What is the attitude of editors towards research based material?</p> <p>Would they publish the sample id21 features?</p> <p>Have the stories had any feedback from listeners or readers</p> <p>Which types of programmes or publications were the pieces disseminated in</p> <p>What do radio stations think of them and are they broadcasting them?</p>	<p><b>Print</b></p> <p>Panos Features Survey</p> <p>Journalist email survey</p> <p>Researcher email survey</p> <p><b>Radio</b></p> <p>Radio station survey</p> <p>Peer review</p>
<p>3. To increase the capacity of Southern journalists to identify and cover research related</p>	<p>Did they cover research related stories prior to this project?</p>	<p>Print Journalist survey</p>

stories in a stimulating and accessible manner, both by embedding capacity-building in all activities undertaken through the project and through specific capacity-building workshops/activities.	<p>Did the project contribute to their professional development?</p> <p>Would they continue writing research based stories</p>	
4. To increase Panos' long-term institutional capacity to use its substantial radio and print information capacities, its regional offices and its thematic programmes to interpret and popularize development research with increasing effectiveness.	How did the project integrate within Panos London and Panos regional centre activities	<p>Working links with Panos offices</p> <p>Regional training workshops</p>
5. To explore in the medium term further dissemination activities centred on the new DFID supported Development Research Centres).	<p>Has this project carved a niche for development research communication within Panos?</p> <p>How integrated has it been within Panos London and Panos regional centres</p>	<p>Visits to the DRCS</p> <p>Features made based on DRC research</p>
6. To ensure effective and coherent organization of Panos id21 related activities in relation to the wider id21 project.	What activities have taken place between Panos and these DRCs?	Integration of project within Panos London



## Print Findings

Panos id21 features are disseminated as part of a monthly package of 6-7 articles on Panos thematic areas: reproductive health, HIV/Aids, trade, and Information communication technologies. id21 features are distinguishable by the IDS/id21 logo and a sentence reading: *“This feature is a specialist strand of Panos Features that critically assesses the latest international development research”*.

Panos features are disseminated to just over 700 recipients, 436 via email, 272 via post and on -line accompanied recently with photographs sourced from Panos pictures. Of those using the features online, 353 are registered as regular users of the features section. Over half of all the recipients are the media, including newspapers, magazines and journals. The largest reach is Africa and Asia, with Europe and North making up nearly half of all recipients.

Panos relies on recipients of the Panos features package to credit Panos in the reproduction of the article and to send clippings to Panos London. Therefore, those collected for this evaluation can not provide a complete picture of the global usage of the id21 features. They do however provide a valuable insight into the types of publications that reproduce the id21 stories. An earlier evaluation of the Panos Features service in 1999 found that that recipients tend not to send in clippings for lack of time and money. And, newspapers tend to be the least diligent in sending Panos clippings.

Also, the nature of the media is such that they often do not give actual by-lines to Panos when reproducing the article in full, either solely under the authors name or as their own correspondent. Wherever possible, the media will try to give the impression of its own work rather than others. Larger agencies such as Reuters have a bigger punishment hand than Panos does. This makes searching for clippings either in country or on-line an expensive and time consuming process, because authors and the actual text need to be looked at. This process does not identify where ideas of parts of features have been used. Therefore, Panos’ own clippings files had to be supplemented with face to face interviews with developing country editors.

Panos experienced a complete IT collapse in early 2003 due to refurbishment and re-building of the Panos London office. This meant that the email recipient’s database (from which recipients were to be identified for interview) crashed and was lost permanently. As a result, we could not identify the publications which had received the features by email, or retrieve their contact details. Therefore this group could not be included in the survey. The email database is currently being re-built.

Therefore, Panos surveyed a group of 17 newspapers and NGO editors in country about their opinions on using research and the features. Some were Panos contacts from the postal list (the Ethiopian contacts and 2 Ghanaian publications), the rest were new to Panos. Surveying editors who are new to Panos outputs has been an opportunity since Panos was able to promote the features to new potential recipients.

Panos recruited field researchers in India, Ghana, Zambia and Ethiopia to spend ½ an hour interviewing editors. Editors tend to be extremely busy and so the interview was

structured around a questionnaire comprising a section on Panos features, development coverage, treatment of research material and the id21 features. Editors were shown a selection of the id21 features from the period February 2002 to March 2002 and were asked to read the summary pages of the stories and comment on the stories they would be interested to publish.

As, most of these editors were new to Panos outputs they were able to provide a frank and valuable insight into how they select stories for publication; the place of research based outputs in their publication and to comment on what characteristics of Panos features and id21 they valued or did not like.

The ultimate targets of this project are the broader publics reached by the media. However, it is not possible within the confines of this project to quantify or qualify the impact that the features had on wider public debate in developing countries. The publication of the stories confirms that research material produced under the project was successfully disseminated to a largely Southern audience. However, what these audiences themselves thought of the stories and whether it contributed to their own knowledge of development, can not be known.

Hence the importance of the editor interviews and journalist survey for providing contextual information from which one can make broad observations. Such as, the media's attitude to research based material; details on the publication; its coverage, readership, and audience. Hence, if a feature has been translated into a local language then, it is likely to have reached a far broader and diverse readership than just an English language NGO web based information service. Likewise, if a newspaper's audience is English speaking and urban based this may suggest a middle class readership. An editor's judgement of whether to publish a feature is also a proxy indicator for the number of people who read it, as it is reasonable to assume that the editor is making a good judgement of what his readers will like.

**Objective 1: To facilitate the transfer of information resulting from UK funded research from North to South and within the South through a series of features and radio programmes.**

### **Evaluation Questions**

1. Is there evidence that research can be turned into a media product that is published? There is evidence that 90% of the stories were published, we cannot speculate about the remaining 10% as they may have been published without us having been sent clippings
2. Where are the features being disseminated?
3. Where and in which type of publications are the features being published?

### **Clippings Analysis**

- 90% of the id21 features produced have been published, as evidence from the clipping
- Research can be popularised for the Media-both the Northern and Southern.

- 71 actual clippings or records of clippings logged. A mixture of sources, English and local language newspapers, internet news agencies, NGO publications, academic journals
  - 28% were mainstream newspapers
  - 29% were NGO on line news services and publications
  - 43% were Journals or development magazines
- Clippings provide evidence of publication, but are an unrepresentative listing, because with 700 recipients of Panos features, most of whom do not credit Panos, we can never know where every feature was published. Web searches tend to yield on-line Northern publications, rather than local, Southern based newspapers which tend not to be online.
- We have evidence that 90% of the features produced by this project were published
- No evidence about the remaining 10%, but we cannot conclude that they were not published
- Reaching a southern audience -52% of clippings from the South and a substantial Northern audience as well-with 42% of clippings from the North.
- The geographical split between North and South in the clippings mirrors Panos' overall Features distribution list, which comprises 55% Southern and 45% Northern recipients

The targets of this project have been the developing country media and ultimately the publics in those countries. The clippings analysis shows that the project has reached Southern audiences-a mixture of mainstream newspapers, NGO publications and online news and information services. In this regard, the evaluation can conclude that we have reached the Southern media and “facilitated” the transfer of information from North to South.

However, we cannot come to any quantitative conclusions about this statement because the original objective never set any precise publication targets and the clippings do not provide a complete picture.

Though, we can conclude that the overall project objective was met because the project has demonstrated that research can be popularized and disseminated to the media. At the time the project was originally conceived in 2000, this was not necessarily a tried or tested assumption and Panos' project was challenging and experimental.

The value of this project has been in showing the possibility and endless potential for Panos and other organizations for disseminating research beyond the academic community to popular audiences. This project reached a diffuse and varied media profile, rather than exclusively the Southern media, reflecting the general profile of Panos' own database of recipients. However, with more resources and precise and tailored marketing of outputs to particular groups with the media, it would be possible to reach specific media audiences.

### **Breakdown of clippings recorded**

#### **20 mainstream newspapers- (19 are southern based, 1 is Northern)**

Examples range from large Southern English language daily newspapers: such the Daily Times of Nigeria, the Daily Nation and The East African Standard in Kenya,

The Rising Nepal in Nepal, to The Hindu group's -the Hindu Businessline a prominent economic daily, which is a well respected national economic daily read all over the country but has the southern states of Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and Maharashtra as its stronghold. To, online news services such as Ethiopianreporter.com, and Afrol.com-which is an Africa wide internet news agency.

Of the 19 newspapers, 5 were local language publications in Urdu, Bangla and Nepali. In local language papers, such as The Annapurna Post in Nepal and the Daily Sach (Sindi language) and Sheri (an Urdu daily) in Pakistan, and the Daily Purbakone (a Bangla daily in Chittagong, Bangladesh). The fact that some of these id21 features were translated and published was very positive, especially as the cuttings show that these publications did not necessarily always publish a story from their region, facilitating a South-South exchange of information. For example, the Annapurna post in Nepal published a story about Chronic Poverty in Uganda and the Monthly Bangladeshi journal (listed below), the Monthly Abashan published 2 stories on Africa.

The single Northern newspaper was the British publication, the Asian Times which featured the article complete with photo on its feature page. The feature was, "Sari, Skirt or Combat Gear: Women Defy Stereotypes as Sri Lanka Embraces Peace", by Tharuka Dissanayake

### **21 NGO publications (11 are Northern, 10 are Southern)**

The majority of the NGO publications were Northern based and half of the Northern NGO publications were online news and information services such as OneWorld.net, and OneWorld US. Northern and Southern NGOs were a legitimate target audience for this project.

Other NGO publications in the North and the South were thematic organisations working on Aids ([www-aidschannel.org](http://www-aidschannel.org)), gender (e.g. Aviva and the Latin American and Caribbean women's health network), and Infochange a news and online development features service, specializing in India.

### **30 journals/ magazines (22 are Northern, 8 are Southern)**

This formed the largest overall category within the clippings, although journal readers were not explicitly a target audience for the project. However, the division between the readers of some of the Southern development magazines and newspapers is not clear cut because they can read both types of publications. The 22 Northern publications were academic journals, whereas the 8 Southern publications were all Southern based development magazines, like the South Review in Malaysia, the Monthly Abashan (in Bangla) in Dhaka.

This category was perhaps the most skewed and yet easiest to explain. The 22 Northern clippings were mostly from a single source, the Contemporary Review Journal, based in Oxford, which claims to be one of the oldest journals in the UK, founded in 1866 and covering political and international affairs.

The publication was diligent about acknowledging Panos and sending clippings and published many id21 features, often adding a contemporary introduction to the story.

The other UK journals included the China Economic Journal, Military week.com. European journals included Development and Co-operation in Germany.

The id21 project coordinator interviewed the editor of the Contemporary review, on 28 July 2003, to find out why they regularly published the features. Contemporary Review has a circulation figure of 10,000 composed primarily of undergraduates and academics in the US. While not a Southern publication it was interesting to find out why they reproduced the features.

The editor liked the features because “they were research based and provided a balance of opinions around a research theme”. Also, the stories tended to be “about issues not covered by the mainstream media” and they provided “unusual aspects of a bigger topics” and were “in depth” and “hopeful”, rather than the usual bleak portrayal of development topics by the mainstream media.

### **Objective 2:**

**Provide authoritative, stimulating, accessible and balanced information sourced from research to the southern media and information NGOs to enable them to take part and influence national, regional and international debate.**

### Questions

1. How do editors view these outputs as journalistic products? To improve our understanding of how editors select features for publication, and the extent to which Panos features, and within them id21 features, meet their criteria
2. How do editors select features for publication? Would they publish them?
3. What characteristics of Panos features/id21 features do editors value/not like

The clippings analysis showed that the features were published by sections of the mainstream media in the South, the North and Southern NGOs. We cannot draw conclusions on whether and how this research based information influenced the readers of this material and what part it took in local, regional or international debate. Although we know that 5 out of 19 or just over one quarter of the Southern newspaper clippings were translated into local language, and can assume that these reaching a more varied audience than the English language newspapers, whose main audience tends to be middle and upper class sections of society.

The editor survey however, does provide useful insight into what editors think of research based material and whether they would consider publishing Panos Features and specifically id21 features, so complementing the cuttings analysis. This section will describe the responses of editors by section.

### **Coverage of development issues**

Coverage of development issues was an important question for Panos because we thought that there may have been a decline due to increasing commercialisation of the media. In fact this seems not to have been the case. Analysis of this section of the interview responses shows that the majority i.e.-over 80% of the editors did regularly cover development issues in their publications. There was no regional difference between the African and Asian interviews. Editors were presented with a list of topics

within “development coverage”, and the majority selected agriculture as the main development theme they would cover.

Agriculture was followed by trade and economics and globalisation as being of most interest and relevance to their publication and readers. For example, one newspaper in India, the Indian Express carries a special weekly page on agriculture. Issues like HIV/AIDs, gender, environment were ranked much lower down the scale, which shows the challenge of information organisations like Panos in convincing the media of covering “neglected” or less sexy development themes.

### **Here are selections of responses on development coverage:**

“Not a priority because the Spectator is a weekend paper and people want to read light-hearted, fun features”-The weekly Spectator Ghana

“Decreased. Plus there has been a shift in positioning towards the back pages. Reason has been a prioritising of political and foreign policy stories. Besides increasing importance being given to items that have an immediate news peg angle. Introduction of more non-serious elements, especially in the weekend editions”. Hindustan Times.

(coverage) “has increased. The current economic, social and political relationship between the North and South... and their situation in the context of a global world and led to much discussion and debate”, Daily Monitor, Ethiopia.

“Has increased. Carry development issues even on the OP-ED page because of its increasing importance and relevance”, The Pioneer, India,

“Increased because of greater awareness in recent years. Also, because politics is no longer so overwhelmingly important in terms of space in the paper”, The Times of India.

“The number has grown in recent years, in line with policy set by the Editor. This has been necessitated in large measure also by the absence of coverage of development issues by and large in the mainstream media”, Frontline News Magazine, India.

### **Desired Characteristics of Features**

Editors were asked about the criteria they used when selecting a feature for publication. This question is important for Panos features generally as it helps us to tailor outputs for this media constituency.

The main attributes for editors were:

**a) Relevance** “of topical interest to our readers”, “informative, with facts and figures to inform readers”. Zambia Daily Mail

“Relevance and topicality. To clarify in this case, that relevance and topicality does not necessarily mean that the feature has to be about India”. The Pioneer, India.

“Features that are solution orientated, which don’t just stop at stating the problem, but also go beyond, that is, which even look at the future scenario. Obviously, another criteria would be relevance –whether it was India related, space is a constraint on the number of international features that can be published”. Indian Express:

**b) Geographical coverage-** Most of the editors wanted a geographical angle, either regional or India specific in the case of Indian publications, e.g. “Topical issues, such as the effect of international events on the African economy of Agriculture”.-African Agenda

**c) Presentation:** “Catchy intro, good presentation, structured writing, not disjointed, ...not stiff, bit of humour and wit”. Weekly Spectator Ghana

“Quality of writing and force of argument

**d) Story angle:** “It gives an unusual angle on a well-known subject”, Zambia Daily Mail

**e) Style:** “your Panos features right now tend to be news based and more appropriate for newspapers. We would appreciate more feature based articles which are longer, more in depth and debatable. More journal orientated”. Voices for Change, Bangalore

“We are looking for features with a strong human element, preferably a positive story: or else a really shocking one supported by hard figures”, Times of India

### **Coverage of research**

There were a mixed range of responses on the use and attitude of editors on research based material. Editors were asked about their views of British research compared to local research and about the different forms of presenting research for the media.

None of the editors said that they were uninterested in material that featured research. Rather, the responses were very subjective and publication specific. That differed according to “the particular subject” of the research, “whether it was of interest to readers” Weekly Spectator, Ghana.

Overall, editors appreciated research based features because research based stories were taken to be synonymous with “well-researched” in depth pieces which editors appreciate. “To convince readers that there is substance, credibility in a story”, said the Times of Zambia Features Editor.

In other words, it is not the research per se, that influences editors, but the credibility and authority that a research based story is perceived to have over a non research based one. Reflecting, the observation made above, that topicality and reader interest are paramount. Suggesting also, that the research element is not an exclusive factor determining editor interest but is rather mixed with other editorial and journalistic considerations.

So for example, for the Times of India, academic research is only of interest if “the research peg was startling enough. It all depends on the subject and how much it affected our reader’s lives”.

Or the Hindustan Times, who’s Assistant Editor said: “The normal tendency is to reject development stories which are not tied to news.. We are interested in research, so long as it is not “my research in your face” kind of thing.

“The response to this is that it really depends in the subject, the nature of the critique the nature of the research and also whether it matches our edit style and taste. Consider that we have a similar section called “Report on Report” that informs on, and assesses, research”. Down To Earth, India

Or Voice of Change, Bangalore, “...ultimately the choice would depend on the merit of the article”.

When provided with the summaries of the id21 features, the Assistant Editor of the Indian Pioneer response confirmed that topicality, relevance and local interest are the main criteria for choosing particular id21 stories. Below are some responses:

“From Publication point of view it depends on the subject. From the id21 list, the features could be of interest: South Africa and Water, because it’s expatriate Indian population; social safety net in China and the debate over GM crops, civil and military in Iraq”.

Deputy Editor of the Indian Express: “Might be interested in this feature on Singapore and democracy, concerning a South-East Asian country, as also the fact that the research is on the subject of democracy. Other id21 features that could be of interest: South Africa and free water; coffee and Peru’s farmers: China’s social safety net; about neighbours Bangladesh and crime levels there and, of course India related ones, like on Sexual taboos and Aids”.

“The article, “Scandal prompts Zambian re-think: would be of interest to our readers. The issue of corruption is very topical here”. The Ghanaian Chronicle

The editor of the Times of Zambia marked 13 out of 20 id21 story summaries presented to him. Again, his choice was governed by a mix of topicality, location and issue, so a story on the IT industry in Mauritius would not interest him because Mauritius was too far away from Africa, whereas a Story on GM crops in China (based on research by Professor Lipton at Sussex) was highlighted “to enable readers to make a decision after looking at the reasons advanced for turning GMO”.

Voices for Change in India-gave similar reasons and identified 5 id21 stories they were interested in. An India story which was “topical, issue-based and timely for our readers”. “Women worth their weight in gold” because “gender issues are particularly interesting to us. Academic research “was not necessarily” a factor here. “Ultimately the choice would depend on the merit of the article”, said the editor.

“The likely features from the list of id21 features: Coffee and Peruvians Farmers, because it concerns organic farming: South Africa and free water, because South



Africa experiments in the water field have been a hot topic; the clean air experiments in Mexico are of interest from the environment standpoint: on GM crops in China (the type of crops are the focus of debate currently in India)". Down to Earth India

The Weekly Spectator had published an id21 feature on water privatisation in South Africa. The Daily Mail in Zambia had published Panos features in the past but not in the period being reviewed in this evaluation. The editors of the Tomat in Ethiopia could not recall which of the stories he had published, but said he would have rejected "those which dealt with non-Ethiopian issues and topics". The editor of the Weekly Spectator was a postal recipient of Panos Features as were the editors of the Tomat and the Ethiopian Herald in Ethiopia.

The Weekly Spectator has a national, general readership of about 29,000 a week. He had remembered the South Africa story, "South Africa Flounders in its Search for Free Water", based on research by Dr. L. Mehta at the Institute of Development Studies. However, he chose the feature not because of the research, but because of the "topic, headline and the good intro".

Just as research was not a factor in the choice of stories for publication, neither was it a reason why editors rejected some of the stories. The main reasons for rejections were style, topicality and relevance, factors which were common to all the surveys.

"The Singapore-based article does not quite fit the context here and may have only limited reader interest and impact. The topic itself is rather fuzzy, the writing is rather rambling and the argument is less than focussed". Frontline News Magazine, India

"Features that don't fall in line with our objective of promoting the interest of Africa are not acceptable; we prefer features that support or compliment Third World Network policy"- AfricanAgenda

"We could, if it were kept to within three to four hundred words", Times of India.

"Some readers would; but more would prefer a more immediate angle, perhaps India related", The Telegraph, India.

### **Origin of the Research (British vs. local research)**

The overall responses were more specific when editors were asked about the origin of the research that is the use of British as opposed to Southern research in this project.

There was a geographical split in the responses. All the African editors, said that they were more interested in research that was done locally by a local researcher, whereas the Indian newspapers said that the overall story was most important, and the origin of the research was not the prime factor. and some actually said that the work of a "foreigner" could actually carry more weight than the work of a local researcher!

For, Voice for Change, an NGO publication in Bangalore- "We deal with development in general, but that does not rule out academic research that is related to our field... we are not really bothered whether the researcher is in non-Indian or not. As long as the research is relevant, topical, and of particular interest to our readers and carries some basis from the field, we're ok with it".

In other cases, local relevance featured heavily, “we want research that is tied to, or connected with, actual research from the field. We don’t mind if the research is carried out by Indian or international researchers... But what we do want is the actual happenings in the field. We want research studies, journalistic representations and how they both apply in the field; with what benefits our readers will get from the story”. Asian Institute for Rural Development.

“There is no prejudice in case of British researchers. In fact information about the work of foreign researchers is published in the paper in various forms. From the point of view of relevance a feature on India-related research is more likely to be published”, Indian Express.

“Country is immaterial. Credibility and relevance are paramount in this case”, Times of India.

The Ethiopian Herald: “...Almost 50% of our space is dedicated to local issues. This is a clear indication that research done in our country interests the Ethiopian Herald most”.

These responses confirm that research is not necessarily a factor in the choice of stories for publication but rather topicality and relevance are. Therefore, the best available research should be used in any future phase of this project, rather than just British research. In other words, the research should be issue-led rather than funding led if it is too be published by mainstream newspaper editors. Therefore any future project should be based on the best available research which may be Northern or Southern.

### **Format of research**

Another key issue was the form that the research was presented by Panos. Editors were asked whether there were alternative formats for presenting the research that they might consider. The id21 features are mostly in formats d and c, with some opinion pieces-The results are below:

- a. 6%**- A short summary, describing the research and summarising the findings in a popular style (500 words)
- b. 23.5%**- An opinion piece, in which the researcher offers his/her opinion on a topical issue related to his/her research (1,000 words)
- c. 23.5%**- A feature in which the main story is the research, but with other voices offering their opinions on the research (1,000)
- d. 47%** -A feature in which the researcher is one voice among many in a topical story (1000 words)

Over 70% of editors said that they liked the “feature” format (options c & d), with nearly half of editors said that they would consider “a feature in which the researchers is one voice among many in a topical story”-(option d). Thus confirming that the Panos Features format is still one that is relevant and usable for the media and that editors value articles which are timely and topical, a view expressed repeatedly in the interviews. Nearly a quarter said they would consider opinion pieces and features where the research itself was the story. Just 6% said they would consider a research short-that is a summary of the research paper.

### **Researcher Survey**

An email survey was sent out in June 2003 to the 21 researchers whose research formed the basis of the features. The survey aimed to get a researcher's perspective on the stories, the coverage of their research in the features themselves and their experiences of working for Panos. Other comments from researchers were collected throughout the project and have been included in this analysis.

The researchers were involved in the different stages of feature production; Firstly, when the story idea is formed when they maybe contacted for additional information or for key contacts. Secondly, at the end of the process to comment on the final draft and thirdly, when they are emailed a final version for their records.

The response rate to the survey was very low, with just 4 responses. This was disappointing but can perhaps be explained by a number of factors-the length of time that had elapsed between the production of the feature in question, in cases over 2 years. Those who did respond were those who had recently been contacted by Panos.

Additionally, many were travelling or were on field trips. Thirdly, and most importantly, the researchers may not have associated Panos as a research dissemination organisation in its own right, as distinct from the id21 work at Sussex. Therefore, while they were happy to co-operate with the features, to be interviewed and provide contacts, completing an evaluation form for a relatively small part of the id21 project may not have been a priority for them.

With hindsight, this raises the question of whether this project could have marketed its services as a disseminator of research to the Southern media with researchers in a more strategic fashion rather than on an individual feature by feature basis. However, this would have been difficult within the confines of being part of a wider brand id21. But it certainly provides important lessons for the future in terms promoting Panos as a research disseminator within the academic development community.

The results of the surveys were interesting: Given that there was such a small sample, this section will discuss the main themes, rather than present a statistical analysis.

### **Panos marketing**

Panos should market itself better with academics-East Anglia researcher-"My experience was positive, however, I hadn't heard of Panos prior to that. So maybe a bit more marketing?"

### **Views on the project**

IDS fellow- "The project certainly should continue since it encourages/facilitates interactions between southern journalists and researchers in the North and perhaps push researchers to be more pro-active regarding media work"

Dr. Patel, Institute of Psychiatry UK, whose research was the basis of a story on mental health in India said:

*"As a researcher, my main goal had always been to publish my work in journals. However, I quickly realised the limited reach of academic journals and was delighted*

*that a new feature was available on-line to disseminate work on health in developing countries. Id21 has provided a vehicle for our work to be read and discussed by a far greater audience than I could have imagined”.*

University of Manchester:

“...Its an important adjunct to other mechanisms and (to borrow from Heineken) it reaches the parts that other dissemination channels fail to reach”.

QEH, Oxford “I have disseminated through some organisations that fed straight into Reuter’s news service, and had huge circulation in Southern newspapers. Advantage compared to this is that it got beyond one outlet”.

### **Research coverage**

Of the four responses, 3 were happy with the way the feature covered their research. “It was informative and contained empirical material/quotes that academic work lacks”, said the IDS fellow.

The fourth researcher from QEH, Oxford, raised an important point about media and research: that researchers work on different time scales from journalists and what they perceive to be the most important or media worthy aspects of their research, may not be the same as the commissioning editor or the journalist. So the features are an important balancing act between the original research, local perspectives which may be critical of the research and editorial control which rests with Panos.

“It was a good picture, but it was a very partial presentation of my research...picked up ideas only in relation to one country. Give us more time to react to the finished product”

### **Objective 3: Capacity-building of journalists**

**To increase the capacity of Southern journalists to identify and cover research related stories in a stimulating and accessible manner, both by embedding capacity-building in all activities undertaken through the project and through specific capacity-building workshops/activities.**

#### **Evaluation questions**

1. Did the project contribute to their professional development and how?
2. What did they think of the commissioning process-experience of working for Panos
3. Did they cover research related stories prior to this project?
4. Would they continue writing research based stories?
5. In which areas could Panos have done more to achieve this objective

#### **Capacity building Survey**

The process for commissioning id21 Panos Features is detailed and rigorous aiming to improve the capacity of developing country journalists. After selecting the research, story angle and interviewees, the id21 coordinator identifies a journalist from the Panos database either in the country where the research is based or another depending on the story. Most of the journalists on the database are news feature writers for Gemini News (Panos' former online news service) and Panos Features.

Where possible the id21 coordinator has commissioned stories using the same journalist at least twice to build their experience of working with research. In cases where a journalist was commissioned twice or in some cases, three times the journalist was much more familiar with working with research and less time was taken in commissioning as a result.

The project worked with 22 journalists who were surveyed by email to find out their experiences of writing for Panos. There was a very good response rate, 16 journalists, or 72% of journalists replied to the survey. The remaining 28%, did not reply, or could not be contacted by phone or email. The response rate was positive because of the close working links that these writers have with both Panos and the project over the last 3 years.

The survey asked the journalists about the use of research in their work outside of Panos, their familiarity of working with research and their experiences of working for Panos.

#### **Project rationale**

All the journalists were asked about the central objective of this project, (that of bringing development research to the South). 90%, were positive about this, one might expect this to be the case, given they were employed by Panos. However, the

comments give an interesting insight into their reasons. The 10% who were not positive blamed hostile media environments in their countries for making the objective less than realistic.

Zambia: My experience with Prof Saasa and other local dons I've dealt with is that they are like fountains waiting to be tapped. Researchers, at least ours here, always have a lot to say and they want it all said yesterday!"

India: "The aim is commendable. It is particularly welcome here, because notwithstanding the phenomenal growth of the media in recent years, what could be described as non-serious issues predominate as far as column space of concerned".

Peru: The objective may be fine for countries like Britain or the United States, but it isn't plausible in Peru, where the press isn't interested in debate, but trash journalism.

Zimbabwe: "It's a noble objective and one that creates more understanding of issues both by policymakers and the public. It makes people pause and to re-think their actions over certain issues, especially as far as they affect citizen's rights and aspirations".

Thailand: "it is definitely a good idea to share some of the findings of academic research with media and larger readership. A lot of academic work, some of which is well researched and pertinent, gets lost in academic institutions and never reaches a wider audience".

Malaysia: The media here are controlled by parties in the ruling coalition or their friends and critical analyses are generally not published".

Sri Lanka: "As a journalist, I often find that research is shelved in universities...By translating research into daily situations, we open the doors to a wider audience and more exposure to people who could benefit/learn from it"

### **Use of research**

75% or three quarters of those surveyed said that they did see research material as a basis for stories before the Panos id21 commission, though just 62% had experience of writing a research based story. Of the three quarters who did use research, many used researchers to exchange ideas, as background material or to highlight particular aspects of stories:

As one journalist from Malaysia explains: "Not so much actual written research, I usually spend more time discussing current issues with academics specialising in social science, media studies and political science. Then I get different takes and insights into current issues that would be useful in my writing"

This reflects the views expressed by those journalists who attended the training workshops. That, journalists do see the value of using research when writing a story, either as a basis for stories (in this case), background material and to give a wider piece credibility, but a large proportion have not had experience of doing so.

The remaining quarter or 25% had not used research in their work.

Some of the editorial reasons for why research tends not be picked up the media, with comments on whether research is covered in their own local media are presented below.

India: “Usually research doesn’t get into editorial desks for reasons like long-winded and densely written stuff, sometimes in most “unlay” form. There is no one specifically responsible in most publications for sticking to development stories. Where such posts have been created, e.g. Frontline Magazine, the person will take the time to read the research and put it out in story form”.... Other than the Hindu group, mainstream magazines or dailies don’t usually carry development research.

Thailand: Research which is relevant, contemporary and offers new insights into existing problems and concerns will have a better chance of being picked up by journalists and editors. Researchers also need to be more involved with other civil society institutions to link their work to contemporary issues.... In Thailand, academics have a long history of being involved with popular movements and concerns, and therefore are quite popular with the mainstream and alternative media.

Argentina: I believe that you can’t make research or academic papers “popular” with journalists and editors who don’t care about them. ...I think the idea is to set higher standard for readers and not look for the lowest common denominator to make research “readable” ...After so many complaints about the “sound byte” style of journalist, we shouldn’t turn research into “sound byte” journalism... There are no much stories in the local media based on research, or the stories are written in such a way that turn them into worthless pieces”.

Singapore: “By being presented crisply, in clear jargon-free language, supported with examples, quotes etc, basically, by applying to it the principles of good readable journalism”.

Many of the journalists touched upon the need to reach out to editors to educate them and raise awareness of development features, and specifically research based stories.

Zimbabwe: Dissemination is crucial: a directory of these stakeholders would be needed to enable distribution”

Mauritius “.... Should sensitize editors on the subject, and talk to them until they understand the importance of research.

### **British or Southern research?**

There were interesting comments that suggested that while there was nothing wrong with a feature examining British research, it was limiting to restrict the project to looking exclusively at British research. The reason being that editors chose stories based on the most relevance to their readers, and which may not be case with an exclusively British research based project, as this has project has been. This point was reflected in the editor surveys interviews, suggesting that the next phase of the project should be issue rather than funding led in its choice of research for stories.

Asked if an editor were more likely to publish a story featuring local rather than British research, journalists replied

Malaysia: “Not necessarily-if there are local responses to the research, it would be of interest to the editors. But if it possible to do stories on local research, so much the better.

India: yes, it does definitely influence an editor’s decision: he/she would, I find from my experience, rather put out local research than international one. Unless, the research is sharp, topical, relevant and of news based values to Indian readers, but even this would be occasionally rather than regularly.

Argentina: “...I found an insurmountable wall to writes some of the stories because of the source of research was not British. I do believe you need to be open to more sources, not because British research is rejected, but of the simple fact there is a lot of valuable research which is not British”.

China: “Editors are more willing to publish features about local research. But they also like to publish stories on research in foreign countries...especially with a global impact”.

Sri Lanka:

“If the research is relevant to some home grown situation in this country or even the region as a whole, editors would still be interested. But sometimes they may be more interested in a British researcher’s work because it may make it sound more important to local readers”.

### **Professional development**

81% of the journalists thought that the experience of working on their story had had contributed to their professional development. 19% either said no when asked, either because they didn’t know, or that they only did one feature for Panos and could not comment. Or, in one case, found the exercise a waste of time. This shows the importance of commissioning a regular and steady output from journalists, as just one feature cannot contribute to the capacity of a journalist.

The final question in the survey asked whether the journalists would like to continue to write these kinds of research based features, implying writing for Panos. All the journalists, except one said yes. However, this positive reply cannot be taken to indicate whether the journalists would still write such stories in the absence of a Panos commission.

### **The “yes” camp**

South Africa: Yes, I have written about subjects which I would not ordinarily write about. I have also conducted more research of my own than I normally do for a hard news piece or for a feature where you would simply interview a few people”.

Sri Lanka: “I have been able to sift through complicated research material and tie up many ends to make a coherent story. The experience has been good learning”.



Malaysia: Yes, the experience of critically analysing work produced by academics has also prompted me to think more deeply about the issues”

China: “I’ve realised more about how important academic work is for a science story after working for Panos”.

Argentina: Yes it has. In this poor media environment you can almost inadvertently do with the main trend. A wake up call to do something different is always welcome”

### **The “no” camp**

India: “Nothing tangible as such, no. But intangibly, probably yes.”

Thailand: “Perhaps I have not written enough of such pieces to be able to comment on.

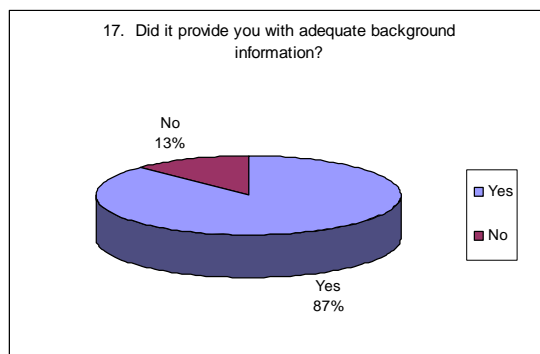
Mexico-“no, it was a frustrating waste of time”.

Peru-“No it was a one-shot deal”

### **Experience of the Panos commissioning Process**

The journalists were asked a series of questions about their experiences of the feature commission, the editorial process and the final published product.

Here are some of the results:



The vast majority, 87% said that they were given sufficient background brief when asked to do the story-which includes either, the research paper, or a breakdown of it, key resources to interview locally, angle and sometime the news peg.

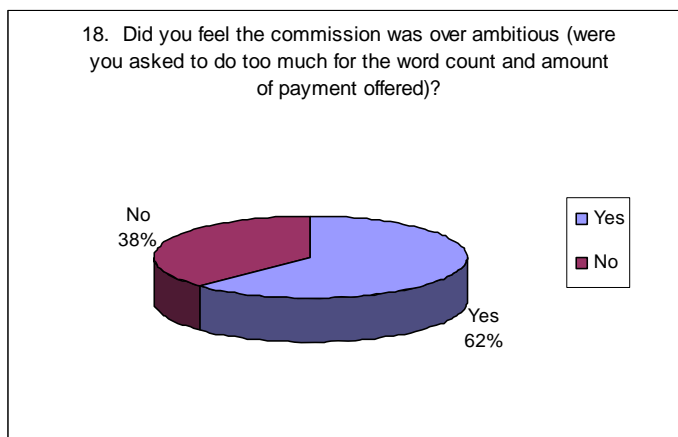
13% said no, and felt that Panos should have provided them more material than just the research.

Mexico: “The editor provided an extract of the research paper, and I had to find all the contacts my self”.

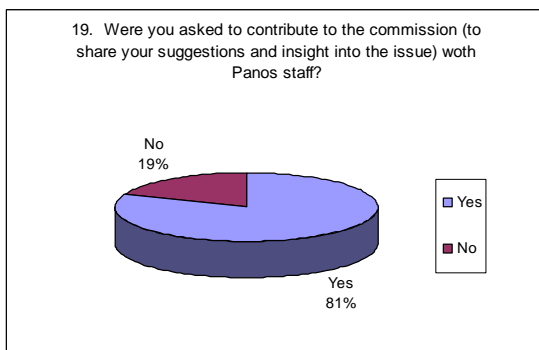
India: “Background resource from the research scientist. Otherwise not really, bit it didn’t really matter, because I had done my own reading anyway.

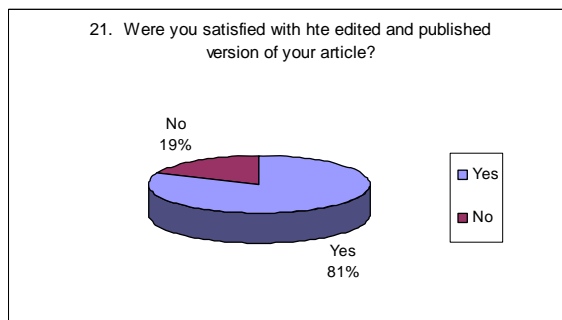
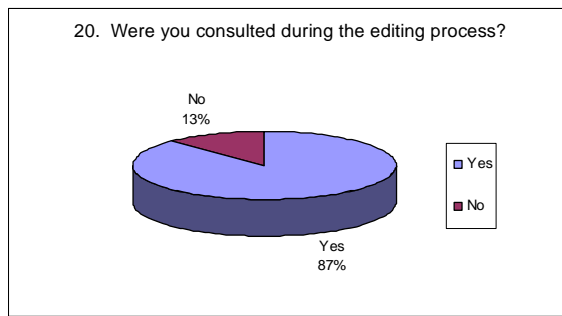
The chart below may go some way to explaining why 13% of the journalists were not satisfied with the brief. There are a wide range of expectations about the commissioning brief, but generally journalists are expected to do their own on the ground research, as they are best placed to decide on the detailed specifics of a local story. On the whole, as with any media organisation, journalists always feel they are asked to do much for the payment received.

Over half, 62% of the journalists felt that they asked to do too much work for the payment offered and word count- (£150 for 1,000 words). If you are a free lance journalist, as most of these are, then payment does matter. Panos payments compare favourably with other “Third world” agencies, such as IPS- a wire service, but not with US based organisations. The remaining 38% thought Panos’ terms were fair.



The series of graphs below show that the majority, on average, 83% of the journalists felt that the commissioning process was a two way process between Panos and themselves, and that they did get to comment on the features through the editorial stages and were satisfied with the published with the results.





19% were not satisfied with the final edited version of the article and this indicates that Panos could do more on explaining its commissioning and editorial process to journalists at the outset and keeping them informed from the time that they submit the first draft to the final published version. Though, the journalist always gets to see the final version before it is published. In these cases, there may have not been enough time for the journalist to comment, either because of deadlines, or they may not have been contactable due to travel or email problems.

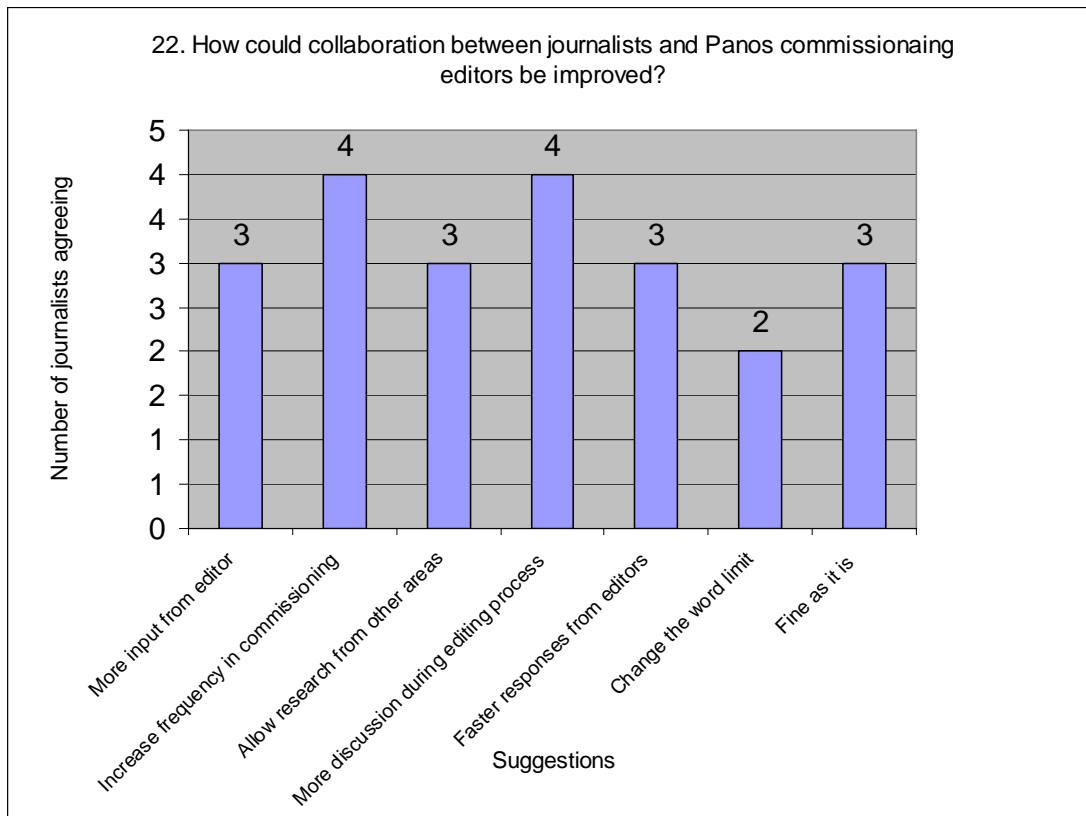
As this quote from Zimbabwe illustrates:

“The editors need to know that at times we have internet systems that can go down for a few days depending on the service provider, and at times when they assume we have seen their questions, we may not yet have done so. This has often affected collaboration”.

Of this 19%, a minority felt strongly that the final edited article was very different from their original versions. Editorial control rests with Panos, but -the effect of editing out a particular quotation or changing the emphasis given to a particular voice from a story on the sexual taboos of the gay community in India, does have an effect. In the example illustrated below, one quote was taken out because of word length which the journalist felt exuded an important voice in the story.

India-“The NGOs and the gays that I had sat with felt I had excluded them, after all the help they had given me.... Others, thought I didn’t deal with them enough-“I told and showed you such a lot; that didn’t come out”, is what he said...I guess this is a fall out of international reporting”.

The journalists were asked finally to suggest ways that Panos could improve its working relationship with them. The graph below shows their responses.



The responses were balanced, with 36% (or 8) journalists suggesting that collaboration could improve either by Panos commissioning them to do more stories or by improving discussions through the editorial process.

45% of journalists(10) suggested that Panos editorial process could improve, with turnover time being quicker and more exchange with staff, as often there can be a time lag of a month between when a feature is commissioned to when it is published.

Only 2 journalists, or 4.5% thought the word limit should be increased:

Thailand: “for this kind of piece 1000 words is sometimes a bit too short to be able to write a feature properly”

India: The word count is a difficult area, considering also that one is dealing with academic research”.

### **Objective 4 & 5 combined**

**To increase Panos' long-term institutional capacity to use its substantial radio and print information capacities, its regional offices and its thematic programmes to interpret and popularize development research with increasing effectiveness.**

### **Questions**

Has this project carved a niche for development research communication within Panos?

How integrated has it been within Panos London and Panos regional centres

### **Linkage of the project with Panos activities**

The id21 project has been an editorial project straddling the Panos features section and Inter-World radio. It was been represented at the Panos London Editorial Review Group (ERG) which is a weekly forum for the editorial and thematic programme to exchange ideas and debate editorial coverage of Panos issues. The part-time nature of the post has meant that wider participation within Panos meetings and organisational processes such as strategy meetings has had to be prioritised.

In the course of the project, the id21 co-ordinator has worked with editorial staff members and directors of Panos London thematic programmes to identify stories, research and plan workshops. The id21 project has developed its own web links within the Panos features section of the website. It is fair to say that the project has developed a distinct niche on development communications within the Institute and this has informed the new project proposal that Panos has submitted to DFID. The new proposal aims to ensure that the linkage between research communication and Panos themes are formally integrated through the Panos new organisational strategy.

The training workshops have been the main mode of working with Panos regional offices. Panos South Asia is planning to replicate this project within South Asia, and Panos London will work closely with this office in its plans.

### **Objective 6**

**To explore in the medium term further dissemination activities centred on the new DFID supported Development Research Centres).**

### **Question**

**What activities have taken place between Panos and these DRCs?**

### **Development research centres**

The earlier section on the development research centres described the DRCs and the Panos-IDS meetings. It is possible to conclude that the project explored the potential for dissemination work with DRCs, but there is considerable scope for more focused work with these centres, as expressed in the new project proposal.

## **Section 2: Radio**

“Overall, the standard of the pieces is really good. All the stories in this strand are interesting and most are well reported. Technically, the production values are generally good too – the recording quality is mostly fine and most reports use actuality well. As a listener, I would listen to them to the end (in other words, they are engaging enough to keep one listening)”. **Grant Clarke, South African peer reviewer**

“I thought that it was an interesting, lively and well presented piece which picked up on some of our research findings (though it was unfortunate that you used Marina, who is not always a reliable reporter on our findings and rather missed the point in her comments about bankers wanting security!). Still I think that the central point of our research, that we cannot look to the dacha as a way of relieving poverty, did come out of the report”. **Simon Clarke, University of Warwick (A dacha revolution)**

“This feature would be interesting to my audience. Many people in Africa find themselves seeking for asylum in the event of war. It would be good if there was no war but unfortunately it happens all the time and it’s always good to hear that there's hope for asylum seekers. Such a topic could also show the negative effects of war and possibly reduce or prevent it. I would use this feature in my programs”. **Eric Kadenge, Transworld Radio, Kenya**

## **Radio findings: Summary**

The evaluation of the id21 radio features took place in June and July 2003. The evaluation comprised an analysis of the web download statistics, a radio station survey to ascertain actual broadcasting data, a peer review of the content and quality of the stories and finally an academic interview.

### **id21 radio feature**

Panos produced 22 out of the targeted 36 features. The cut off point was June 2003, with good coverage of themes, especially environmental issues, complimenting the print stories. Rights issues tended to form the main topic of the stories.

### **Download analysis**

InterWorld World radio statistics show that like the Panos features, the radio features were downloaded by a range of organisation which included a large Northern audience. 33% of the radio stations who downloaded the features were in the South, reflecting IWR general membership base which comprises both Northern and Southern audiences. The Southern media comprised a range of radio stations, Monitor Radio, Uganda, Radio Sagarmatha, Nepal, Radio Ghana and TBC FM, Jamaica.

The id21 features were downloaded more frequently than other IWR output. Id21 features were downloaded on average 13.9 times, compared with an IWR average of 11.7. This indicates that academic research can be turned into radio features with popular appeal. One cannot be conclusive as to why this was the case. One reason may be that the id21 features were investigative rather than news features and so had a longer shelf-life and so were downloaded more often.

### **Broadcasting & public debate**

Downloading statistics do not indicate broadcast rates as many stations and journalists download features for training purposes.

67% of the respondents in the radio station survey said that they had downloaded and broadcast the features. This gives an estimate of 158 id21 features broadcast in a period of 108 weeks, an encouraging average of one every 4 days

62% of the features that were broadcast in news and current affairs programme, the remaining in specialised thematic programmes like health. However, we could not elaborate on whether there was any caller feedback within these programmes to ascertain information on how these features contributed to public debate.

Those who had broadcast the features had a high opinion of them, with an average score of 3.6, where 1 is Bad and 4 is good.

### **Peer Review**

The id21 features were peer reviewed by four people with experience in radio journalism. They were not given any background on the features and were unaware that they were based on development research. The reviewers commented on the general high standard of the features and provided useful feedback on how content, structure and style could be improved.

### **Academic survey**

There was a disappointing low response to this. Five academics were contacted to give feedback on the radio features that were based on their research. Just one researcher replied in the month period prior to the writing of this report.





## **InterWorld Radio Background**

InterWorld Radio describes itself as a network of 500 radio stations and journalists delivering news and topical programmes over the internet. Over the last 3 years, InterWorld Radio (IWR) has, as part of its output, created a strand of features based on research through the id21 project.

This report was written by an evaluation consultant working for IWR and uses various data sources and expert opinion to analyse this process. It examines how successful IWR has been at producing and disseminating features based on academic research. It concludes with a summary of the findings and a brief outline of the directions IWR will be taking in the future, and how these will relate to the id21 project.

InterWorld radio Features are based on global issues, but are designed to be used by radio stations broadcasting to local audiences. IWR make features available to download for free via their website. The editorial policy of IWR is that a minimum of 50% of its outputs must be linked to the 'global themes' of their parent organisation, the Panos Institute. These global themes are:

- Communication for Development
- Environment and Globalisation
- Conflict and Media
- HIV/AIDS
- Reproductive Health and Gender

Other commissions may be given if an issue becomes topical, or are the result of an idea from a journalist in the IWR network.

### **Commissioning id21 features**

The process of commissioning an id21 feature is generally as follows. An IWR producer browses the id21 website for articles of interest which also have the potential to make interesting radio features and may also read all or part of the article it was based upon. They then make contact with a journalist they believe capable of researching a piece based on the issues raised in the article. id21 features may also be commissioned from research work that is not published or referenced on the id21 website.

The journalist collects interviews and sounds and sends the material to the producer who may ask for further material to be collected. The producer edits the finished feature and promotes it. This process takes 2-3 months.

## Project Activities

### 1. id21 Radio Features

The project aimed to produce 36 radio features. Panos produced 22 radio features. This shortfall was due to staff changes within the second project year.

### 2. Feature analysis

*i. % Distribution of Topics (categories derived from id21.org)*

Economic and Social development themes	% distribution
Environment/natural resources-(water, GM crops, impact of privatisation)	13%
Conflict (pre and post-conflict issues)	13%
Technology (Information Communication technologies, media, e-governance)	4%
Poverty (inequality, impacts of globalisation on, changing nature of)	18%
Rights (gender, child, disability and minority)	31%
Global Economy (trade and international. Economy policy)	13%
Aid policy (aid delivery, aid politics, PRSPs)	/
Opinion pieces and miscellaneous	8%

Features on rights issues, (women, minorities, child) formed the main topic of the features. Research looking at rights tends to make good radio because it is not heavily theoretical but rather human interest and this lends itself well to radio production. Overall there was a good balance of topics, with good coverage of environmental issues, complimenting the print features. No features were produced on aid policy.

#### *iii. Rural/Urban Breakdown of Stories*

All of the radio stories were urban based, reflecting the overwhelming predominance of urban based radio journalists working for IWR.

#### *iv. Gender*

Over one half of the features have been produced by female radio journalists, an improvement over the figures for print features. IWR has an explicit target to commissioning half its features from women journalists.

Gender of Journalists	% Distribution
Male	42%
Female	58%

## Radio Evaluation and Methodology

### The dataset

Commissioning and production of id21 features began in late 2000. The first upload was on 11 May 2001. Data is thus available from 11 May 2001 until 17 July 2003.

The following sources of are used in the analysis:

- Downloads: The website automatically logs when each feature is downloaded, and which member downloaded it. Users are also asked to indicate how they will use the feature (though this is not a requirement of downloading) which means sometimes more information may be available on how features are used. As well as providing download data on id21outputs, the website also enables a comparison of the popularity of id21and other IWR outputs.
- Radio station questionnaire: Stations that had downloaded id21features were selected by Sameer Padania, the Network manager, as targets for a two stage questionnaire (sent out one after the other). The first short questionnaire, sent by email, consisted of 5 short answer questions, asking them a few simple questions about each feature they had downloaded.<sup>2</sup>

After two weeks, those that had not replied to the e-mail were telephoned. In some cases the questionnaire was completed over the telephone and in others, they were encouraged to complete and return the questionnaire via e-mail. A total of 10 surveys were completed and collected.

These 10 were then sent a further questionnaire asking questions in more detail about a selected feature. 3 questionnaires were returned. (See Annexe A for questionnaires and methodology)

- Peer Review: id21Features were peer reviewed by four people with experience in radio journalism:
  - Angelo Izama, Uganda –*Producer at Monitor FM*
  - Eric Kadenge, Kenya – *Works at Trans world Radio, a regional syndicator of radio material based in southern Africa*
  - Grant Clarke, South Africa –*Produces for BBC Africa Service*
  - Paul Kavuma – *Producer working with the Uganda Film and Television Institute*

Grant Clarke was visiting the Panos Institute and wrote his review in the office. Angelo Izama and Eric Kadenge were sent a selection of features on a CD with an accompanying letter (as was Julius Gittens, who did not reply). Paul Kavuma was sent the CD by Angelo Izama (see Annexe B).

Academic Review: Academics involved in the production of features were contacted and asked their opinions on how the pieces relate to their research. (See Annexe C).

- Academic review (Annex C)

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<sup>2</sup> Questionnaires was tailored to respondents and asked only about features that were known to have been downloaded by them.

InterWorld radio worked differently with the academic than the Panos Features team. The academics were not always informed that their work was being used as basis for stories. However, as with the print academic survey, there was a very poor response rate. 5 academics were sent an audio of the feature based on their research, and asked to comment on the story, and whether it conveyed the issues raised in the research. Just one academic from the University of Warwick replied. His conclusions were positive, “I think that the central point of our research, that we cannot look to the dacha as a way of relieving poverty, did come out of the report”

## Radio Findings

### Features

Twenty-two id21features were uploaded between 11 May 2001 and 6 June 2003. These are listed below in order of them becoming available to members. The list also counts the number of times each feature was downloaded. The total number of downloads was 308 which gives an average per feature of 13.9. A CD-rom containing all these features accompanies this report. They can also be downloaded from the IWR website: <http://www.interworldradio.net>.

Feature	Date Uploaded	Number of Downloads <sup>3</sup>
ID21RUSSIA: A dacha revolution?	11/05/2001	19
ID21: Crime and Crack in South Africa	02/05/2001	10
ID21NEPAL: Children speak up for their rights	13/07/2001	19
ID21UK: A Helping Hand to Leave Home	05/03/2002	18
ID21India's Missing Girls	08/03/2002	17
ID21UK: The Waiting Game	17/06/2002	5
ID21RUSSIA: Crime and punishment	02/07/2002	16
ID21ZIMBABWE: Landless women	11/09/2002	16
ID21CUBA: We Want the Web!	04/12/2002	19
ID21ARGENTINA: The people's currency	20/02/2003	11
ID21NEPAL: Living with Conflict	11/03/2003	17
ID21Water for Life: World Water Day	26/03/2003	12
ID21ISRAEL: After shocks: The psychological price of conflict for soldiers	03/04/2003	23
ID21GHANA: Disappearing Doctors	29/04/2003	6
ID21BRAZIL: Model for success?	27/05/2003	29
ID21BRAZIL: Sex for Sale	30/05/2003	12
ID21BENIN: How I gained my freedom	06/06/2003	13
ID21BENIN: Why the slavery continues	06/06/2003	13
ID21GHANA: Is street food safe to eat?	12/06/2003	8
ID21BRAZIL: Missing the bus in Curitiba	03/07/2003	6
ID21Aftershocks: Palestine's traumatised Children	13/6/2003	10
ID21KENYA: Will children buy into the countries free schooling?	27/07/2003	7
Total		306
Total by radio stations		237

Full details of features are available in Annexe D

<sup>3</sup> Multiple downloads by the same person are not included.

## **Downloaders**

There were in total 98 different downloaders. They fall into two broad categories: radio stations (48) and non-radio stations (50). Both categories are described below.

### **Radio stations**

Of the 48 radio stations 16 (33%) were southern. There is great variation between southern radio stations, with no particular ownership model being more popular than any other and all sizes from local, to national and regional being represented.

Private, (*Monitor Radio, Uganda*), community (*Radio Sagarmatha, Nepal*), state (*Radio Ghana*), and Religious (*TBC FM, Jamaica*) stations were all present, as were some 'peace building projects' (*Radio for peace, Costa Rica* and *Radio UNAMSIL*) and collaborative radio projects run by NGOs (such as *Democracy Radio, South Africa*).

Radio stations were asked about their station profile and if they had a specific remit, or focused on any specific topics. Some mentioned developmental influences, for example *Trans World Radio* who listed "Youth programmes (HIV/AIDS), Development programmes (Health, family life, agriculture)". Others, including *Monitor Radio*, gave the following outline of its programming: "[It] cuts across a broad spectrum, items are issue driven e.g. rebel situation in North East, politics is a major issue. Station combines music and news and talk, though cutting down on news and talk. Split is about 60% music 40% talk". Other answers point to the fact that for many stations in the south, it was hard to draw a line between developmental outputs and other outputs "[We do not really have a specific subject area] provided it is developmental, and thus of relevance to most of our listeners nationwide".

### **Non radio stations**

Non radio stations fall into four categories:

- Media organisations and training institutes South
- Journalists
- Universities and Schools
- Other Individuals

The top three, though they may not directly broadcast pieces they download, have an important role in generating debate, though no further information was gained on the reason for downloads by non-radio stations.

### **Media organisations and training institutes**

There were 18 northern and 8 southern members in this category, however many of those northern organisations have a developmental focus. Many of these places are involved in training journalists (*Ntena productions and training, Nepal, International Centre for Journalists*) or are news services themselves (*Africa Online, Voice or America News*).

### **Journalists**

There were 5 southern and 6 northern journalists that downloaded ID21features. Radio journalists often download IWR pieces for training purposes.

### Universities and schools

As well as for research, features are often downloaded for broadcast on university radio stations. Schools are also known to download features for language training purposes.

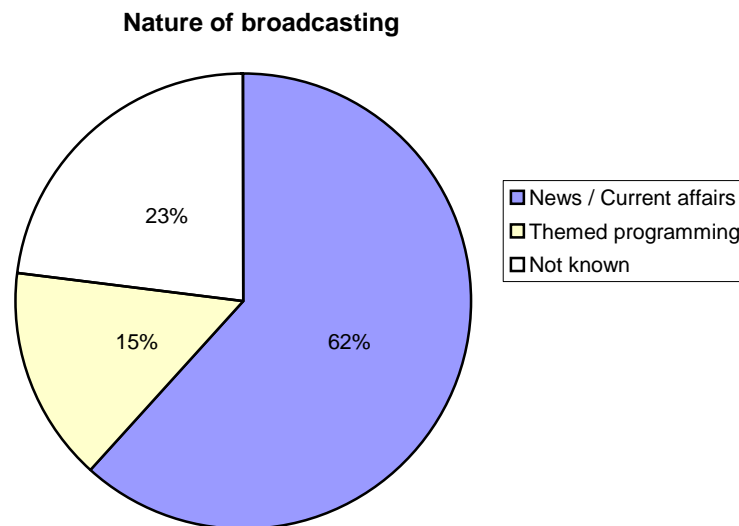
### Broadcasting

Download statistics do not equate with broadcast statistics: the downloading of a feature does not necessarily mean it will be broadcast. Having said this, the fact that the website allows users to listen to tracks in full without downloading them means that members are unlikely to download a feature without a specific use in mind. One should also note that as well as offering features for download at 'broadcast quality' the IWR website allows people to download features at a lower 'preview' bit rate. The latter type are not currently traceable, and therefore actual broadcasting figures may be higher than those reported here.

67% (14 out of 21) of respondents indicated they had downloaded and broadcast the feature. If this ratio is representative of the population as a whole, one can estimate the total number of broadcasts as 67% of the 237 downloads by radio stations. This gives an estimate of 158 features broadcast in a period of 108 weeks, an encouraging average of one every 4 days.

### Nature of broadcasting

Of those features that were broadcast, the majority were used in news and current affairs programming. A minority were used in specialised programming: "we aired it on June 25, 2002 as part of our Tuesday Health Programme" (Adventist World Radio) "[we] broadcast [it] and made an eight minute commentary piece on 1st amendment rights". (KFOK LPFM). Three of the reviews gave no detail about how the feature had been used.



**Graph 1**

One downloader targeted (Democracy Radio) was not a radio station but an organisation that "produce[s] programmes on democracy and related issues, and distributes them on CD for broadcast on some 50 community radio stations across South Africa". This flags up a large potential audience for ID21 features for which no

data is available. Democracy radio stated: “From time to time we download IWR features that we think might be of interest to the community stations on our mailing list (most of these stations don't have Internet access of their own). We then include the IWR feature on the CDs that we distribute to the stations. Along with the CDs we send a printed version of the introduction to the IWR feature, and indicate to stations that they should credit IWR when using the feature. About 2 years ago, we asked IWR whether this would be OK, and we got the go-ahead, as it would mean some stations without Internet would still be able to use some IWR features”.

### **Non broadcasts**

Seven features were downloaded but not broadcast. Three of these were downloaded for training purposes. Three were not broadcast as the downloader station broadcasts solely in Portuguese, and one person claimed that though they liked the feature, they did not have the airtime to broadcast it.

### **Broadcasters opinions**

#### **Preliminary survey**

Respondents were asked about the features they had downloaded. 21 basic feature reviews were gained in this way<sup>4</sup>.

Question 5 in the preliminary survey asked respondents to rate each feature on a four point scale of “1(Bad) to 4(Good)”. In a sizable proportion of responses (10 out of 23) no score was given. In many of these cases, the lack of response was attributed to not being able to remember.

Feature	Number of reviews	Average Score
ID21ARGENTINA: The people's currency	1	4.0
ID21BENIN: How I gained my freedom	2	4.0
ID21BENIN: Why the slavery continues	2	4.0
ID21BRAZIL: Model for success?	1	3.0
ID21BRAZIL: Sex for Sale	2	4.0
ID21CUBA: We Want the Web!	3	3.7
ID21NEPAL: Children speak up for their rights	1	2.0
ID21RUSSIA: A dacha revolution?	0	no review
ID21UK: A Helping Hand to Leave Home	0	no review
ID21UK: The Waiting Game	0	no review
ID21ZIMBABWE: Landless women	1	3.0
ID21: India's Missing Girls	0	no review
ID21Mean	13	3.6

This average 3.6, represents a generally extremely high opinion of the features by those that broadcast them.

#### **Further survey**

<sup>4</sup> Two responses were invalid (in one, the feature had not downloaded, in the other the person who downloaded had left the station).



The further survey was completed by a disappointingly low three people. These were:

- Brett Davidson of Democracy Radio, South Africa.
- Mark Robinson of 2 Ser FM, Australia
- Julie Muraya of Trans world Radio, Kenya<sup>5</sup>

The fact that only three people replied to this survey makes analysis somewhat less dependable than would have been liked, never the less, some interesting points are raised.

There was consensus that ‘representing the voices of ordinary people’ and the feature ‘having local relevance’ was an important factor in downloading the piece. This knowledge is very important in the commissioning, research and production of features.

Downloaders had favourable opinions of the format of the pieces: “FM is the rage right now in Kenya, it calls for shorter programming with variety, background noise etc so the IWR formats fits into this”. (Trans world Radio).

None of the downloaders were aware that the pieces were based on academic research. Asked if they used academic research as the basis for their own features, the three replied that they did. This suggests that explicitly labelling the pieces as based on research might not have a detrimental impact on their uptake, something previously thought to be the case by IWR. This mirrors the observation made earlier with print features, that the research component did not have a negative or a positive influence on editors perceptions about the features.

To get a handle on the life of the feature after broadcast, the further survey asked whether stations had received any feedback on their pieces. None had (although the 2 Ser FM noted that “several people at the station said it was interesting”). Feedback, and audience research more generally, is thought to be an integral part of radio station activities. It is regrettable that none was available, and in part, this reflects the absence of this process in many southern Radio stations. IWR is keen to carry out capacity building in this area. If this did happen, as well as improving the radio stations services, it would be a great help to IWR’s own research into its features.

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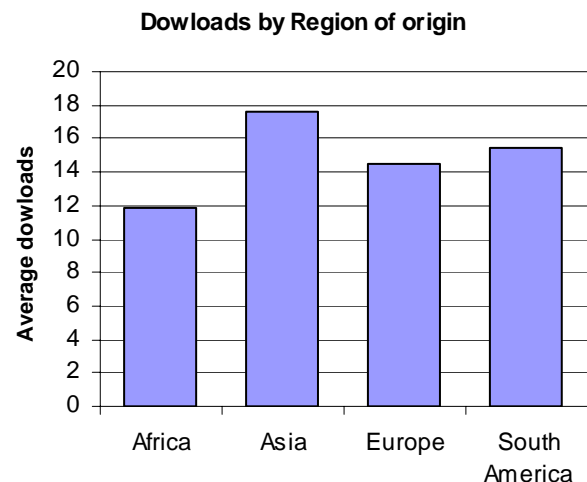
<sup>5</sup> Data was lost here as the person carrying out the interview presumed Q8 could only be answered if the feature had been broadcast.

### Geographical analysis

id21features were commissioned from all over the world. The majority (45%) originated in Africa but South America and Asia are also well represented with 23% and 14% respectively. The remaining 18% were commissioned from Europe (including Russia). (see graph 2).

If one analyses the number of downloads by region we can get an idea of the popularity of features from different regions. Though the variation in popularity is not that large, it is interesting to note that African features had the lowest average number of downloads at 11.8 each. European features were next, with an average 14.5 times, then South American, at 15.4 with Asian features being the most popular at 17.6. (see graph 3).

It is tempting to infer from the small variation in popularity between features from different regions that location is not an important consideration in choosing a feature. However, this is not necessarily the case; it may be the case that the majority of downloads of African features are by African members. It was not possible, using current IWR data, to analyse this further.

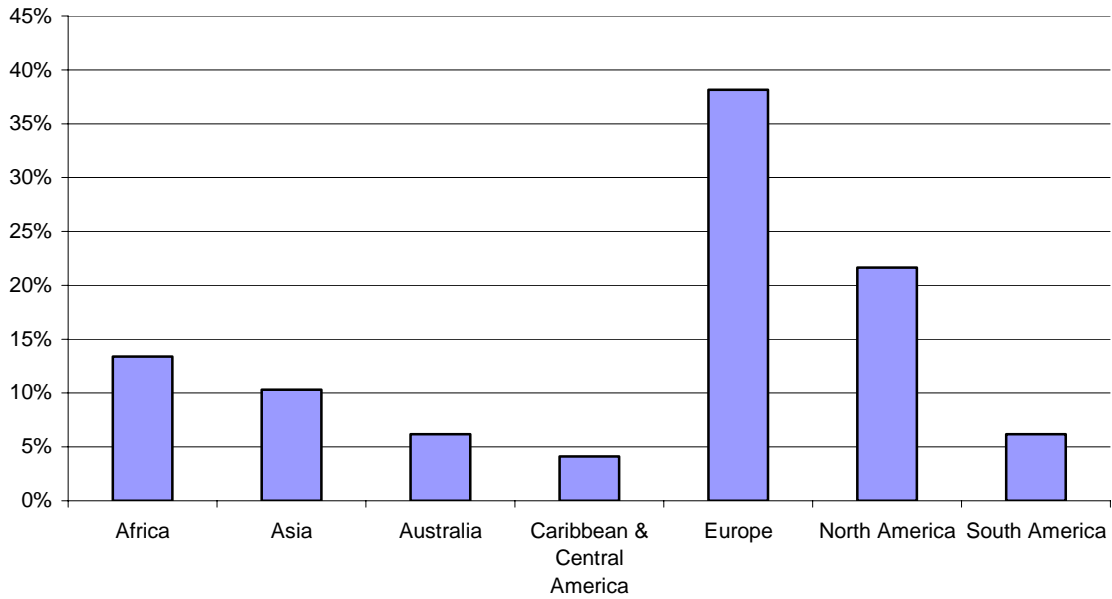


Graph 3

### Downloaders

Despite IWR's stated target audience being Southern Radio stations, the two largest categories of downloaders are North America and Europe. This statistic is somewhat inevitable given the differing levels of access to internet technologies in the north and the south. Southern downloaders only made up 34% of total downloads, but in considering this it is worth bearing in mind that IWR exercises no control over downloading of its material. Thus attracting 34% of downloads from a group traditionally seen as having limited access to internet technology can be seen as an impressive statistic. (see graph 4 for full details)

**Geographical distribution of people downloading ID21 features**



**Graph 4**

### **Gender of those involved in production of features**

One can identify two main people involved in the creation of id21audio features: the journalist and the producer. Of the journalists, 10 were female, 11 were male. One piece was produced by a group of journalists taking part in the id21 radio training workshop in Nepal in November 2002.

### **Comparison with other IWR output**

By examining download data from the website, one can compare the popularity of id21features with others produced by IWR. id21features were downloaded an average of 13.9 times, which compares favourably with an IWR average of 11.7. This provides support for the idea that academic research can be turned into radio features with popular appeal. One cannot be conclusive as to why the id21 features were downloaded more than other IWR ones. One reason may be that features with a longer shelf-life will be downloaded more often. The id21 features were investigative and in-depth features that were not necessarily linked to news and so were relevant and of interest to radio stations for longer.

### **Peer review (Full peer reviews are available in Annexe XX of this report.)**

Peer reviewers were not given any background about the features, and were unaware that they were all based on development research. They were given a large amount of freedom in their comments on radio features (see Annexe B). Two reviewers reviewed each feature separately, and two decided to comment on the collection as a whole.

Their comments have been analysed and general findings are collected under the following headings

- Style & structure
- Content & context

- Technical qualities
- Style & structure

Peer reviewers were generally very positive about the style of the pieces. A mixture of subjects telling their own stories, as well as expert opinion added to the depth of the features: “Use of ... subjects to tell their story ... was particularly remarkable in some features like, A Waiting Game, How I gained my Freedom, etc. In Brazil, a model for success, a complicated report on the controversy of generic drugs, their manufacture and use was simplified by allowing an expert to explain the issue.”.

Reporters were commended for the imaginative use of sources to create a balanced structure within a feature “What really makes this story work is the reporter’s contrasting the medical students who can’t wait to qualify and leave with the seasoned doctor who’s come back to start an operation to improve conditions.” As well as their use of the first person and direct personal accounts rather than generalisations. Many, though not all of the features were commended for having “a clear, logical flow”: UK the waiting game, in particular, was praised for “pulling the listener into the subject’s world from the get-go”.

However, for one reviewer beginnings and endings were a weak point. “There are particular areas which I think needed additional strength ...One of these is the introductions to the stories ... [I also] thought that a punchy conclusion [was] lacking in some of the stories, in fact most of them”

- Content & context

In the opinion of the reviewers, the majority of the features benefited from interesting subject matter “all the stories in this strand are interesting”; “on the whole I found the features very interesting”. Features, especially the two on slavery, were commended for exploring their subject matter in an unconventional way. “When we talk of slavery today, we mainly think of forced abductions and forced labour as is the case in Sudan. In fact most slavery stories in the media concentrate on that making many of us forget that maybe we’ve had slaves actually pass through our own homes. These stories are very revealing”.

InterWorld Radio uses *local* sources to explore *global* issues, whilst keeping them attractive to *local* audiences. Eric Kadenge’s review of the feature India’s missing girls is a good example of this: “The topic being discussed here is certainly interesting. Many people here in Africa prefer to have boys rather than girls but for different reasons. Here, a son is considered a true heir as the girls get married off at some point. However unlike in Asia, girls are a source of dowry hence wealth and in some communities, they are 'booked' at a very early age and by older rich men”.

But one frequent observation is that the global context of the story could be explored more fully. The feature Disappearing Doctors, based in Ghana would have benefited from being placed in a more global context: it “needs to describe these conditions and pay, compared to those in the countries these medics migrate to”. The feature on Russian Dachas suffered similarly. ““As far as my audience is concerned, I think it would be very difficult for them to relate to what is being discussed. It would be more appealing if it discussed cheaper ways of using 'dachas' for maximum

agricultural productivity. These are relatively small pieces of land and using them to learning about how to get a lot of agricultural produce from them would be more interesting/appealing to my audience. The last thing that my audience would be thinking of is saunas and luxurious swimming pools - that is, if they even know what those things are. I wouldn't use this piece in my program/s.”

- Technical issues

Overall the features were commended for their technical qualities: “Production values were great – clear recording and well delivered”, as was use of actuality “One of the outstanding features of the piece is its actuality – the piece is so sound-rich that the listener easily gets a real sense of the different locations, and captures the flurried activity of trading.”

Not all pieces attracted as high praise. Some were considered to have excessive hiss. The feature, Benin: Why the slavery continues was criticised for its use of a phone interview for the main voice.

The feature Nepal: Children speak up for their rights suffered because at some points the reviewer “was unable to understand what the reporter was saying ... The answer would be to try and work with the delivery whenever the producer/editor was unable to understand”.

Reviewers also thought more background could be given in the feature cues. This would help radio stations evaluate the local applicability of the piece and also help them in placing the feature within wider programming.

## **Radio Conclusions**

IWR has, over the last three years produced a total of 22 features based on academic work from the id21website and other sources. **We estimate that on average, one of these features has been broadcast every four days in some location around the world.**

When asked for their opinions, broadcasters, and experts working in the field of radio, have been positive about the stories.

In terms of popularity, id21features compare favourably with general IWR output, being downloaded more times on average. One can conclude that this project has succeeded in making features that are popular with radio stations, and thus are also succeeding at popularising the work of British academics working in the field of international development.

However, there are still many areas for improvement that will be addressed through changes within the IWR network. The two main areas are: membership (especially southern membership), and monitoring and evaluation.

Only one third of id21features were downloaded by radio stations in the south. Thus in the south, we can estimate a feature was broadcast only once every 12 days. Perhaps more importantly, IWR could only identify 16 southern radio stations that are currently broadcasting or have broadcast id21features. This is a positive development given the differences in web access between Northern and Southern radio stations and will be addressed by IWR's plans to increase the capacity of the Southern radio stations joining the network.

Monitoring and evaluation was also a weak point. Data was not immediately available for the evaluation, and attempts at collecting it yielded disappointing results. Only 10 preliminary surveys were collected and 3 further surveys. There are two main reasons for this. Firstly, the time frame that elapsed between the member using the feature and when they were asked about it. In this period, many members had forgotten their views on the feature, and indeed, if they remembered their thoughts were not extensive. In many cases the person who had downloaded the feature was no longer available. Secondly, an unsolicited email survey is not best way of collecting members opinions. Many were unwilling to provide information on this voluntary basis.

On the 4 September 2003, IWR launched its new website. This website underpins new ways of working within IWR. There will be two major improvements: a Network section which will be the basis for a more two way communication between IWR and its member stations and journalists; and a new content management system. Both these systems will help to address the two weaknesses mentioned above, by increasing the number of Southern radio stations who are members and by ensuring that M & E and feedback from radio stations is a constant part of the process.

The new website will provide a more attractive interface for users. It will be complemented by more radio station friendly audio and other improvements. The new content management system will also allow us much more data on our members, how they use the service etc., and will allow constant monitoring and evaluation with

the aim of improving our services and thus our membership and usage. These more systematic and constant monitoring and evaluation systems will eliminate our dependence on surveys sent out via email after and also us to much more easily to produce statistics and reviews for internal and external reports.

## **Section 3: Overall Project Conclusions**

### **1. To facilitate the transfer of information resulting from UK funded research from North to South and within the South through a series of features and radio programmes**

The Panos id21 project demonstrates that it is possible to create a print and radio output with popular appeal amongst the media. There is a body of evidence as demonstrated in this report that these products have been used by print and radio media. These print outputs have been translated into a range of South Asian languages and formats, ranging from features with graphics or photos, on-line, and as articles in development magazines and academic journals. The radio features have been broadcast by private, public and religious radio stations and have been used for training purposes by journalists and radio stations.

One common theme arising from this report is that of target audience. Whilst research material has been popularized and disseminated from North to South, and between the South through the publication by Southern editors of stories outside their regions, a substantial part of the audience for this material has been in the North. 48% in the case of print clippings and 67% in the case of the radio downloaders. This reflects Panos' general audience profile, which tends to be broadly split between the North and the South. In the case of radio specifically, it highlights the disparity that exists in capacity for radio stations to be able to access on-line material. It also, suggests that there is an audience for this material amongst the media in Europe and North America.

Audience profile is also interesting because the target audience for the outputs were not exclusively the media. With academic journals in the case of print and training institutes for radio, comprising an important audience. This could indicate that academic journals are better than crediting Panos and sending in clippings than Southern newspapers, and so we cannot compare the two, but it nevertheless shows that popularized academic material is still useful for an academic audience.

The challenge for this project has been demonstrating a conclusive picture of usage and publication of the print features. This report provides a partial picture. Radio download statistics and the follow up interviews to ascertain actual broadcast provide a reliable picture of the take up of the features. Although, it would have strengthened the analysis if more radio stations had responded. With print however, the clippings analysis had to be taken as a proxy for usage because Panos relies on recipients to notify it when features are reproduced. Therefore, we can never know the full extent of usage, especially by newspapers which tend to be the least reliable in sending Panos clippings, as earlier surveys of Panos features have confirmed.

The loss of the Panos Feature recipients database list due to IT failure meant that those who receive the id21 features by email could not be contacted to ascertain usage and publication. Therefore, Panos carried out a survey of newspaper and NGO editors to provide a picture of potential usage. This was positive, because while some said they would publish a selection of the features presented to them, others rejected them not because of the quality or research content of the stories, but because of factors that



were specific to that publication, like reader interest, local content, or simply because of the personal preference of an editor for a particular topic.

## **2. To provide authoritative and accessible information derived from the research to the southern print and radio media, information NGOs and the broader public in developing countries**

The radio features were peer reviewed by four Southern based journalists who found that the features were of good quality with varying opinions on the style, structure, content and technical quality. The print features were not peer reviewed because of funding constraints. The poor response rate to the academic survey meant that it was not possible either to glean actual opinions of the researchers themselves on the quality and authority of the print features. The editor interviews and the additional interview with the editor of the UK Journal, the Contemporary review did shed light on the content and quality of the stories.

Common to both the print and the radio features was that the research element did not factor specifically as a reason why editors selected or rejected the stories. The IWR team did fear that the research element might actually put off radio stations from downloading and broadcasting the features. In actual fact, the id21 radio features were downloaded more often than the rest of IWR's output suggesting the opposite. Likewise, the print editor survey showed the research element was not the sole reason why editors might select or reject a feature. This suggests, firstly that research does not "put off" media editors as one might imagine and secondly, that the features popularized the research in a form that was journalistically acceptable for editors. As the editor of the Hindustan Times, in India said, "we are interested in research, so long as it is not "my research in your face" kind of thing.

However, what is acceptable to the media may not be so for the researchers themselves. Both for print and radio features, the response rate to the academic surveys were disappointingly low. Researchers did co-operate in the production of the stories and were asked to comment on the final draft and sent the published piece in the case of print. Few said they were unhappy with either the draft or final pieces, at as confirmed by those who did respond, and by the feedback received at the time the articles were published. Yet, we can only speculate why this may have been the case. Perhaps, the academics were perhaps not clear about the Panos project and how it fitted with the wider IDS based project, they were already familiar with. Also, time and travel were constraints, especially as many could not be contacted when the surveys were sent out.

## **3. To increase the capacity of southern journalists to cover research related stories.**

The capacity-building component of this project took part through the three training workshops and through the commissioning process. Only the print journalists were surveyed, though two of the training workshops were for print journalists.

There was a very positive response rate to the print journalist survey (with over three quarters of journalists replying) and 81% of them felt that the project had contributed to their professional development in terms of writing investigative research based

features. The survey provided a valuable opportunity for Panos to get much needed feedback on its commissioning methods, its ways of working with journalists and suggestions on how this exchange can be improved. Particularly because most of the contact between editorial staff and local journalists takes place via email and telephone, with little opportunity for face to face contact. 45% of journalists suggested that Panos editorial process could improve, with turnover time being quicker and more exchange with staff, as often there can be a time lag of a month between when a feature is commissioned to when it is published.

All those surveyed, bar one individual wanted to continue to write research based features. While, a positive result, we cannot take this to indicate whether they would continue to write research based stories independently of a Panos Commission. 75% or three quarters of those surveyed said that they did see research material as a basis for stories before the Panos id21 commission, though just 62% had experience of writing a research based story. Of the three quarters who did use research, many used researchers to exchange ideas, as background material or to highlight particular aspects of stories. The remaining quarter or 25% had not used research in their work. Therefore, while we can say that the project was positive for those journalists who worked with Panos, we cannot conclude what or whether there will be a sustained impact beyond this project.

Especially if one considers the feedback received from journalists attending the three training workshops, where many journalists commented on the inaccessibility of research and researchers to Southern journalists-especially freelance journalists not working for international broadcasters such as the BBC. Or, the expense of buying research papers and the absence of local online services like id21, and the general level of skill and experience required to approach such features in the first place.

The workshops were successful events in themselves and resulted in two sets of radio features that were produced under this project. However, in the final year, Panos did amend the terms of the project to do extra features in the final year instead of workshops because of the perceived costliness of training small numbers of journalists with researchers for one week at a time. With hindsight, Panos could have produced a training manual for regional journalist training institutes in the South, with details on how to approach research, and produce stories around it. However, this idea was not explored further.

#### **4 & 5 To increase Panos' long-term institutional capacity to interpret and popularise development research & To ensure coherent organisation of Panos's id21 activities in relation to the wider id21 programme**

The id21 project has been an editorial project straddling the Panos features section and Inter-World radio. It was been represented at the Panos London Editorial Review Group (ERG) which is a weekly forum for the editorial and thematic programme to exchange ideas and debate editorial coverage of Panos issues. The part-time nature of the post has meant that wider participation within Panos meetings and organisational processes such as strategy meetings has had to be prioritised.

In the course of the project, the id21 co-ordinator has worked with editorial staff members and directors of Panos London thematic programmes to identify stories,

research and plan workshops. The id21 project has developed its own web links within the Panos features section of the website. It is fair to say that the project has developed a distinct niche on development communications within the Institute and this has informed the new project proposal that Panos has submitted to DFID. The new proposal aims to ensure that the linkage between research communication and Panos themes are formally integrated through the Panos new organisational strategy.

The training workshops have been the main mode of working with Panos regional offices. Panos South Asia is planning to replicate this project within South Asia, and Panos London will work closely with this office in its plans.

The Panos project has worked well with the wider IDS based id21 programme. There have been regular meetings and exchanges between the id21 team the Panos id21 project coordinator. IDS and Panos were charged with re-constituting the id21 advisory group and organised a meeting of this group with id21 and Panos in June 2001.

## **6. To explore in the medium term the potential for disseminating research from the new DFID supported development research centres**

The project aimed to build research links with the DFID funded Development Research Centres (DRCs) supported by DFID, at the beginning of the project there were 6 centres. The id21 project co-ordinator and the IDS-id21 Programme Manager visited these centres in July-August 2001, at which time most of them were at the inception phase. The purpose of the visits for Panos was to explore the potential for producing features based on the research from these centres and their partners.

The id21 coordinator was regularly in contact via email and the web/newsletters to scan for research suitable for features. Panos worked with the Chronic Poverty Research Centre at IDPM, Manchester to produce an investigative feature (published in June 2003) on chronic poverty, profiling the research of their Ugandan partner at the Economic Policy Research Centre based at Makerere University in Kampala.

However, more of the DRC research could have been used in this project. Some of the face to face contact developed in the earlier phases of the project lapsed towards the final phase. Panos plans to continue the links with these centres in the next phase of the project.

The 6 DRCs are:

- Centre for New and Emerging Markets-Director: Simon Commander, London Business School.
- Centre on Regulation and Competition, Director: Bill Cook, Institute of Public Policy Management (IDPM), Manchester University.
- Centre on Chronic Poverty, Director: Professor David Hulme, IDPM, Manchester University.
- Centre on Crisis States, Director: Dr. James Putzel, DESTIN, London School of Economics.
- Centre on Citizenship, Participation and Accountability, Director: John

Gaventa, IDS, Sussex.

- Centre for the Study of the Future State, Director: Professor Mick Moore, IDS, Sussex.

## Section 4: Appendices

### Print

#### Appendix 1: id21 Panos Features list with sample clippings

##### 1. January 2001- Country: Ethiopia

###### **Invisible Victims: The Female Face of Emergencies**

**By Mike Crawley:** In the mad rush to deliver aid to humanitarian hot spots, aid agencies usually ignore the special needs of women, who often outnumber men in relief camps. In this ID21 feature researchers from the Institute of Development Studies in Sussex argue that women ought to be involved at every stage of humanitarian relief operations – from planning to camp management and aid delivery.

##### 2. April 2001- Country- Russia

###### **Vanishing Trick: Russian Reforms Questioned Over ‘Jobless Millions’**

**By Olga Speranskaya:** Economists who cite the apparent absence of mass unemployment as a key achievement of economic reforms in Russia are being advised to think again. Many Russians currently ranked as employed are either not being paid, or earn a pittance, a study has found.

*(Published in Contemporary Review-August 2001 p90-91 (circulation of 60,000))*

##### 3. Inequality and Poverty Cause Mental Illness- Country: India

**By Keya Acharya:** As international health experts warn that clinical depression is set to become the main cause of disability, the question remains: what are the main causes of mental illness? One British researcher, basing his findings on a study in India, fingers poverty and inequality. “Being poor means you are more likely to experience such events and you will have fewer resources to draw upon,” he says.

*(India: Infochange Features: [www.infochange.india.org/features](http://www.infochange.india.org/features) OR in [www.icicicommunities.org](http://www.icicicommunities.org) ( Indian website, part corporate, part NGO)*

*International: Contemporary Review. Issue September 2001, online link: [www.findarticles.com/cf\\_01/PI/search.jhtml](http://www.findarticles.com/cf_01/PI/search.jhtml)*

*AVIVA an internet magazine on women’s issues & Women’s health Journal (Latin American and Caribbean women’s health network).*

*[www.wadsworth.com/politicalscience\\_d/special\\_features/ext/ir/gci\\_infotrac1\\_1.html](http://www.wadsworth.com/politicalscience_d/special_features/ext/ir/gci_infotrac1_1.html)*

*[www.africaonline.com/site/Articles/1,10,2029.jsp](http://www.africaonline.com/site/Articles/1,10,2029.jsp)*

### July 2001

##### 4. Sierra Leone – From ‘Rational Violence’ To Peace

**By Rod McJohnson:** While rebel groups are gradually disarming, there are concerns that Sierra Leone’s new-found peace may not last because the underlying factors that led youths to join the rebel movement remain. The ID21 feature tails a provocative

piece of academic research that says the war was rooted in poverty, poor education and economic disparities.

*(Published in South Review in Malaysia-October 2001 and featured on the OneWorld US News Service daily headlines page in July 2001, with news peg to disarmament. Third World Resurgence also published, notified by email, but no cutting).*

#### **5. The Meru Bean War: Cash Crop Worse For Women Country: Kenya**

**By Francis Ayieko:** The rise in popularity of the French bean as a lucrative cash crop has had a surprising effect on women in the Kenyan district of Meru: Women have become more dependent on their husbands, and are working even harder than before. A draft bill to improve women's rights to own land may change all that.

*(Published in Kenya in the Daily Nation (Thursday, August 23) and in The East African Standard (Wednesday 22)*

#### **September 2001**

#### **6. Child Labour 'Not Linked To Poverty,' Say Experts Country- Pakistan**

**By Nadeem Yaqub:** A surprising study has shown that Pakistani children of landless farm labourers are more likely to attend school than their neighbours from large, landowning families. Poor education and 'labour market failure' encourage wealthy parents to keep their children at home. Researchers call it the 'wealth paradox', and it may have major implications for the debate over child work.

*(Published in Development and Cooperation (Germany)-Jan/Feb 2002-page 28)*

#### **7. Migrant Labour – Invaluable, But Reviled Country: Thailand**

**By Teena Gill:** Most governments see migrants as a problem to be discouraged at all costs, especially in times of economic crisis. Thailand is no exception, and its Burmese migrants are being rounded up daily and pushed back into Burma. A new study has challenged this approach, and suggests that migrants actually strengthen the economy of countries where they settle.

*(Published in South Review (Malaysia-October 2001) and Contemporary Review 01/11/2001)*

#### **November 2001**

#### **8. Poor Media Coverage Gives Food For Thought in India**

**By Biswajit Choudhury:** Once the watchdog of the poor, India's press now focuses more on the interests of wealthy city dwellers in a bid to increase its profit margins. At the same time hunger in rural areas is on the increase, despite the government piling up massive food stocks. With the media failing to bring the government to book, people are looking elsewhere for someone to fill the breach.

*(Published in Development & Cooperation, 01/01/2002 & South Review Jan 02; Daily News-online , 14 December 2001- a Sri Lanka on-line daily; and in Bangla in the Purbakone, Chittagong, Bangladesh, 10/07/02)*

#### **February 2002 (GHANA)**

#### **9. Homeworkers or Slaves? Ghanaians Debate a British Study**

**By Eugenia Adofo & Ivor Agyeman-Duah:** West Africa is cracking down on slavery, but one issue remains unresolved: Ghana's domestic workers. While international campaigners are working to abolish the human trafficking system, most Ghanaians and the workers themselves say they are not slaves. Their argument is that they are better off as domestic workers than they were before.

*(Published in South Review, Malaysia, February 2002, & RFSU.se (National Organisation for sex education), De Wereld Morgen. & Aviva 02-05, 2002)*

#### **10. South Africa Flounders in its Search for Free Water (SOUTH AFRICA)**

**By Mohammed Allie:** It seems incredible today, but racist discrimination in apartheid South Africa even sank to the level of water access. Now, three years after the introduction of landmark water laws giving everyone the right to clean water, authorities are still struggling to put them into practice. Some are trying out privatisation, but this has caused uproar among users and water experts.

*(South Review, 02/07/2002 and Weekly Spectator in Ghana (Source: survey with the editor))*

**April 2002- (MAURITIUS)**

#### **11. Mauritius: A Cyber-Island in the Making**

**By Nasseem Ackbarally:** Building on its strategic location between Africa and South Asia, Mauritius has become the latest country to jump on to the information technology bandwagon. Experts say that if the island-nation's daring plan is to end in cheers and not tears, the government must give its full backing – since IT giants worldwide have been nurtured by their governments.

*(Published by Contemporary Review, Sept 2002 and South Review: "A Cyber-Island in the Making" -June 2002; and online with the Asia Pacific Network Information Centre-on their South Asia information technology list serve and Stanford University-under Mauritius country search.*

*Also, by Global Envision, Blue-Ear. Com, Brave New World (an e-news exchange circle), Development and Cooperation, People & Planet, Digital Opportunity Channel)*

#### **12. Smell Of Speciality Coffee Could Bring A Lift To Peru's Farmers (PERU)**

**By Lucien O. Chauvin:** Plunging prices have hit coffee farmers worldwide. In Peru farmers find they can't make ends meet and are turning to more lucrative crops – including poppies. The government is encouraging farmers to grow organic or so-called 'speciality' coffee, which earns a higher price in the international market.

*(Published by Global Envision, USA, Learning Channel.org (website), Learning Channel.org (magazine). & ITO.org-Italian Trade Organisation).*

**May 2002**

#### **13. Russians Explode The Dacha Myth (RUSSIA)**

**By Lina Rozovskaya:** The dacha, or garden plot, has been a mainstay of Russian urban families for years. In hard times many turned to their land to grow vegetables, and there is still a belief that it can feed a family through the harsh winter. But a group of Russian researchers have made a surprising discovery: it is more economical, in terms of time and money, to buy food than to grow it.

*(Published by South Review, Malaysia-01/07/2002)*

#### **14. Law And Order Comes Before State Safety Nets (BANGLADESH)**

**By Moslem Uddin Ahmed:** The government and international donors are worried about rising crime levels in Bangladesh. A Bangladeshi researcher is also concerned – she thinks the government, like the country's other elite groups, does not make a strong enough link between poverty and crime. She says to tackle crime, you have to tackle poverty first and throwing charity money at it, as the government is doing, is not enough.

*(Shehri newspaper in urdu in Pakistan- May 2002 –source IPCN Syndication service –Pakistan)*

**July 2002**

**15. Holes in China's Social Safety Net Leave Workers Reeling (CHINA)**

**By Zhao Miaomiao & Wen Chihua:** Since China's radical attempts at economic reforms began in 1998, millions of people have lost their jobs. And with their jobs, they have lost their pensions, health insurance and many other benefits. Despite the government's attempts to boost its small welfare system to prevent social unrest, it is well aware of the political implications of joblessness.

*(Published on front page of news section of daily news section of OneWorld.net on 9 July 2002 and a website called WE! -02/07/2002)*

**16. Sexual Taboos Hamper India's Fight Against AIDS (INDIA)**

**By Keya Acharya:** As in many countries, homosexual relationships are a big no-no in India. Even the government in its national HIV/AIDS campaign avoids talking about men who have sex with men. Researchers say this, combined with the societal pressure on men to marry and keep their male encounters secret, and is proving to be a serious problem in the campaign to prevent the spread of AIDS.

*(Global News Wire (Website) & RFSU.se (National Organisation for sex education in Sweden), SF Frontiers newsmagazine.*

*The Rising Nepal (Nepali newspaper), One World South Asia,*

*www.gaytoday.com/health071502he.asp;*

*www.infochangeindia.org/features41.jsp ( Indian NGO website, promoted by a corporate banking group ICICI ;*

*InTheRisingNepal (Nepalnewspaper). Link:*

*www.nepalnews.com.np/contents/englishdaily/trn/2003/jan/jan29/features/htm;*

*OneWorld South Asia. www.oneworld.net/article/country/356/660;*

*www.gaytoday.com/health/071502he.asp www.choike.org- a Southern NGO information portal and*

*www.aidschannel.org/themes/country/country\_356\_31.shtml ( the heading is "Full Coverage-India")*

**August 2002**

**17. Mexican Clean Air Drive Delivers Lessons in Politics (MEXICO)**

**By Talli Nauman:** Mexico City hopes to become the world's first city with a climate action programme of its own. But implementation of this ambitious project is suffering from bureaucratic wrangling and a lack of political cooperation.

*(Published by Contemporary Review-Nov 2002)*

**18. Internet News Boost to Malaysian Political Reforms (MALAYSIA)**

**By Anil Netto:** Malaysia's political activists found the Internet to be an invaluable news source in 1998, when thousands took to the streets to protest former deputy



premier Anwar Ibrahim's arrest. Now alternative news sites have become a necessary means of avoiding press censorship.

*(Published, news section of digital opportunity web channel in Aug 2002 & One World. Net and WACC-Christian media website, 2002)*

**September 2002 (Came out in October 2002)**

**19. Banishing The Uniformed Ghosts From Nigeria ((NIGERIA)**

**By Remi Oyo:** Military rule in Nigeria ended in 1999. But was that the end of all military interference in politics? Evidently not – a series of ex-military rulers have rolled up their sleeves and set up their own political parties to try and muscle into politics.

**20. Women worth Their Weight in Gold, Say Sri Lankan Banks**

**By Tharuka Dissanaikie:** Banks in Sri Lanka are keen to lay their hands on women's savings. But they are a long way away from learning gender sensitivity. In the meantime, pawnshops and moneylenders rule the roost

*Published by InfoChange India (1.12.2002) and Contemporary Review (1.5.2003); and the business section of the Hindu newspaper in India, called "Hindubusinessline"-features section, a prominent economic daily. And the Contemporary Women's Issues Journal-UK- Dec 2002.*

**January 2003**

**21. Scandal Prompts Zambian Rethink: Poverty Despite Aid or Because of it? (ZAMBIA)**

**By Vincent Zulu:** Western countries poured aid into Zambia when Frederick Chiluba became president and began rolling out his economic reforms programme. Now Chiluba faces corruption charges and Zambia remains one of the poorest nations on earth. Ordinary Zambians are outraged but experts argue that the debate is not just about corruption and punishment. Rather, donors and poor countries alike should be asking themselves: Are aid programmes devised in close consultation with the poor or not?

*Published by the Ethiopian Reporter.com 31-7-2003, and Tomat (Ethiopian weekly newspaper-source interview with the editor)*

**22. A Debate Starts In China Over GM Crops (CHINA)**

**By Ding Yimin:** Faced with the daunting task of feeding a population of 1.3 billion people – a fifth of the world total and growing – China is turning to biotechnology as a possible scientific solution. But a raging global debate over the health and environmental aspects of genetically modified (GM) food is sobering scientific enthusiasm. Nevertheless scientists as well as agricultural policy experts in China think GM technology can – and should – be tapped as a tool to combat poverty.

*(Published by Mountainforum.org-1.2.2003, Ethiopian Reporter.com 31-7-2003 & China Economic Journal, March 2003).*

**February 2003**

**23. Singapore Grows, With Quote Marks Around Its Democracy (SINGAPORE)**

**By Anjali Puri:** Singapore has successfully delivered its people peace and prosperity for decades. But not much freedom. Now, with changes in the global economy and big players like Malaysia and China coming on the scene, Singapore's leaders are

introducing tough (are they?) economic reforms. Hopefuls say these might encourage people to push for a new style of leadership.

*(Published by Contemporary Review June 2003)*

#### **24. Researchers to Business: 'Fighting Poverty Is Good for You' (TANZANIA)**

**By Alfred Mbogora:** Researchers are urging domestically-owned businesses to join the fight against poverty. It's a vital means, they say, for businesses to prosper and survive –and they are pressing the government to make it compulsory for all companies, including multinationals, to invest in social schemes.

*(Published by SciDev.net (1.04.03) , Daily Sach April 16, 2003 (Sindi newspaper in Pakistan, source : IPCN syndication agency) & Globalenvision (14/04/2003)*

#### **25. Safe Niche In A Free Market Storm? (MEXICO)**

**By Laura Carlsen:** While the majority of Mexican farmers are protesting a flood of cheap imports from the US that are destroying their livelihoods, a small number may have found a way out of the current danger. They are growing specialist crops for sale to niche markets overseas at high prices. But is there room for more farmers to join in the new trade?

#### **March 2003**

#### **26. Civil-Military Relations – The Unfolding Crisis In Iraq**

**By Paul Rich:** Once the war against Iraq is over, a major humanitarian crisis is expected to unfold. How the international community responds to it will be governed by a doctrine called CIMIC – short for Civil Military Cooperation. And the way this is played out has major implications for other developing countries

#### **27. Religion's Economic Role Under Scrutiny**

**By Biswajit Choudhury:** Two things happened simultaneously in India in the early 1990s. Hindu nationalists emerged as a major political force, and the era of economic reforms was ushered in. With religious rioting showing no signs of abating more 50 years after independence, academics are wondering if there is a link between the two.

#### **28. Legal Victory Sparks Hope For Tighter Controls On Multinationals**

**By Mohammed Allie:** Buoyed by the recent success of a litigation against the owners of disused asbestos mines in South Africa on behalf of workers and their families who have contracted the deadly disease of asbestosis, lawyers are now setting their sights on the country's lucrative gold mining industry.

#### **April 2003**

#### **29. Sari, Skirt Or Combat Gear: Women Defy Stereotypes As Sri Lanka Embraces Peace**

**By Tharuka Dissanayake:** Many women emerged from Sri Lanka's brutal civil war traumatised by their experiences of rape, bereavement and forced migration. But some found new freedom when they joined the country's armed rebels, and they are now helping maintain law and order. Despite this, it's taken over a year of hard lobbying for women's roles in reconstruction to be formally recognised in the peace process.

*Published in Asian Times, May 6<sup>th</sup> 2003-Features page, Women Living Under Muslim Laws, TIME Asia, Tamiltigers.net/history, MilitaryWeek.com, Contemporary Review*

### **30. Private Pensions Bring No Respite For Argentines**

**By Jorge San Pedro:** Argentina's private pension scheme, once welcomed as an alternative to the meagre state pension, is in a mess. Experts are now questioning the assumptions made when the government reformed pensions in 1994. Voters, meanwhile, are hoping the upcoming presidential elections will spell an end to the economic downturn and their pension woes

### **May 2003**

#### **31. Rushed' Reforms Leave Blacks With Land – But Little Else**

**By Dumisani Ndlela:** Zimbabwe's land reforms were begun with good intentions – to benefit poor black peasant farmers. They not only became mired in nepotism, but now look to have been poorly implemented as well. The result is impending food shortages and blacks who have few incentives to farm their newly acquired land.

#### **32. It's A Long Road To Justice For Pakistan's Poor Children**

**By Christopher Nadeem:** It's been 13 years since Pakistan signed the UN Convention on the Rights of the Child, but still juvenile criminals face the death penalty in some parts of the country. Today, observers insist Pakistan's justice system is skewed in favor of the privileged and that lack of justice drives poor children deeper in poverty.

*Published-by We!, Pakistan-Facts.com and Daily Times of Nigeria (July 17 2003)*

### **June 2003**

#### **33. No Way Out For Uganda's 'Chronically Poor'?**

**By Sharon Lamwaka:** Emerging from years of civil war, Uganda is often praised for its poverty reduction plan. Indeed impressive gains have been made, as poverty levels have dropped sharply. But the poorest of the poor, especially landless women, remain untouched and ignored. Some want a different plan and a fresh approach.

*Published by RFSU.se (National Organisation for Sex Education), Annapurna post (nepali cutting-28.07.2003) and Chronic poverty research centre in Manchester. The Monthly Abashan, August 2003, issue (Bangladesh)*

#### **34. Mahathir's Legacy: Horizontal Equality & Suppressed Debate?**

**By Anil Netto:** For 20 years in the 1970s and 80s, Malaysia saw some of the most comprehensive affirmative action laws in the world. Directed toward the majority Malays – who had suffered economically – the laws succeeded in improving their lot. But did this success come at the expense of some other ethnic groups? Today the legacy of those laws is still felt – sometimes with bitterness.

*Publised by OneEarth.gr-Newspaper-05-07-2003;*

*[http://www.afrol.com/News2003/uga012\\_poor.htm](http://www.afrol.com/News2003/uga012_poor.htm) (Africa wide internet news agency) and the Digital Opportunity Channel.*

### **July 2003**

### **35. India's Move To E-Governance Exposes Ancient System Flaws**

**By Keya Acharya:** The Indian state of Karnataka, known for its advances in software development, is trying to address issues of rural development through Information and Communications Technologies. All village records in this vast state are now online and free for villagers to access. The system aims to eliminate unscrupulous middlemen who were the main conduits for rural exploitation by big landlords. But how well can ICTs work as a development tool in a country riven with inequities?

**Digital Opportunity Channel, 8/4/2003**

### **36. Good News When Researchers And Politicians Work Together**

**By John Young and Julius Court:** An underlying issue in the raging controversy over the so-called 'dodgy dossiers' issue – questioning the reasons for the Anglo-American invasion of Iraq – is the relationship between evidence and government policy. In this opinion piece two UK academics examine the development arena and argue that policies work best when based on research and evidence.

**August 2003**

### **37. 'We Aren't Hooked on Handouts' Challenge Liberian Refugees**

**By Ajoa Yeboah-Afari:** There are 45,000 Liberians in Ghana – refugees who have fled the Liberian war that began in 1989. There's even a place called Liberia in Ghana. But the Liberians, who live on the outskirts of Accra, dispel commonly-held myths that refugees are hooked on government and UN handouts. In their settlement, they run schools and clinics, build their own houses and have their own businesses.

**Published by the Communication Initiative website, September 15<sup>th</sup> 2003**

### **38. In War and Peace, Reforms Transform Sri Lanka's Economy**

**By Tharuka Dissanaik:** Many countries emerging from prolonged war – Afghanistan, Mozambique and Sierra Leone to name just three – have had to grapple with the destruction of the formal economy. Not so Sri Lanka: "two decades of conflict in Sri Lanka in the 1980s and 1990s have paradoxically been a time of strong economic growth", says one researcher. But the growth has been unevenly spread – and completely bypassed some provinces, with implications for people living in poverty. (*Published by Global policy forum, New York, August 22, 2003*)

**September 2003 (cuttings not available at the time of writing this report)**

### **39. British Workers Count The Cost Of Globalisation**

**By Alex Whiting:** The spectre of tens of thousands of job losses haunts workers unions in the US and UK, as more and more developing countries develop their service sector industries with a range of skills and savings. Panos Features gauges the reaction of British unions and considers the way forward for governments of wealthy countries.

### **40. 'Southern Industry, Multinational-Driven, Hurting Northern Markets'**

**By Khozem Merchant:** India's information technology industry seems to be a model of globalisation. Far from creating an enclave of low-paid workers servicing rich markets, it's winning on many benchmarks such as pricing and software processes. Is India the first real emerging-economy winner in the high stakes of globalisation?

## **Appendix 2. List of Editors Interviewed**

### **Ghana:**

**1. Ghanaian Chronicle-a tabloid, daily newspaper**

Circulation figures: 20,000

Audience profile: middle class professionals, government, intelligentsia.

**2. African Agenda-Quarterly Magazine**

Circulation figures: 2,000

Audience profile: civil society and academics

**3. The Weekly Spectator**

Circulation figures: 29,000

Audience profile: general readership

### **India: Delhi**

**4. Indian Express-Daily newspaper**

Circulation figures: national, 200,000

Audience profile:

**5. Hindustan Times-Daily newspaper**

Circulation figures: national, 560,000

Audience profile: urban middle to high income groups

**6. The Times of India-Daily newspaper**

Circulation figures: national, 1 million

Audience profile: opinion leaders, upper income groups

**7. The Telegraph-Daily newspaper-regional**

Circulation figures: 28,800

Audience profile: Urban, middle class

**8. The Pioneer-Daily newspaper**

Circulation figures: 40,000, regional in Delhi and Uttar Pradesh

Audience profile: Professionals, bureaucrats

**9. Down to Earth-Fortnightly development Magazine**

Circulation Figures-14,000

Audience profile-anyone working in development

### **India: Chennai/ Bangalore**

**10. Frontline Newsmagazine**

Fortnightly social and political news magazine

Circulation figures-70,000

Audience profile-university educated, urban middle and high income groups

**11. Asian Institute for Rural Development-monthly development newsletter**

Circulation: national and international, 3000  
Audience profile: NGOs, volunteers, students, libraries

**12. Voices for Change-NGO quarterly journal**

Circulation figures-1000  
Audience profile: NGOs, academics, Media, students

**Zambia**

**13. The Times of Zambia-Daily national newspaper**

Circulation figures: 14,000  
Audience profile: Literate, semi Literate

**14. Zambia Daily Mail-daily newspaper**

Circulation figures: over 30,000  
Audience profile: Middle-Upper Class

**Ethiopia**

**15. Ethiopian Herald-national daily newspaper**

Circulation figures-no response  
Audience profile-Educated Ethiopians and Ex-pats

**16. Daily Monitor-National daily**

Circulation figures: 10-20,000  
Audience profile: International organisations, government offices and foreign embassies

**17. Tomat-Weekly national newspaper**

Circulation figures: 57,000  
Audience profile: general readership

## Appendix 3. Editor Survey Questionnaire

PANOS INSTITUTE, LONDON

DEVELOPMENT MONITORING AND EVALUATION (DIME) UNIT

**Kitty Warnock,  
Panos Institute,  
9 White Lion Street,  
London N1 9PD, UK**

[kittyw@panoslondon.org.uk](mailto:kittyw@panoslondon.org.uk)

**(44) 207 239 7603**

**Fax: (44) 207 278 0345**

### EVALUATION OF PANOS FEATURES

### QUESTIONNAIRE FOR FEATURES EDITORS

Name of paper \_\_\_\_\_

Name of editor interviewed \_\_\_\_\_

Position of editor interviewed (Features editor, etc) \_\_\_\_\_

Name of researcher/interviewer \_\_\_\_\_

Date and place of interview \_\_\_\_\_

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Instructions for interviewer

**You will carry out this interview after reviewing past issues of the paper to find out whether any Panos Features, including ID21 Features, might have been published.**

**When you begin the interview, you should have ready:**

- **The list of development topics, for Question 1.1**
- **Copies of some Panos Features – one Reproductive Health feature, one ID21 Feature, and one Feature from a region other than you one you are in.**
- **The list of ID21 Features with their synopses**
- **A list of any Panos Features, including ID21 Features, that you found had been used in the publication in question, with the headlines and dates of publication**

*.....more*

*Instructions for interviewer, continued*

### **Instructions and explanations**

**Inserts in the Questionnaire in italics are instructions to you, the interviewer, including explanations you should give to the interviewee.**

**Do not forget to fill in the accompanying sheet with information about the publication. You may do this before or after the interview, with information supplied by the interviewee or by someone else.**

### **Structure of the questionnaire**

***Sections 1- 3* and *Section 6* of this questionnaire deal with use of Features in general, and you should ask these questions of all respondents.**

***Section 4* is divided:**

- **4.A is for editors whose papers have not published any Panos Features in the period reviewed. On completion of Section 4.A, go to Section 6.**
- **4.B is for editors whose papers have published one or more Panos Features in the period reviewed. On completion of Section 4.B, proceed to Section 5.**

***Section 5* is divided:**

- **5.A is for editors whose papers have not published an ID21 Feature in the period reviewed. On completion of Section 5.A, go to Section 6.**
- **5.B is for editors whose papers have published one or more ID21 Features in the period reviewed. On completion of Section 5.B, go to Section 6.**

***Section 6* is for all respondents.**



## Basic Information about the publication

*Researcher: Please fill in the following information, before or after carrying out your research and interview.*

<b>Title</b>	
<b>Name of Features Editor</b>	
<b>Type of publication (daily, weekly, professional journal, NGO/development journal etc)</b>	
<b>Location and reach (national, regional etc)</b>	
<b>Circulation figures</b>	
<b>Audience profile</b>	
<b>Ownership</b>	
<b>Number of editorial staff</b>	
<b>Number of pages</b>	
<b>Colour or b&amp;w</b>	
<b>Online or not</b>	

# Questionnaire for Features Editors

## *Introduction:*

*“Panos has been producing Panos Features for 15 years. Panos is planning to relaunch Panos Features, and so it is carrying out this survey to find out what editors want. Some of these questions are about your use of features in general, and some about Panos Features in particular.”*

## Section 1 (For all features editors/editors surveyed)

### How you cover development issues in your paper

*If necessary, use the following list of topics as a prompt, to clarify what we mean by “Development”..*

- a. Agriculture
- b. Trade and economics
- c. International trade and economics/ globalisation
- d. Health
- e. HIV/AIDS
- f. Reproductive Health
- g. Gender
- h. Environment / sustainable development
- i. Communications and ICTs
- j. Industry
- k. Democracy/governance
- l. War/conflict
- m. Other

Q.1.1 Are development issues an important element of your paper?

Q.1.2 In an average week or month, how many features do you publish on development issues?

Q.1.3 Has the number of features you publish on development issues decreased, increased, or stayed the same, in recent years?  
Please give some reasons.

Q.1.4. What topics are you most likely, and least likely, to publish features on?

Please rank these topics, giving a number to each from 1 (most likely) to 5 (least likely):

	Topic	Likely to use: Grade from 1 (most likely) to 5 (least likely)
<b>A</b>	<b>Agriculture</b>	
<b>B</b>	<b>Trade and economics</b>	
<b>C</b>	<b>International trade and economics/ globalisation</b>	
<b>D</b>	<b>Health</b>	
<b>E</b>	<b>HIV/AIDS</b>	
<b>F</b>	<b>Reproductive Health</b>	
<b>G</b>	<b>Gender</b>	
<b>H</b>	<b>Environment / sustainable development</b>	
<b>J</b>	<b>Communications and ICTs</b>	
<b>K</b>	<b>Industry</b>	
<b>L</b>	<b>Democracy/governance</b>	
<b>M</b>	<b>War/conflict</b>	
<b>N</b>	<b>Other (please specify)</b>	

Q.1.5 Does your paper have regular theme pages (eg Health page, Science page)?  
Please list them.

Section 2

Sources of Features

**Q.2.1 Roughly what proportion of the features that you publish on development issues come from each of the following sources?**

- a) **In house reporters**
- b) **Commissioned**
- c) **National features services**
- d) **International features services**

**Q.2.2 Which international features services do you receive?**

Subscription services

Free services


**Q.2.3 Which international features services do you use in your paper?**

Name of service	Use		
	Regularly	Occasionally	Never

*Etc.*

## Section 3

### Desired characteristics of Features

Q.3.1 **In general, what are you looking for when you select a feature for publication?**

## Section 4

### Panos features

*Go to section 4.A for editors whose papers have not used any Panos Features, and straight to Section 4.B for those who have used at least one Panos feature.*

4.A For editors whose papers have NOT used any Panos Features

4.A.1 **If you see Panos Features, but never use them, why is this?**

4.A.2 **Would you be more or less likely to use them if they were sent electronically, or via a website?**

4.A.3 *Give him an ID21 Feature to read.*

**Do you think your readers might be interested in this feature and the research it is based on?  
Why/Why not?**

*For Editors who answered this section, 4.A, go now to Section 6.*

Section 4.B For editors whose papers HAVE used at least one Panos feature.

4.B.1 **The Panos Features that you chose (*have a list and/or copies to remind him*) – why did you choose them? And why did you place them where you did in the paper?**

4.B.2 **Can you say anything in general about why you rejected the others? (*or look at some, and say why you rejected them – show the front page of one Repro, one ID21, and one from a different region*).**

4.B.3 **Would you be more or less likely to use them if you received them electronically, or via a website?**

4.B.4 **Have you ever received any feedback after publishing a Panos feature? (Letter, phone call etc). Which Feature was it?**

4.B.5 **Do you recognise this logo (*show the ID21 logo that appears at the top of the list of ID21 features*) or the name “ID21”?**

4.B.6 **If you did recognise the logo, does it make you regard the feature with more or less interest, or does it make no difference?**

- a) more interest
- b) less interest
- c) no difference

*For Editors who answered this section, 4.B, proceed now to Section 5.*

## Section 5

### id21 Features

*Explanation: “One or two of the features in every Panos features pack are based on academic research on development. This series of features is called “ID21” [Information for Development in the 21<sup>st</sup> Century]. We are trying to find out whether editors have liked this series or not.”*

*Go to Section 5.A for editors whose papers have not published any ID21 features, and straight to Section 5.B for editors whose papers have published at least one ID21 Feature. Then go to Section 6 for both those who have and those who have not published any ID21 features.*

Section 5.A For editors whose papers have NOT published any ID21 features

Q.5.A.1 *Show the list of headlines and synopses of the ID21 features.*

**Please say which of these articles you would be at all likely to choose for publication in your paper? And which you would not be likely to choose? Please explain the reasons for your judgements.**

Q. 5.A.2 **Is the academic research a factor in the judgements you made in the previous question?**

Section 5.B For editors whose papers HAVE published at least one ID21 Feature

Q.5.B.1 (*Mention or show an ID21 Feature that was published in the paper*)  
**When you chose to publish this feature, did you realise that it was about some academic research?**

Q.5.B.2 **What made you choose this feature for publication?**

- a) **The topic**
- b) **The country**
- c) **The research element**
- d) **Some other reason**

Section 6

The place of academic views in your paper

Q.6.1 **ID21 Features aim “to critically assess academic research”. Do you think this aim is of interest to the media in general, and to your publication?**

Q.6.2 **Does academic research or thinking feature in your publication, apart from ID21 Features? In what form does it appear?**

- a) **Opinion pieces by academics,**
- b) **Columns by academics,**
- c) **Features by or about academics and/or their research,**
- d) **Academics as sources of expertise?**

Q.6.3 **The research on which ID21 Features are based is UK-funded, and carried out either by a British researcher or by a British researcher in collaboration with**

**one in a southern country. Would you be more likely to publish a feature if it was about research done in your own country, or in another developing country? Or doesn't it make any difference? Please say why.**

**Q.6.4 What do you think about the way the academic research is incorporated into the ID21 stories?**

**Please rank the following in order of preference:**

- a) A short summary, describing the research and summarising the findings in a popular style (less than 500 words)**
- b) An opinion piece, in which the researcher offers his/her opinion on a topical issue related to his/her research (1000 words)**
- c) A feature in which the main story is the research, but with other voices offering their opinions on the research (1000 words)**
- d) A feature in which the researcher is one voice among many in a topical story (1000 words).**



## **Appendix 4: Print Journalist Survey**

### **id21 Print Journalist Survey**

#### **Part A: Purpose of id21 project**

1. The aim of this features project has been to bring academic research to a wider audience and generate public debate in your country/region
2. As a journalist, what do you think of this objective?
3. How can research be made popular with journalists and editors?
4. Does the media cover stories based on academic research on development issues in your country/region, yes/no-please describe?
5. The research Panos is required to use in this project is British, do you think this influences an editors' decision to publish this kind of feature? Would an editor more likely publish a feature about local research?

#### **Part B: Local impact**

6. Do you know if your feature was published locally? Do you have clippings? Give details
7. If it was not - why do you think that is?, not a good story?, media environment? That it was research based? Story covered before? , or some other reason?-Please explain and give a reason
8. Have you had any positive or negative feedback on your story from editors, other journalists and any other? Explain?
9. Did your story have any impact locally-either in terms of raising awareness, stimulating/contributing to public debate on an issue? Please describe?
10. Do you think that the story you were commissioned to write was stimulating and relevant for readers? Explain
11. How do you think that the product can be improved?

#### **Part C: Commissioning and Editing process**

12. Were you familiar with writing a feature using research before this commission?

13. Did you view academic work as a source of journalistic material before this commission? And has your view on this changed as a result of writing for Panos? Please give details

14. Do you use research in any of your other assignments? Please describe why/why not?

15. In the short-term, has this Panos commission contributed to your professional development, please explain why/why not?

16. Did the Panos Commission clearly state the nature of the journalistic investigation (what was wanted?)

17. Did it provide you with adequate background information?

18. Did you feel the commission was over ambitious (were you asked to do too much for the word count and amount of payment offered)

19. Were you asked to contribute to the commission (to share your suggestions and insight into the issue) with Panos staff-please describe

20. Were you consulted during the editing process-please describe

21. Were you satisfied with the edited and published version of your article

22. How could collaboration between journalists and Panos commissioning editor be improved?

23. Would you like to continue writing these research based features? Do you see them as a valuable journalist product? Could you give us a quote that we can use .

24. Can you suggest some research topics we should consider for future features?-

## **Radio**

### **Appendix 5: Broadcaster Questionnaire and methodology**

To be sent to broadcasters that have downloaded ID12 Features.

#### **Objectives**

To find out:

- Why the features are downloaded
- How (and if) the features are broadcast
- What the broadcasters thought of the feature.
- Did they realise it was based on research?
- How the fact that it was based on research affected their decision to broadcast it?

#### **Method**

The survey will be aimed all members that downloaded ID21 features, placing particular emphasis on radio stations with a control group of stations that have not downloaded any features.

Information needs to be gathered from the person that downloaded the feature, and, if broadcast, the person who broadcast the feature. Questions are thus aimed at this type of respondent.

When a station has downloaded many features it would be best to concentrate detailed analysis on one or two features. If they didn't broadcast a feature, we need to find out why this was so.

There are two sections in the survey:

- 1) Preliminary questions about the radio station and their use of ID21 features
- 2) Either:
  - a) More specific questions about an ID21 feature (or features);
  - b) More specific questions about why they didn't broadcast a particular feature (or a and b if the station broadcast some and not others)

Part one can be conducted by an email survey of people that downloaded the features, and can be tailored to each respondent as we know which respondents downloaded which features. The fact that each email was tailored to specific respondents should be made explicit as it will most likely increase the response rate.

Part two will focus on radio stations. It will be dependent on the results of part 1 and conducted over the telephone.

#### **Part 1) Preliminary questions (by email)**

Question 1

What topics/issues does your station cover?

or Do you have a mandate/remit/policy to cover certain issues?

or What do you look for when you download features from InterWorld Radio?

Question 2

How do you IWR features fit with your mandate/remit/policy to cover certain issues?

Question 3

How often do you download features from InterWorld Radio?

Question 4

How often do you broadcast features from InterWorld Radio?

Question 5

Here is a selection of features you have downloaded from our website:

[list]

Please indicate:

a) Why you downloaded this feature [list of reasons]

b) How you used it [list of reasons]

c) Rate them on a scale of 1 to 4

Question 6

If you have any further comments about the above features, or IWR in general, please write them below.

**Part 2) Further questions (by phone or email)**

If respondent did broadcast one or more features, they will be asked in more detail about one or more of them using part A

If respondent did not broadcast a feature, they will be asked in more detail about why this was the case using part B

A) Station did broadcast feature

Question 7

How did this feature fit with the issues your station covers?

Question 8

Please rate how much the following influenced your decision to broadcast this feature (rate as strongly / partially / not at all).

Topicality	It shed light on an issues currently in the news
Origin	It covers an issue that is relevant to where my audience are based
Global interest	It covers a global issue my listeners might not otherwise know about
Angle	It gives an unusual angle on a well-known subject
Voices	It includes voices and perspectives of ordinary people, not just officials and leaders

Question 9

What did you think about the format of this piece (i.e. style, length, depth)

Question 10

Did you realise this was a based on a piece of academic research? If so, how did this affect your decision to broadcast it?

Question 11

What other documentaries / factual programmes do you broadcast?

Question 12

How do you usually incorporate academic research into your broadcasting.

Question 13

How did you use this feature (i.e. in what type of programme, phone in, etc.)

Question 14

What feedback from broadcasting the feature, if any?

Question 15

If you have any further comments please note them below?

B) Did not broadcast

Question 7

How did the features fit with your stations mandate/remit/policy to cover certain issues?

Question 8

Please rate how much the following influenced your decision to *not* broadcast this feature (rate as agree / undecided / disagree).

Factor	Further detail
Topicality	It wasn't relevant to issues currently in the news

Origin	It wasn't relevant to the area my audience are based.
Global interest	My listeners aren't interested in global issues
Angle	It's doesn't add anything new / it's too similar to existing programming on the same subject
Voices	The piece is not authoritative enough / does not include enough expert opinion.

Question 9

What did you think about the format of this piece (i.e. style, length, depth)

Question 10

Did you realise this was based on a piece of academic research? If so, how did this affect your decision to not broadcast it?

Question 11

What other documentaries / factual programmes do you broadcast?

Question 12

How do you usually incorporate academic research into your broadcasting?

Question 13

If you have any further comments please note them below.

## Appendix 6: Radio Peer Reviews

### Letter to peer reviewers

Grant Clarke

Eric Kadenge,  
Trans World Radio Kenya,  
Kamburu Drive, Off Ngong Rd,  
PO Box 21514 – 00500,  
Nairobi,  
Kenya

16<sup>th</sup> July, 2003

Dear Eric,

please find enclosed an audio CD including the material for the peer review, as discussed. The features on the CD form part of a series funded by a project called ID21, which is designed to popularise research.

What we'd like you to do is listen to each feature, and to tell us:

- whether it works as a radio feature
- what are its strengths and weaknesses
- any other thoughts...

If you could send us a document (preferably by email) with an individual section on each feature, and perhaps an overview, (if you have a better idea of how to organise the review, please let us know), we'll send you an invoice form by email that you can complete and return to us. If we have follow-up questions for you, they'll still fall under the scope of this fee of £118, but we promise it won't be a huge amount of work – we've budgeted for a full day of your time.

If you have any questions, please call me on +44 20 7239 7632, or email me at [sameerp@panoslondon.org.uk](mailto:sameerp@panoslondon.org.uk).

Best regards, and we look forward to reading your comments,

Sameer Padania  
Network Development Manager

## **General Comments**

Overall, the standard of the pieces is really good. All the stories in this strand are interesting and most are well reported. Technically, the production values are generally good too – the recording quality is mostly fine and most reports use actuality well. As a listener, I would listen to them to the end (in other words, they are engaging enough to keep one listening).

One problem area for me is the translation voice-over style. It's not really consistent and is often confusing. Fading the original voice out completely under a long translation often left me unsure about who's speaking, after a little while. One suggestion would be fade under the translation but to hold at a low, but audible level so that the listener constantly knows who is speaking. I think this also allows the interviewee to maintain their identity, in a way. And then bring up the original voice after the end of the translation.

I also felt a lack of context to some stories. Even though issue is outlined in the cue, there needs to be some kind of wider reference of the matter at hand, as it relates people internationally (though this was not a major problem). It would be nice, also, for reporters to try and draw out more, the compelling, emotional responses from people where possible - to hear how the issues being reported affect them emotionally, in addition to economically or socially.

### **NEPAL: Children Speak Up for their Rights**

An excellent, entertaining piece. It starts with a great opening which immediately draws the listener in and throughout this sound-rich piece, actuality is very well used. I would have liked to hear more about the show itself – what are some of the rights that Nepalese children talked about on the show? And how did the game show actually work? Having children talking about the show at the end really works nicely and the actuality of the sign-off of the programme is brilliant.

One slight drawback, which is difficult to rectify, is that was unable to understand what the reporter was saying at some points. The answer would be to try and work with the delivery whenever the producer/editor was unable to understand.

### **GHANA: Disappearing Doctors**

Overall, an interesting piece but it's a little lacking in substance. It covers the main questions – why are doctors leaving and what's been done about it? But it doesn't go far enough: what about how is it affecting the nation? If it's mainly the working conditions and pay that forces new doctors to leave Ghana, the piece needs to describe these conditions and pay, compared to those in the countries these medics migrate to. I also wanted to hear what ordinary ill and well Ghanaians thought about the crisis and how it affects them personally. I also would have liked a little more hospital ambience of the “crowded” hospital wards for a clearer picture of what that scene is like. The reporter comes across strongly but audio quality is a little inconsistent – levels are distorted in places. There is some nice use of actuality. What really makes this story work is the reporter's contrasting the medical students who can't wait to qualify and leave with the seasoned doctor who's come back to start an operation to improve conditions. It gives the story added depth.

### **INDIA: India's Missing Girls**

The story has a clear, logical flow. It traces the issue from the government's fight to stop doctors breaking a law, to why people are terminating pregnancies and what effect it is having on the country economically and socially. It's well presented and the reporter is strong so including his questions to interviewees strengthens the report and the piece sounds good technically, well recorded. One main problem with the

piece is that doesn't spell out the crux of the story till at least a quarter way in – that in India, where boys are valued more than girls, people are now using technology to determine the sex of their unborn children, with a view to aborting the foetus if it is female. And moreover, that doctors are exploiting this cultural value illegally for financial gain. So, the listener is left a little confused at the beginning, but we are drawn in to the story and are left with questions, wanting to know more.

#### **RUSSIA: Crime & Punishment**

A good piece. The interviews are good and the marching actuality used at different points drives home the oppressive tone of the story. I would have liked to hear from the correctional authorities about conditions at the colonies and why they're planning change, as well as possibly from family members on what they thought about the issue (although, the reporter might not have had much luck with this). Perhaps, also, it would have been good for the piece to put the story in the context of crime and punishment in Russia as a whole. Production values were great – clear recording and well delivered.

#### **ZIMBABWE: Landless Women**

An interesting report. This is an emotional story of gross discrimination but I was left feeling that I didn't really capture the emotional effect of this kind of discrimination on women – their stories could have been more personalized and in the first person. For example, the second married woman, refers to others in her position as "they". It makes the story more compelling when the report asks direct personal questions that get the interviewee to talk about her own position, rather than generalizing, which the expert does very well. The report did well to get the view of a supportive man but it would have been more interesting to hear from a man who believes the status quo is right, like most traditional Zimbabwean men do. Although the piece had nicely-used actuality, it would have enhanced the audio imagery to have heard women working in the fields and perhaps hearing the married interviewee at home with her husband, chatting.

#### **UK: The Waiting Game**

This is an excellently produced piece, pulling the listener into the subject's world from the get-go. The flow is really good – the reporter doesn't waste time introducing us to the real life of the asylum seeker, beyond some leisurely fun in the park. Besides the game being a good metaphor for the gamble that is asylum application, it mirrors the way asylum seekers need to appear normal on the outside while living a very difficult existence. The piece is well-delivered with empathy with really good use of actuality. One shortcoming, though, is the need for some response from the relevant British authorities to the fate of young asylum seekers.

#### **BENIN: How I gained my Freedom**

This is a really fascinating story but the way that it is set up is confusing. These sound like the two boys stories, read by others yet we hear the reporter asking a direct question ("how did the slave-driver approach you?"), then we hear a boy reading a response. The cue needs to say that all the interviews are read by actors and, possibly, why. Also, it's not clear how Gilbert was captured to work on a cocoa farm, it's somewhat lost in the delivery. The boys' accounts of what happened to them is really gripping but I find myself wanting to know what the authorities response is, to this problem – what are they doing about it? The audio is quite hissy and scratchy in places but the boys' personal experiences makes up for it.

#### **BENIN: Why Slavery Continues (Interview)**

Since it's an expert, it might have been better to have him "in quality", as opposed to on a telephone line. It basically works well with the boys' slavery stories - he explains



the problems with this practice and he does a good job in outlining what can be done about it. It does go on a bit, especially with questions edited out, but it is substantial enough for any station to take a cut from.

#### **UK: A Helping Hand To Leave Home**

A well-produced and inspiring piece. This report is a good example of how to use actuality to get a listener to warm to characters in the story (eg. the two girls shopping), that really works. Often it's the seemingly irrelevant details that gives the listener the feel of a character. The piece is well structured and has a really nice progression – we follow Ebony from where she used to be, physically and emotionally, to where she is now, thanks to a helping hand. Technically, the cross-fades between inserts and fades between scenes is flawless. One problem, however, is that it's often hard to understand what Ebony is saying, she swallows her words and speaks very softly. The reporter might gotten her to repeat some statements (although she'd risk losing the natural pattern of speech) or perhaps re-iterate the point made somehow in the narration.

#### **ARGENTINA: The People's Currency**

This is a great story. One of the outstanding features of the piece is its actuality – the piece is so sound-rich that the listener easily gets a real sense of the different locations, and captures the flurried activity of trading. The production values are also very good – the pieces flows well from one scene to the next and voices are clear and strong. But the opening is confusing. I was not sure if the English voice-over was a translation for the Spanish one or narration because it was worded and sounded like an introduction. Perhaps, it would have been better to have insert narrated as part of an introduction, since its introduced the listener to what the barter club is basically about. But overall, I think the piece worked really well.

#### **RUSSIA: A Dacha Revolution?**

Nice opening. The actuality worked very well to take you to the locations the story visited, with good interview clips. The piece was well recorded and written, and the presenter was strong and clear. But I thought that the closing statement – that the traditional dacha is not the answer to Russia's agricultural crisis, as expected, but rather become more of an expensive form of leisure for urban Moscovites – should have been raised as one perspective near the top of the piece. I was interested to hear exactly what shape the Russian agricultural sector was in.

#### **BRAZIL: Model for Success?**

An informative piece. The reporter pretty much covers the main points of the issue well but one can't help wondering, if the big risk for the Brazilian government is being sued by the big companies, have they been? And why other countries, like South Africa or Thailand which have drug-producing capabilities, haven't followed suit? (questions that VSO could answer). The piece is a little dry, in terms of actuality and the narration sounds a bit over-compressed (sounds tinny).

#### **Eric Kadenge**

#### **India's Missing girls**

- I think that it does work as a radio feature. It has a good introduction, body and conclusion.
- Some of the strengths that I can pick out are:
  - a) It has a nice hook at the beginning as the narrator starts with a scene setting. The natural sounds in the background add some liveliness to it.
  - b) The presenter is also very lively and speaks clearly.
  - c) A number of people have been interviewed hence providing variety which is good.

- d) The links raise issues that are addressed by the interviewees and they also adequately introduce these interviewees.
- e) The editing is good.
- Some of the weaknesses that I can pick out are:
  - a) Although the scene setting at the beginning is good, the narrator could have provided some more information like where he is exactly in relation to a bigger town or city ie. 50 Kilometers North West of... I can't place his location exactly.
  - b) At 21"-30" and 42"-55" there's suddenly no background noise that has been there from the beginning and that makes the narrator sound suddenly detached from the environment. At the beginning the noise was present proving that indeed the narrator was at the location. I would stop using the background sound just before Dr. George speaks.
- The other thought I have to add is that I would have done a voice over during the translation at 2'57-3'15 as opposed to having the translation afterwards. This cuts down the length of the insert.
- I probably would have started with a vox pop of the lady who explains why she was trying to determine the sex of her unborn baby (the benefits of having a boy as opposed to a girl) and then go ahead and start my feature (as it has been done.) To me this of introduction would hook my listeners more than telling them that I am standing next to a sign post - and the details contained on the sign post.
- The topic being discussed here is certainly interesting. Many people here in Africa prefer to have boys rather than girls but for different reasons. Here, a son is considered a true heir as the girls get married off at some point. However unlike in Asia, girls are a source of dowry hence wealth and in some communities, they are 'booked' at a very early age and by older rich men.
- I would use this as a single feature in a 15 minute program. For a 30 minute program, I would need two such features in addition to the other items in the program. Our programs are magazine.

#### **Russia - A Dacha Revolution**

- I think the content is good and enough for a feature. It works as a feature.
- It makes good use of variety and background sounds although at times its not very convincing. For instance at 2'10 - I don't get the impression that the train station is crowded with people.
- I also think that the presenter should sound more exciting and natural in order to keep her listener hooked.
- At the beginning, I would probably have a government official explain how 'dachas' came about because to me, having the presenter do that makes the link a bit too long.
- As far as my audience is concerned, I think it would be very difficult for them to relate to what is being discussed. It would be more appealing if it discussed cheaper ways of using 'dachas' for maximum agricultural productivity. These are relatively small pieces of land and using them to learning about how to get a lot of agricultural produce from them would be more interesting/appealing to my audience. The last thing that my audience would be thinking of is saunas and luxurious swimming pools - that is, if they even know what those things are. I wouldn't use this piece in my program/s.

#### **Benin - Why the Slavery Continues**

- This piece cannot work as a radio feature on its own. It would provide good links if combined with the next feature below. It could also work as an insert if the

person speaking is an authority of some sort eg. Researcher or someone who works with an NGO that is against slavery.

- The good thing about it is the topic. Hearing that slavery still exists and is even evolving certainly got my attention and I believe would grab the attention of my audience.
- However, I did note a number of weaknesses:
  - a) I noted right from the beginning that the sound wasn't the best quality.
  - b) For this piece to become a feature, a few things have to be done to make it more interesting. I would for example ensure that:
    - There is a variety of voices to break the monotony.
    - There are some links that can tell us what's happening or whose talking. I have no idea about who was talking and what authority he has on the subject matter.
    - It would also be nice to get to hear the voices of people involved in that story. This could be the children or the parents of the children. Hearing from them speaking would add more emotion to the feature and emotions certainly grab ones attention.
- As far as my audience is concerned, the topic would appeal to them as they discover that slavery is still going on. Another issue that comes out of this piece is rural urban migration and that is also a common phenomenon around here. Unfortunately some people end up discovering that life is not what they thought it would be before they left their village. As I mentioned earlier, this piece would work very well if combined with the one below.

#### **Benin - How I gained my freedom**

- That clip can certainly work as a feature on its own.
- Some of its strengths are:
  - a) It has all the things that were missing in the piece above (3). The emotion in the children's voices was excellent, we heard a mother, the music was very good and there are some links.
- However like in the case above:
  - a) The sound quality is not very good - there's a hiss. Either the recorder wasn't very good or the tape. I do know that chrome tape produces good quality sound so one can still do a good job even though he/she doesn't have a digital machine.
  - b) There's also a problem with microphone use. I heard quite a number of 'pops' there.
  - c) The presenter wasn't quite eloquent and his links could be better than that. He doesn't say much as he prepared one for the next insert.
- Since we are talking about slavery, I think I would start my feature with sound clips of the children that were taken away into slavery before hearing from the mother explaining the reasons why she allowed her children to leave.
- It would also be good to find out what is being done to stop this inhuman treatment. This is not addressed in the feature. I would use this feature.

#### **UK - The waiting game**

- An excellent radio feature I must say!
  - a) The sound quality is good. Its very clear unlike the above piece that you could tell was recorded using tape. It has no hiss.
  - b) The scripting/links are excellent. They provide adequate information in between the inserts. They make some interesting comparisons and contrasts about the lives of asylum seekers.

- c) Good use of background sound.
- I can't think of any weaknesses in that one.
- This feature would be interesting to my audience. Many people in Africa find themselves seeking for asylum in the event of war. It would be good if there was no war but unfortunately it happens all the time and its always good to hear that there's hope for asylum seekers. Such a topic could also show the negative effects of war and possibly reduce or prevent it. I would use this feature in my programs.

#### **Nepal - Children speak up for their rights**

- Quite interesting - it can work as a feature. I noted the following strengths:
  - a) The sound quality is good. Once again it is very clear and has no hiss.
  - b) There are a variety of voices, lively presenting and creativity that make it interesting.
  - c) Deciding to actually visit the studios while the producer was doing his thing was a very creative idea.
  - d) The links are good. They are well researched and provide good background information that compliments the inserts.
- Once again, I can't think of any weaknesses in that one. This feature would be very appealing to my listeners. Children's programs are always very touching. I would certainly use this feature in our programs. We have programs for children - some specifically aimed at highlighting the plight of children in difficult circumstances. Its good to hear that something is being done to address the particular issue at hand - child labor exploitation. Its also very good to realize that radio can be a very powerful instrument of transforming society.
- I would certainly use this feature.

#### **Brazil - Model for Success**

- It can work as a feature. Some of its strengths are:
  - a) It addresses a very important issue - aids.
  - b) It has a variety of interviews - we hear from doctors as well as the beneficiaries of free aids treatment drugs.
  - c) The sound quality is good - its clear.
- However, the presenter isn't very lively and that could cost him some listeners. I would probably have someone else present that feature.
- The subject matter here is of great importance and would therefore be very appealing to my listeners as issues like cheap drugs versus health and prevention are raised. This question hasn't been answered but it does provoke one into thought - especially if you are a policy maker. I would certainly use this feature.

#### **Izama Angelo**

Hello Sameer, Michael

I have listened carefully to the Peer Review CD and once again thanks for having me on the project. I have also passed on the CD to a couple of my colleagues ( if you do not mind it will not cost you anything) just to get a further opinion on particularly the sound to the ear of the features. One of the main issues for me and some of the guys here is that we were looking for among other things how the features sounded to the ear.

Overall in reviewing the features , I listened for ,

- Quality of sound collected and used

- The level of research for the stories and how the makers of the feature treated their subjects and therefore the listeners as to what was important in the story.
- The relevance of the story/topic to the local and particularly global audience
- The use of sound, ambience, and interviews to reach a listenable and perhaps even entertaining feature quality.

There are particular areas which I think needed additional strength and to which all the features could have aspired. One of these is the introductions to the stories (intros).

Listening to some of the features there were various attempts to have an interesting intro or simultaneously one that was creative as well as coherent with the needs of the story.

A Dacha revolution was well put together but did have a strong narrative introduction that held out throughout the exploration of the Dacha, its evolution and how different sectors of the Russian population were responding to it.

The story on Slavery and why it continues may have had a strong analysis but the introduction was weak just like there was no attempt to go outside the story teller's intonation to introduce other kinds of sounds and noises.

The reliance on a single voice perhaps made it a tall order to deliver especially when compared to the option of using more resources to make the feature better.

On the other hand, a strong introduction especially one that carries the narrative forward in a way that "hits the nail on the head" is a key accomplishment of the Nepalese story on children's rights.

Another issue that is outstanding as far as structure is concerned is the conclusion of the story. Keeping in mind that creativity demands that we sometimes bend structure to fit the creative target, I thought that a punchy conclusion lacking in some of the stories, in fact most of them.

In terms of structure that depends on a tapestry of sounds, ideas, events and movement, a good introduction and a conclusion that wraps up the expected effect of the story as intended by the story teller is equally important.

While the Benin story on gaining freedom has a fair introduction, the story zigzagged throughout losing specific focus on the issue of slavery, failing to maintain the controversy of the havoc of this particular experience to the victims( I think the story was poorly told) and finally failing to capture these elusive elements with a meaningful ending.

The Waiting Game performs better in this department but also does not have an inspiring ending because the suspense( clock ticking impatience brought about the young mans hopeless situation) is not powerfully created unyet seemed to be crucial to the way the story was told from the start.

The level of research overall was strong and relevant to the stories, even if at some points some of the narratives exhibited weakness in the way particularly sources of information were used to maintain focus and accentuate the problems that was being handled.

For instance, India's missing girls( sorry the title actually did mislead me originally to expect a kidnap story or something thereabouts) fails to take off on the important backdrop to the story( which I felt is the main issue) why boy children were so important to Indian communities and the extent to which the cultural desperation had been complicated by the available technology , ultra sound machines.

The use of the well informed sources is therefore sometimes randomly placed throughout the story and not exploited for coherence focussed on that main issue the story keeps referring to, the reverence of boys in that society.

On the other hand, the story on generic drugs in Brazil is well researched and coherent. It stays with the issue and proceeds to use experts and sources to argue out the points.

It also scores for current(ness) of the issue and the universal appeal of the story. One of the areas where I felt that stories could depart from (universal appeal) is if the script was dealing with a unique situation(radio program on children's rights for instance) to constitute a strong human interest appeal.

The story on Generic drugs had a universal theme where the story on slavery in Benin( How I gained my freedom) failed to convert the universality of the theme of slavery to make us feel what an outrage it was that this is was still on-going in various forms.

India's missing girls also failed to convert on the universal issue of the expectation of parents on the sex of their children. It failed to explore for effect the extremes to which the obsession in India had reached.

Here are some general and specific positive attributes of all the stories(save perhaps the innovative narrative, Why Slavery Continues)

- The use of background sound, ambience was generally good.
- Use of interviews of experts was often excellent.
- Use of story subjects to tell their story and the story was particularly remarkable in some features like, A Waiting Game, How I gained my Freedom, etc. In Brazil, a model for success, a complicated report on the controversy of generic drugs , their manufacture and use was simplified by allowing an expert to explain the issue.
- Also used well, by most stories for creative effect, is the employment of alternate voices for translations. This offered variety of voices and sounds while helping form a community of voices that tell the story.

Generally the sources of the information were likewise relevant.

### **Notable Pieces**

The pieces that I find commendable are

- Nepal – Children Speak out on their Rights
- Russia- A Dacha Revolution
- Brazil- Model for Success

Thanks

Izama Angelo

### **Paul Kavuma**

Hello Sameer,

We haven't met but I am acquainted to some of your colleagues from Panos. I met Francesca silvani during her trip to Uganda some months ago. I have also met Zawedi Kamango of Panos Eastern Africa on a few occasions. I am a radio producer working with the Uganda Film and Television Institute and Foodnet - a regional agricultural research network.

I have been listening to your peer review CD, which I got from Angelo Izama of monitor fm. It is he that gave me your email address as he wanted me to comment on the features. On the whole, I found the features very interesting. What I liked most were the two programmes on slavery. When we talk of slavery today, we mainly think

of forced abductions and forced labour as is the case in Sudan. In fact most slavery stories in the media concentrate on that making many of us forget that maybe we've had slaves actually pass through our own homes. These stories are very revealing and I hope angelo played them or plays them.

The other stories of particular interest are the waiting game story, as many Ugandans seeking asylum in the UK go through this process. The Aids story was for it breaks down many issues that are usually clouded in medical jargon.

On the whole I think it is a brilliant idea to run these stories on radios like the monitor, but rather than ran them as a one off it is best if a specific programme is made for them over the weekend, so that people know when to expect them.

I do not know if you talked to Angelo about this possibility, I know there should be space for them, the only problem perhaps is that most radio stations always think in terms of selling airtime, even when they are being given such brilliant productions.

Please do send my greetings to Francesca.

Best Regards,

Paul

## **Appendix 7: Academic Reviews**

### **Simon Clarke, University of Warwick (A dacha revolution)**

Thanks for sending me the link. I thought that it was an interesting, lively and well presented piece which picked up on some of our research findings (though it was unfortunate that you used Marina, who is not always a reliable reporter on our findings and rather missed the point in her comments about bankers wanting security!). If I were to be critical it would be that the piece was a bit one-sided in its conclusion: for new Russians a dacha is a place for leisure and a status symbol, but we should not forget that the vast majority of dacha owners are poverty stricken and work enormously long hours on their dachas, driven by the soviet work ethic rather than by any rational economic calculation. Still I think that the central point of our research, that we cannot look to the dacha as a way of relieving poverty, did come out of the report. Thanks again.

Best wishes Simon



## **Appendix 8: id21 radio features list**

### **1. ID21RUSSIA: A dacha revolution?**

Research: Simon Clarke, University of Warwick, Institute for comparative labour relations

Journalist: Lina Rozovskaya, Russia

In Russian cities, many cannot afford to buy food in shops, so the government encourages them to grow their own on private plots of land known as dachas. But does this work? Lina Rozovskaya finds out.

Suggested intro/cue material for presenter:  
More than a decade after Gorbachev launched dramatic reforms to push the Soviet Union towards a market economy, Russia is struggling to make the private sector function effectively. The agriculture industry for example has collapsed and the farming system is failing to get food from farm to table at a reasonable price. Most urban Russians cannot afford to buy the imported fruits and vegetables on sale on the city streets and the government has tried to convince them that they can grow enough vegetables on their out of town traditional dachas. Recent research by Simon Clarke of Warwick University and Marina Kiblitckaya of the Institute for Comparative Labour Relations in Moscow, looked at how much Russians were really relying on their dachas to supply food for their families. Our reporter in Moscow, Lina Rozovskaya spoke to one of the researchers and joins Muscovites at the start of their summer exodus to their dachas.

### **2. ID21: Crime and Crack in South Africa**

Research: Ted Leggett, Rainbow Vice, Institute of security studies, Pretoria

Journalist: Thabo Motlamelle, Lesotho

City Life is a series of radio and TV programmes and an online debate about how our cities should be run in the 21st century. Our reporter from Johannesburg, Brett Davidson meets John Fredericks a former gangster, now turned film maker.

Suggested intro/cue material for presenter:  
In the Cape Flats neighborhood outside of Cape Town in South Africa the gun is king. Gangs fight battles over territory, drugs and even over weapons. Children grow up in a climate of fear, learning that to be a man is to have a gun. There are around half a million illegal firearms in South Africa. Some are left over from the struggle against Apartheid, and more and more are flowing in from neighboring countries. The South African government has brought in new laws to make it more difficult to own a gun but laws don't change attitudes to violence. Brett Davidson has been to meet John Fredericks who has put away his own gun and wants to teach others that there is an alternative to endless violence.

### **3. ID21NEPAL: Children speak up for their rights**

Research: University of Edinburgh

Journalist: Madhu Acharya

The Convention on the Rights of the Child is the most universally accepted document on human rights. But this doesn't necessarily mean it is being

implemented. Madhu Acharya visited a Nepali radio project, which is trying to make the Convention a reality.

Suggested intro/cue material for presenter:  
The Convention on the Rights of the Child is the most universally accepted human rights document in history. It has been ratified by every country in the world but two, Somalia and the United States. But this doesn't mean the rights of the child are actually being properly implemented. For example, in Nepal there is still widespread abuse of the rights of the child. Many children there don't have access to education, or proper health care. And life is often worse for girls than for boys. But a UK-funded project has looked at how children's rights could improve in Nepal. One way, the researchers found, was to get children directly involved in human rights projects. Lukamari is a children's radio programme broadcast on Radio Sagamartha - an independent FM station that broadcasts to the Kathmandu Valley. This half-hour daily radio show helps children find out their rights, and also allows them to talk about what they think their rights should be. Our reporter in Kathmandu, Madhu Acharya, visited the radio station to find out how Lukamari could be helping to make the Convention on the Rights of the Child a reality in Nepal.

#### **4. ID21UK: A Helping Hand to Leave Home**

Research: Fiona Carmichael, University of Salford

Journalist: Caroline Swinburne

A UK organisation is offering friendship schemes to help Black British teenagers who've decided to leave home. Caroline Swinburne went to meet Ebony, a young woman being helped by the scheme.

Suggested intro/cue material for presenter:  
Thirty years ago in the UK, in traditional cultures like those of Africa, Asia and the Caribbean, young people normally stayed at home with their parents until they got married. Nowadays, under Western influence, many more will leave home at the first opportunity, but will they be able to find suitable accommodation? 'Azuka', an African word meaning 'support is paramount', is a ground-breaking project in the city of Nottingham in the British Midlands. Azuka aims to support these youngsters when they leave home. This report comes from Caroline Swinburne in Nottingham, where she met up with seventeen-year-old Ebony to find how the scheme is working for her. Ebony (whose family originate from Jamaica) was keen to live independently, but communal life in a British hostel just didn't work out.

#### **5. ID21India's Missing Girls**

Research: Elizabeth Croll from her book *Endangered daughters – Discrimination and Development in Asia*

Journalist: Vir Singh

Last year's National Census in India brought to light an alarming drop in female birth rates in certain areas of the country. Vir Singh went to Haryana, one of the affected areas, to investigate.

Suggested intro/cue material for presenter:

March 8th was International Women's Day, but around the world, women remain second-class citizens; a daughter an expense, a son a prize. It is well known, that in countries like China and India, many more couples prefer a son to a daughter. They therefore welcome the chance to detect the sex of their unborn child and often prefer to abort a female foetus, rather than continue the pregnancy. Seven years ago, India passed a law prohibiting the use of the ultrasound technique to detect a baby's sex, yet in practice this has been virtually ignored. Despite better educational opportunities for women and improving living standards in some states, the preference for baby boys over girls remains. The Indian Census for 2001, showed some alarming statistics in declining girl birth rates, especially in some of the wealthier states like Haryana. Vir Singh has been there to find out if the campaign to enforce the law will make any difference to the fate of girls.

## **6. ID21UK: The Waiting Game**

Research: Kate Stanley, from Save the Children Report *Cold Comfort*

Journalist: Brett Bradshaw

The treatment of young asylum seekers in Britain can depend on age and luck as Brett Bradshaw finds out.

Suggested intro/cue material for presenter:  
Leaving your home, your country, your family, knowing that you will most likely never see them again or even know if they are alive. This is the reality for asylum seekers who do manage to enter the UK at its various ports. On first arriving at Heathrow they make their way through immigration and state their claim for asylum status. If they are under eighteen years old, the Immigration Officer will contact the local Social Services Department in West London. From this point, the so called 'lottery' of care is just beginning. A report from the UK Charity 'Save The Children' called *Cold Comfort*, describes the different fates of these young people seeking sanctuary. The report criticizes the long delays in assessing their asylum applications and says the level of care and protection is falling below the law laid down under the Children's Act and the Human Rights Act. What do separated refugee children think of the kind of welcome they have received? Over four thousand young arrivals from Somalia, Turkey, Yugoslavia, Sri Lanka and Afghanistan are now being supported by London boroughs. Brett Bradshaw reports.

## **7. ID21RUSSIA: Crime and punishment**

Research: DFID funded *Juvenile Justice Project*

Journalist: Lina Rozovskaya

Lina Rozovskaya visits a penal reform colony to talk to teenage girls serving long sentences miles away from home. Will a new law bring Russia's juvenile criminal system in line with international practice?

Suggested intro/cue material for presenter:  
In Russia, young criminals are usually treated in exactly the same way as adult criminals - with harsh and long sentences, even for what might be considered petty offences. But Russia - along with 190 other countries - has signed up to the Convention on the Rights of the Child, and is under

pressure to bring its criminal justice system in line with international standards. As a result of a two-year project funded by the British Government, legislation which will reform the juvenile penal system is now being considered by Russian parliament. The new law would protect children by establishing special juvenile courts and more suitable prison sentences. But for now, the courts will continue to send teenagers to penal reform colonies, often so far away from home they never see a member of their family, and where they're expected to work and study hard. Lina Rozovskaya went to a reform colony in Ryazan, about 3 hours by train from Moscow, to talk to some teenage girls about crime and punishment.

### **8. ID21ZIMBABWE: Landless women**

Research: Ian Scoones, Edward Lahiff

Journalist: Emmanuel Koro

In Zimbabwe's controversial land redistribution programme, women still have no rights as Emmanuel Koro finds out.

Suggested intro/cue material for presenter:  
Land reform in Zimbabwe has hit the headlines recently years, as white farmers are forced to hand their land over to the government to redistribute. On top of the political turmoil, a food crisis in the whole region is made worse by the collapse of food distribution systems. Yet many women say that land reform not only needs to address race and economic issues, it must also first tackle the basic inequality between men and women. Emanuel Koro meets female farmers campaigning for change.

### **9. ID21CUBA: We Want the Web!**

Journalist: Thembi Mutch

Thembi Mutch went to Havana to meet Cubans who are longing to log on and surf the Internet, but who are denied legal access.

Suggested intro/cue material for presenter:  
Cuba is gripped by a wave of enthusiasm for email: the eleven million inhabitants on the island off the American coast are being introduced to email. Making use of the high literacy rate, computer clubs in Cuba are welcoming children and adults alike. Meanwhile, banks and government departments are all gradually going online. But it is very difficult for people not working in these places to obtain a legal password and access the World Wide Web. The population are suspicious about the length of time it is taking to make the World Wide Web freely available. Do the government fear being saturated by American culture or that the Net will be used for subversive purposes? Or are the reasons economic and technical? Thembi Mutch reports from Havana.

### **10. ID21ARGENTINA: The people's currency**

Journalist: Gloria Beretervide

Can an unofficial money system help ordinary people in Argentina get the food and goods they can no longer afford through the official economy? Gloria Beretervide met members of a barter club network in Argentina.

Suggested intro/cue material for presenter:

The economic upheaval in Argentina has forced many people's income to drop below the official poverty line. Many people, including a large part of the middle class, have had to look outside the official job market to find ways to survive. One popular alternative is to join a barter club network - a network that allows members to swap their products and services for an alternative currency - called a credit. In turn the credit can be used to buy products and services from other barter club members. Today, there are over sixty thousand barter clubs throughout Argentina, and many people have come to depend on them for their daily needs. Gloria Beretervide met some of the barter club members and spoke to one its founders, Ruben Ravera, at the busy barter market in Buenos Aires.

### **11. ID21NEPAL: Living with Conflict**

Journalist: IWR conflict-reporting team (group of journalists from training workshop in Nepal)

Young people in Nepal talk about how the civil war in their country is affecting their lives.

Suggested intro/cue material for presenter:  
It's the war in Iraq that is the focus of world media attention but conflict is an every day experience for many people living round the world. Last year the United Nations listed 47 armed struggles underway. People are killed or displaced, livelihoods destroyed - there are many ways conflict impacts on people's daily lives. In Nepal, the insurrection by Maoist rebels has killed more than seven thousand people over the last seven years. There seemed to be a glimmer of hope after a recent ceasefire was announced. The government says it wants to begin peace talks with the rebels. But that's not done much to reduce the feelings of fear and insecurity among the people of Nepal. Night and day the army patrols the streets of the capital, Kathmandu, even though the bombings and killings in the city seem to have halted for the present. Young people are determined to carry on with their lives as the IWR team found out when they caught up with them in the noisy coffee bars of downtown Kathmandu to ask them what it's like to live with conflict.

### **12. ID21Water for Life: World Water Day**

Journalist: Laura McCullough

On World Water Day 2003, Laura McCullough hears how important water is in our lives and why we are experiencing a global water crisis.

Suggested intro/cue material for presenter:  
Can you turn on a tap in your home and fill a glass with fresh, clean water ? If so, you're lucky. Over a billion people round the world dream of doing it, but can't. They don't have access to clean water and nearly half of that huge group of people don't have adequate water to provide proper sanitation either. That's why six thousand children die every day of diseases caused by bad water - diarrhoea, typhoid, malaria, sleeping sickness and many more. Last year the United Nations added the right to water to the list of basic human rights. Today - on World Water Day 2003 - the UN's goal of halving the proportion of people without access to clean water and sanitation by 2015 seems far off. Demand for water is growing

worldwide as the global population rises, particularly in poorer countries. And in the developed world, personal consumption levels have jumped dramatically over the last century. But the global water crisis can't just be explained by a huge increase in demand. Laura McCullagh hears why water is so important in people's lives and what reasons lie behind the present crisis.

### **13. ID21ISRAEL: After shocks: The psychological price of conflict for soldiers**

Journalist: Arthur Neslen

Arthur Neslen hears from two former Israeli soldiers how their experiences of fighting in the Occupied Territories changed their lives.

Suggested intro/cue material for presenter:  
The attacks in the US on September the 11th gave rise to the birth of a new kind of military strategy - the global war on terror. From now on there are likely to be far more conflicts where overwhelming military powers like the US or Israel fight against small groups of rebels or "terrorists". The battlefield is increasingly likely to take place where non-combatant populations live and work, and more civilians will be caught in the crossfire. While the suffering of victims of war is always tragic, there's also increasing evidence of the devastating psychological impact on soldiers. One study of US soldiers who had fought in Vietnam revealed that one in three combatants experienced the psychological symptoms of Post Traumatic Stress Disorder. Typically, they would suffer emotional numbness and detachment from those around them, a state punctuated by intense flashbacks and nightmares in which terrible suppressed memories would flood their senses. Other symptoms are irritability and sudden anger, many turn to drink or drugs to numb their pain. Many soldiers are able - eventually - to deal with their experiences and return to a normal life but they can still be weighed down by their past. Arthur Neslen spoke to two Israeli soldiers in a Tel Aviv café who are involved in a new and painful struggle - with their own memories.

### **14. ID21GHANA: Disappearing Doctors**

Journalist: Edwin Kumah Drah

Edwin Kumah Drah finds out why Ghanaian doctors are reluctant to stay in the country that trained them.

Suggested intro/cue material for presenter:  
Ghana has a quarter of the number of doctors it needs to sustain its health service. It has become one of the victims of so-called 'brain drain' whereby hospital staff are trained in Ghana, but then leave as soon as they can for better conditions abroad. This exodus effects many African countries as medical staff find they are in demand in North America and Europe.

### **15. ID21BRAZIL: Model for success?**

Research: VSO Report "Drugs Deals: Medicines, Development and HIV/AIDS"

Journalist: Andre Muggiati

Brazil's successful policy of making cheap copies of patented AIDS drugs hasn't been copied by other developing countries. In Sao Paulo, Andre Muggiati finds out why not.

Suggested intro/cue material for presenter:  
Last week at the UN AIDS conference in Barcelona, the Brazilian government issued a challenge to the international pharmaceutical industry. It unveiled a plan to help other developing countries manufacture cheap copies of AIDS drugs. The plan draws widely from Brazil's own experience since the mid-nineties, when it became the first country to sidestep patent laws on AIDS drugs by making their own version in state-owned laboratories. The policy has had huge success, enabling Brazil to distribute drugs free of charge to people living with HIV and AIDS, and to drastically reduce its AIDS death rate. Yet, until now, no other country has adopted the same policy - and today only 4 per cent of people living with HIV and AIDS in the developing world receive any drugs. A report from the international organisation, VSO, investigates why other countries have been unable to follow Brazil's example until now. From Sao Paulo, Andre Muggiati, reports.

#### **16. ID21BRAZIL: Sex for Sale**

Journalist: Melina Costa

Although prostitution is still illegal in Brazil, in the last couple of years the government has taken steps to recognise the profession. Melina Costa spends a day in a park in Curitiba, talking to prostitutes and other workers about the changes.

Suggested intro/cue material for presenter:  
The Brazilian government wants to find out how many people work in the so-called 'informal' economy, where it is easier for people to avoid paying their tax. It is also because by finding out the type of work people do, they can then predict which groups will be in most need of a state old age pension. Although it is an illegal activity, for the first time, 'prostitute' or 'sex worker' appears on a government register as an officially classified occupation. The women themselves are usually very ashamed of what they do in this Catholic country and view sex work as the last resort. Melina Costa observed the scene in the teeming city of Curitiba in Southern Brazil, where the girls work in a busy park.

#### **17. ID21BENIN: How I gained my freedom**

Research: Kevin Bales *Disposable People*

Journalist: Helene Sharp

Parents put their children into the hands of slave traffickers. Kevin Bales, a leading expert on modern slavery, explains why.

Suggested intro/cue material for presenter:  
We sometimes assume that because slavery was abolished in the 19th century, it doesn't go on today. However, Professor Kevin Bales has made a study of modern slavery and in his shocking book "Disposable People", he estimates that there are around 27 million workers enslaved today - whether they are in debt bondage in a Pakistani brick factory, imprisoned in a brothel in Thailand, or sweating in a charcoal camp in Brazil. Benin in Western Africa is the scene of child slavery and trafficking but why does it continue? and how do the conditions of slavery today compare with those in the past?

**18. ID21BENIN: Why the slavery continues**

Research: Kevin Bales *Disposable People*

Journalist: Vincent Nnanna

**19. ID21GHANA: Is street food safe to eat?**

Journalist: Edwin Kumah Drah

Fancy eating some fufu or fried chicken at a street stall? Reporter Edwin Kumah Drah takes the risk.

Suggested intro/cue material for presenter:  
The sights, sounds and smells of street food sellers are a part of the vibrant life around the streets of Ghana's capital city. Tourists here, and in hundreds of similar places around the world, are usually warned never to touch food prepared and sold in the street. What about the locals, do they eat it? Certainly, there are plenty of food stalls to choose from, one of the factors which makes it so difficult for environmental health teams to regulate and license them. Edwin Kumah Drah tries some of his local street cuisine in this report.

**20. ID21BRAZIL: Missing the bus in Curitiba**

Journalist: Melina Costa

Curitiba's bus network is widely celebrated as an urban planning success story. So why are so many people complaining about it? Melina Costa finds out.

Suggested intro/cue material for presenter:  
In the mid-sixties, the city of Curitiba in Brazil launched an innovative Master Plan to integrate housing and transport. As the population grew, the plan deliberately created new satellite cities around Curitiba and created a sophisticated bus network to link them. Today, many urban planners around the world see Curitiba's Master Plan as a model - and the bus network is the most internationally celebrated part of it. So why are people in Curitiba complaining? Melina Costa investigates.

**21. ID21Aftershocks: Palestine's traumatised Children**

Journalist: Helene Sharp

How do the children of Palestine cope with prolonged violence and displacement? .... A professor of child psychiatry outlines the problems facing the children he met on the Gaza strip.

Suggested intro/cue material for presenter:  
The launch of another peace process in the Middle East - the so-called road map - has been accompanied by a rise in violence and killings. Peace still seems a long way away, but whether or not the road map succeeds, the psychological effects of growing up exposed to war and trauma will endure. In Israel and Palestine the majority of the population are under fifteen and so have never known peace. It's not surprising then that many have symptoms of post-traumatic stress disorders. They may suffer from severe depression and feelings of hopelessness, or intense and disturbing flash-backs. Children can recover from the trauma, but many researchers say that the size and scale of the problem means the international



community must now step in. Panos Vostanis is a child psychiatrist from the University of Leicester in England. He visited the Gaza Strip where over a third of the children now have mental health problems. Helene Sharp interviewed him about his research there.

## **22. ID21KENYA: Will children buy into the countries free schooling?**

Journalist: Dan Teng'o

Dan Teng'o finds out why children in Kenya have stayed away from school and asks if free schooling is the answer.

Suggested intro/cue material for presenter:  
Free primary schooling for children everywhere by 2015 - that's the target set by the international community drawn up at the UN's Millennium Summit three years ago. At the moment 120 million primary school age children don't go to school - and three-quarters of those children live in South Asia and Sub-Saharan Africa. In Kenya a step has been taken towards achieving that target. In January the government abolished all fees in the country's public primary schools. That should be good news as it's widely believed that children don't go to school because their families are too poor to pay the fees. Educationalists must be hoping that by abolishing fees, they'll be able to reverse the declining enrolment rates in Kenya and stop the fifty per cent drop-out rate of children who do actually attend school. But recent research by British academics shows that not all children in Kenya have stayed away from school for economic reasons. Dan Teng'o visited the Sacred Heart Primary School, a few kilometers outside the country's capital, Nairobi.

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