

Fourth Annual Report Web Update

GTF077 BBC Media Action

A National Conversation is a five year, BBC Media Action project in Angola, Sierra Leone and Tanzania. By producing informative and engaging content in co-production with local broadcast partners, the project seeks to support dialogue between citizens and the state and provide a platform for discussion on governance and accountability.

In Angola, radio magazine programme *100 Duvidas* ('100 Doubts') includes radio packages, interviews, phone-ins and SMS messages to address service delivery and accountability issues. It is the flagship programme for partner Radio Ecclesia, having gained a large, loyal listenership, as well as the trust of local government and service providers who regularly engage in the discussions. On average 40 to 70 SMS messages per programme are sent by listeners raising particular issues. Indeed, nearly 90% of regular listeners discuss an issue they have heard on *100 Duvidas* with friends or family, evidence that the programme is successful in creating a public sphere where the issues raised generate wider debate in communities. This year BBC Media Action has also supported the production of governance-themed radio drama *Estrada da Vida* ('Streets of Life').

In Sierra Leone BBC Media Action continues to produce popular radio magazine programme *Fo Rod*. The national, weekly programme encourages interaction from listeners that sparks dialogue between citizen, state and civil society on governance issues. Local partner radio stations are then trained and supported to produce local versions of *Fo Rod*, as a platform for discussing accountability and service delivery issues. The programme has also introduced a slot presenting clear and concise factual information on an issue, before the studio guests begin their discussion – this has paid off well, as over 80% of regular listeners have reported increased knowledge of governance issues as a result of listening to *Fo Rod*. Moreover, listeners can directly question officials, an outcome of uniquely being able to secure relevant government officials for nearly every episode of *Fo Rod*.

Haba na Haba is a new governance programme that has been developed and produced with the BBC Swahili Service in Tanzania. It aims to be a hard-hitting programme that brings regional governance issues relevant to ordinary Tanzanians to a national level – something that has not been done in Tanzania on this scale before. Local partner radio stations from all across the country are supported to provide high-quality, engaging stories for *Haba na Haba*.

The next, and final, year of *A National Conversation* is set to be exciting. With Angolan elections in 2012, specific elections reporting training with partners has been planned. 2012 is also an elections year in Sierra Leone – a new political debate programme, *Tok Bot Salone*, will be produced to provide a platform for ordinary citizens to questions political aspirants and incumbents. BBC Media Action will continue to produce *Fo Rod* and develop the capacity of partner stations. Lastly, *Haba na Haba* will continue to be broadcast weekly on BBC Swahili and a strong mentoring programme will be delivered with the local partner radio stations providing content.

For more information about this programme, please visit:

Angola GTF page:

http://www.bbc.co.uk/mediaaction/where_we_work/africa/angola/100_duvidas.html

Sierra Leone GTF page:

http://www.bbc.co.uk/mediaaction/where_we_work/africa/sierra_leone/nationalconversationsierra.html

Tanzania GTF page:

http://www.bbc.co.uk/mediaaction/where_we_work/africa/tanzania/national_conversation_tanzania.html

Annual Reports for Years 1 to 4 and the Mid-Term Review can be downloaded from any one of the above three GTF pages (see 'Download reports' at the bottom of each page).

