5th Annual Report

Governance and Transparency Fund

Covering FY 5: April 2012 to March 2013

BBC Media Action

28th June 2013
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1. Programme Identification Details:

<table>
<thead>
<tr>
<th>GTF Number</th>
<th>CN 77</th>
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</thead>
<tbody>
<tr>
<td>Short Title of Programme</td>
<td>A National Conversation</td>
</tr>
<tr>
<td>Name of Lead Institution</td>
<td>BBC Media Action</td>
</tr>
<tr>
<td>Start date</td>
<td>October 2008</td>
</tr>
<tr>
<td>End date</td>
<td>September 2013</td>
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**Brief Summary of Programme:**

‘A National Conversation’ is designed to improve the media’s ability to empower audiences to hold those in authority to account, give voice to diverse sectors of society, facilitate participatory policy-making, and provide an interface between citizens and government.

It is structured around four core strategies: research, media development, co-production with partner broadcasters, and participatory outreach.

The project applies and tests a coherent methodological approach for harnessing media to enhance governance and transparency at different points along a continuum by focusing on three countries: Angola (conflict – transitional), Sierra Leone (transitional – stable), Tanzania (stable). In collaboration with other actors, the project intends to contribute to moving each country further along the governance continuum towards stability.

**List all countries where activities have taken or will take place**

Angola, Sierra Leone, Tanzania

**Target groups and wider beneficiaries**

Project beneficiaries:

- General audiences through extensive opportunities to participate, discuss, be informed and share their views with media, government officials and wider civil society.
- Partner broadcasters through
training/mentoring and hands-on experience in co-productions, all aimed at their long-term sustainability as producers of public service output.

- Development policy-makers and practitioners in Africa and worldwide who will benefit from the strategies developed for harnessing media to enhance governance and transparency.

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### 2. List of Acronyms

- **CBO**: Community Based Organisation  
- **DFID**: Department for International Development  
- **EC**: European Commission  
- **EIDHR**: European Instrument for Democracy and Human Rights  
- **FMJIG**: Forum of Women Journalists for Gender Equality (Forum de Mulheres Jornalistas para la Igualdad no Genero)  
- **IRN**: Independent Radio Network  
- **JHR**: Journalists for Human Rights  
- **M&E**: Monitoring and Evaluation  
- **NGO**: Non-Government Organisation  
- **PSA**: Public Service Announcements  
- **PSB**: Public Service Broadcasting  
- **R&L**: Research and Learning  
- **SJA**: Union of Angolan Journalists (Sindicato dos Jornalistas Angolanos)  
- **SLAJ**: Sierra Leone Association of Journalists  
- **SLBC**: Sierra Leone Broadcasting Corporation  
- **SPSS**: Statistical Product and Service Solutions  
- **TBC**: Tanzanian Broadcasting Corporation  
- **WIMSAL**: Women in the Media in Sierra Leone
3. Activities and Achievements

The past year has seen the consolidation and growth of successful media development approaches in Sierra Leone and Tanzania and obstacles to project implementation and the planned early closure of activities in Angola. Government accountability and engagement with project programming has continued to prove challenging, with some improvements in Sierra Leone and Tanzania and regression in Angola. However, the continued and increasing provision of accurate information on governance issues and interactivity through national and local programming yields continued contribution towards government transparency and citizen participation.

In Angola, the implementation of project activities was hindered by challenging operating circumstances and increased government pressure on the media in the run-up to the August 2012 legislative elections. During this period, the project’s main broadcast partner, Radio Ecclesia, was put under significant pressure to demonstrate a greater pro-government editorial line. The outcome was that BBC Media Action and Radio Ecclesia ended their formal agreement. This challenge to implementation culminated in the decision to design and deliver a revised set of activities from July 2012. Thus, this year project activities in Angola focussed on operational and journalism training support to a new partner, the Union of Angolan Journalists (SJA), with emphasis on the 2012 elections, and on continued support to the Forum of Women Journalists (FMJIG) to produce the *Estrada da Vida* (Streets of Life) radio drama.

Additional funding was secured from the EU in July 2012 to provide training on election coverage for Luanda-based journalists from state, private and faith-based media outlets. Funding from the GTF project enabled three additional trainings to be held in the provinces, reaching reporters across Angola. Training focussed on responsible election reporting, understanding the election process and making robust editorial decisions. The GTF funding also supported the set-up of a website, with new partner SJA.¹ Content for this website was drawn from a network of web reporters who are SJA members. In the run-up to August 2012, this content included election news and updates – following the elections, the articles on the website focussed on news and current affairs topics; the website is averaging over 2,000 hits per month.

In addition to the conclusion of the partnership with Radio Ecclesia, operational costs in Luanda, one of the world’s most expensive cities, continued to rise and many donors pulled out or scaled down activities in Angola. This resulted in the twin problem of delivering projects that demonstrated value for money and securing sufficient funding. Along with the challenge of no longer being able to identify an independent broadcast partner, this led to BBC Media Action’s decision to bring projects in Angola to an end in March 2013 and close the office. The early conclusion of project activities was discussed with KPMG and the Department for International Development (DFID) and carefully planned.

Former BBC Media Action Angola staff and journalists from project partners including Radio Ecclesia, FMJIG and SJA formed and registered a new organisation, ‘Midia Em Acção,’ to continue support to an independent and diversified media sector in Angola. BBC Media Action supported this new organisation in the form of training, developing a strategic direction, donor introductions and basic furniture for the new office. *Midia Em Acção*

¹ Website address: http://sindicatodosjornalistasangolanos.org/
recently secured funding from the Panos Institute for Southern Africa. This may well transpire to be of the key achievements of the project in Angola.

In Sierra Leone, the DFID Global Grant enabled project activities to be scaled up, including the launch in August 2012 of a new monthly radio debate road show. Tok Bot Salone (Talk About Sierra Leone). Travelling across the country, debates are held town hall-style with a live audience and then edited and broadcast as one hour programmes on the Sierra Leone Broadcasting Corporation (SLBC) and a network of partner stations. This format gives the opportunity for a breadth of people – from professionals, to farmers, to school children – to directly ask a question of their leaders and decision makers. Tok Bot Salone regularly draws live audiences of over 150 people.

A highlight of Year 5 in Sierra Leone was the coverage of the November 2012 presidential and legislative elections. The pilot episode of Tok Bot Salone was held in Constituency 104, an area of Freetown renowned for political debate, discussing election violence with panelists from the main political parties, police and civil society. Closer to the elections, a special TV edition of Tok Bot Salone brought together 100 young people from across the country to discuss what they want from the newly elected government. University student Agatha Ada Levi clearly articulated what it meant to her: “As young people, what we need today is inclusion in decision-making. We believe that if we are included and allowed to participate in making decisions that affect us, our lives will be better... We need a space; we need inclusion; we need a voice.” Working alongside the Independent Radio Network (IRN) and the Sierra Leone Association of Journalists (SLAJ), over 90 hours of critical radio programming was also produced over the election.

“They gave a full coverage of all the electoral activities in and around Port Loko including the primaries. It is this radio station that shed light to our people on what primaries are for the first time” Male regular listener of Radio Bankasoka, Port Loko, Sierra Leone

Popular magazine-format radio programme Fo Rod (At the crossroads), continues to be broadcast weekly. Fo Rod continues to act as a training vehicle for local partner radio stations. The in-house, intensive six month mentoring model continues to focus on technical and editorial skills, along with management and financial sustainability. Selection of partner stations has widened beyond IRN, but still in line with assessment criteria.

Year 5 in Tanzania has focused on consolidating and strengthening the strategic approach embarked on following the end of the relationship with the Tanzanian Broadcasting Corporation (TBC) in March 2011. National radio programme Haba na Haba (Little by Little) is broadcast on the BBC Swahili Service and a network of 22 community radio stations across the country. The community radio stations form a small mentoring network of 6 core broadcasters stations that engage in three-month intensive, in-house mentoring and a larger network of 14 re-broadcaster stations that are supported through training and resources. The six core partners are mentored to produce local programmes and feed into the 30-minute national programme, through the provision of packages. This then enables Haba na Haba to bring local stories to a national platform.

“I didn’t know how to do a package, we didn’t even have a news bulletin but we were taught all these things in our trainings . . . I can [now] prepare a package and I can read news very well.” Pangani FM presenter, Tanzania
The programme continues to be a candid, honest and personal portrayal of the daily issues real people confront and provides a platform for local people to ask questions about how their country is governed. The partner station packages investigate local problems, of national significance or relevance, and explore what community leaders are doing to resolve them. For example, recent topics have included power shortages, land conflicts and poor roads and infrastructure. Through partner stations and qualitative research a number of local stories of impact have regularly surfaced, highlighting how the programme has resulted in action from leaders and decision makers.

_Haba na Haba_ continues to manage a difficult balance between creating a space for discourse about how Tanzania is governed and challenging leaders. The editorial team are increasing this challenge to leaders, but have found that a ‘slowly, slowly’ approach is necessary to ensure access remains possible and the programme remains balanced. The project team held a creative workshop to review the project format in light of audience research – this resulted in the inclusion of episodes that showcase government success, explored solutions to problems, revisited past issues and the launch of _Haba na Haba_ ‘specials’ in a debate format. The team continues to explore the format to respond to audience needs and improve the programmes ability to enable citizens to engage in meaningful dialogue with government. The DFID Global Grant has also enabled the project team to explore how TV could be used as a format for effective programming that enables public participation and increases government transparency and accountability. A magazine-format TV pilot was developed during Year 5, which will then be pre-tested and edited before broadcast on a national TV station. In addition, core partner stations have been supported to run ‘radio station open days,’ inviting local officials, government representatives and civil society to discuss the role of local radio in the community. All partners reported improved relationships with local government as a result; the Director of Orkonerei Radio Station now frequently receives calls from the District Commissioner requesting his right to reply, whereas in the past he had refused to even be interviewed.

The project team held a Final Workshop in February 2013, bringing together the Country Directors, project managers and researchers from Angola, Sierra Leone and Tanzania to London for four days. This provided an opportunity to discuss achievements; challenges to implementation of capacity building, production and research activities; and the impact of the project. The workshop also provided the opportunity to crystallise key learnings from the project, to be further explored in external and internal learning resources. What BBC Media Action has learnt about capacity strengthening for community radio stations and engagement with state-owned media is the unexpected consequence of this project.

During Year 5, the project in Angola was able to make significant gains towards increasing and improving the provision of information about government decisions through the media and providing a platform for citizens to voice their concerns, but holding government to account through project programming proved consistently challenging. Ultimately, the political climate became the obstacle to fully achieving the project purpose in Angola. In Sierra Leone and Tanzania, significant achievements in the provision of information and public interactivity through programming are expected by project end, with progress towards citizens being able to hold government to account through checking their decision-making. With funding from the DFID Global Grant, these two projects will continue pursuing these objectives.
4. Programme Management

The following key personnel changes took place during the reporting period:

- December 2012 – Project Manager based in London, Emily White, replaced by Rebecca Wood.

These personnel changes have had no major detrimental impact on the day-to-day operations, financial management, or M&E functions of the project.

As planned, the Angola project activities came to a close in March 2013 and the office was formally closed on May 31, 2013. As such, BBC Media Action no longer has a team in Angola. Soren Johannsen, the Country Director of Angola and Zambia, continues to work with BBC Media Action in Zambia.

Despite the absence of in-country Angola project staff, the final GTF learning and reporting activities – such as the Most Significant Results Analysis and Project Completion Report – will not be hindered, due to the controlled close of the Angola project and office, the retention of the former Angola Country Director and the continuity of London-based project staff.

5. Working with implementing partners

The partnerships with local radio stations in Tanzania have continued to develop and consolidate. The project partnered with six ‘core’ radio stations and 14 ‘re-broadcaster’ radio stations, creating a small mentoring network and a large training network. These six stations received intensive, in-station capacity building support from BBC Media Action mentors, reinforced by short-term training workshops delivered by international trainers. The mentoring approach is phased: mentors first focussed on basic editorial and technical skill development; then supported the station to design or improve an existing governance programme; and then mentors worked intensively with the trainees on this programme, building the skills needed to deliver strong packages and programmes. In addition, the production team of *Haba na Haba* commission packages from these partner stations. This provides an incentive to trainees to produce high-quality packages; if these meet BBC standards and editorial guidelines then the trainees’ packages are incorporated into the *Haba na Haba* episode and broadcast on the Swahili Service. These six stations receive a small amount of funds to cover transport and fuel costs, to allow journalists to travel to gather stories from across their audience-base and to enable the station to continue broadcast, and specific pieces of broadcast equipment that support improved quality of package making. During this period, the six core partner stations were: Afya Radio; Pangani FM; Nuru FM; Jogoo FM; Hits FM; and Orkonerei FM.

As a further incentive to partner stations producing packages for *Haba na Haba*, a Best Package Competition was launched: two winning journalists, one from Afya Radio and one from Pangani FM, won a week working with and shadowing the Swahili Service in London during March 2013.
FADECO FM was originally a core radio partner; however the partnership ended in April 2012. Through working with FADECO, it became apparent there was insufficient commitment to the mentoring programme and the production of a local governance programme, so core partnership was no longer viable. FADECO are currently a re-broadcast partner only and Afya Radio was selected as a replacement core partner. Selection was based on the thorough needs assessment used to identify core partners. This experience with FADECO reinforced the recognition that strong engagement with management of radio stations, including targeted training and support, is critical to ensuring the mentoring approach is most effective.

Sustainability of the approach has been an increasing focus of the office during Year 5. The six core partners will shortly commence a transition to lighter touch mentoring while new partners are brought in (funded by the DFID Global Grant). The existing partners will receive distance mentoring from the senior mentor and quarterly “check-up” visits. During this time the senior mentor will assess ongoing capacity needs, respond where necessary but with an eye to withdrawing support within one year. In addition, a “trainer of trainers” has been identified and trained at each station. They have been provided with a complement of training materials and skills to induct new staff members and continue to drive quality and skills at their stations.

The 14 re-broadcasting partners were supported with intermittent training from BBC Media Action mentors and international trainers, along with broadcast equipment. In turn, these partner stations re-broadcast *Haba na Haba*. The Swahili Service has a large, but mostly urban, audience and re-broadcasting the programme on a total of 22 community radio stations brings the programme to rural audiences often underserved by quality broadcast media. Moreover, the majority of these stations have set up discussion programmes broadcast after *Haba na Haba* airs, providing an opportunity to delve further into the issues raised. A partnership agreement setting out the terms for the core and re-broadcasting partners has been signed by all parties.

The project in Tanzania continues its collaborative relationship with the BBC Swahili Service through the co-production of *Haba na Haba*. BBC Media Action and the Swahili Service in Tanzania are co-locating their offices – this move will shortly be finalised and bring about the anticipated benefits from cost-sharing measures, such as savings to joint utility and security costs, and having the production teams located in the same building. The office has been built at no cost to BBC Media Action.

In Sierra Leone, new partnerships have been forged with SLBC and additional partner radio stations. Following the challenges during Year 4 with the poorly functioning Cotton Tree News satellite link, the project team temporarily moved the production to Radio Maria. During Year 5, the project team negotiated new broadcasting relationships with three national stations: SLBC, STAR FM and African Young Voices. From August 2012, *Fo Rod* has been produced live from SLBC in Freetown. These new partnerships mean that *Tok Bot Salone* and *Fo Rod* are now being broadcast to a wider audience across the country. A new reach figure for *Fo Rod*, *Tok Bot Salone* and the elections coverage will be determined with the upcoming 2013 quantitative survey.

In addition, new partner radio stations have been selected as part of the six-month mentoring model. Partner stations were selected through an application process and
assessment criteria, as applied to all stations receiving mentoring support. These stations received the six-month intense, in-station mentoring that focusses on developing strong editorial and technical skills and developing local versions of the Fo Rod programme. During this period, mentoring at three stations – Premier Tok, Radio Bontico and Radio Kolenten – was concluded; mentoring took place in full at three stations – Choice FM, Radio Bankasoka, and New Song; and mentoring began in three stations – Galaxy FM, SLBC Kono, and Voice of Peace and Democracy.

Partnerships with Journalists for Human Rights (JHR) and Women in the Media in Sierra Leone (WIMSAL) are on-going, through the additional funding from the European Instrument for Democracy and Human Rights (EIDHR) secured by leveraging the GTF funds. These partnerships will end when this EIDHR-funded project comes to a close in April 2013. The team in Sierra Leone renewed partnership with the IRN to produce ‘election special’ coverage in November 2012. BBC Media Action’s production team formed a core part of IRN elections radio hub, co-producing programming for 10 days, from the eve of the elections to the day after the official announcement of parliamentary results. This included a 24 hour broadcast on election-day. The collaborative team produced engaging and responsible election coverage and regularly-played public service announcements (PSAs) focussed on peace and tolerance; this was broadcast through IRN’s 28 partner stations.

Community based organisations (CBOs) continue to conduct audience feedback panels and outreach to media dark areas, with on-going capacity building support from BBC Media Action. In June 2012, the partnership with SEND Foundation in Kailahun was terminated for, despite on-going support and training, the research was not up to standard. A new CBO partner, with the Kambia District Human Rights Committee was selected, based on the selection criteria applied to partner CBOs.

In Angola, the partnership with Radio Ecclesia ended in July 2012. While it is difficult to confirm, it appears that Radio Ecclesia was subject to significant, increased political pressure from the government to conform to a stronger pro-government editorial stance and Radio Ecclesia’s partnerships with a number of additional non-government organisations (NGOs) were also concluded. BBC Media Action chose not to continue funding 100 Duvidas, as the project team no longer had editorial input into planning or technical input into production of the programme since May 2012. All capacity building and supportive activities ceased following the termination of the partnership. The termination of partnership followed a challenging Year 4, with Radio Ecclesia having three different Directors during the reporting period. While this ended, FMJIG co-production Estrada da Vida continues to air on Radio Ecclesia’s broadcast network. FMJIG remain a strong partner and, following the close of the BBC Media Action Angola office, are seeking to continue broadcasting the drama.

The project team formed a new partnership with the Union of Angolan Journalists (SJA), a membership organization open to journalists across the country. It seeks to promote quality journalism and address obstacles to free media in Angola. Partnership with SJA was prompted by the termination of engagement with Radio Ecclesia and the need to re-format project activities. As there are no independent broadcast media outlets, it was determined that activities would focus on supporting SJA to establish a website and develop a network of reporters from SJA’s membership that fed content into the site. During the project period, reporters from across Angola began sending editorially strong news stories for the website, bringing alternative voices and perspectives to that of the state-owned media. The future
success of the website will depend on SJA’s continued commitment to support, assist and provide editorial oversight to the provincial network of reporters.

### 6. Risk Assessment

The risk assessment is presented country by country to recognise the vastly different contextual factors.

<table>
<thead>
<tr>
<th>Risk</th>
<th>Potential impact</th>
<th>Probability</th>
<th>Mitigation measures</th>
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<tbody>
<tr>
<td><strong>External</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media programming has limited impact on audience behaviour – all countries</td>
<td>Due to poor distribution or lack of interest large parts of the country are not included in the national conversation.</td>
<td>Low</td>
<td>Regular audience feedback generated and communicated to programme teams to ensure that programming is relevant and engaging.</td>
</tr>
<tr>
<td>Sudden economic or social instability undermines good governance – Sierra Leone</td>
<td>The currency plummets or inflation rises, potentially leading to social instability. Youth unemployment figures shoot up further.</td>
<td>Medium: Poor management of resources by the government is creating uncertainty, while external investment is being lauded by the government as creating jobs.</td>
<td>Economic issues are debated with government representatives and civil society via the national governance programme <em>Fo Rod</em>.</td>
</tr>
<tr>
<td>Lack of internalisation of key laws to protect marginalised group negatively impacts good governance – Sierra Leone</td>
<td>Further marginalisation of disadvantaged sections such as women, children and the disabled.</td>
<td>Medium: Implementation of protective legislation has been weak.</td>
<td>BBC Media Action highlights these issues in the national and regional media through training and programming.</td>
</tr>
<tr>
<td>Sudden political instability undermines good governance – Sierra Leone</td>
<td>Political violence breaks out, hindering the efforts of journalists to effectively produce national or local <em>Fo Rod</em> or national <em>Tok Bot Salone</em> programming.</td>
<td>Low</td>
<td>Production staff and mentors have been trained on the risks and hazards of covering elections and how to avoid them – these skills and knowledge can be transferred to other areas of their work.</td>
</tr>
<tr>
<td>Opposition to increased media</td>
<td>Increased media</td>
<td>Low: The Freedom of</td>
<td></td>
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<table>
<thead>
<tr>
<th><strong>Evolution of free media by political actors – Sierra Leone</strong></th>
<th>Restrictions</th>
<th>Government renewed its commitment to passing the Freedom of Information Bill, but it remains stalled in parliament.</th>
<th>Information continues to be discussed as a key governance issue in Media Action programming and is part of post-election focus on government transparency.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key stakeholders in government, civil society and media move jobs – Sierra Leone</strong></td>
<td>Key legislation and reforms are delayed. Drop in support to BBC Media Action governance programming.</td>
<td><strong>Low</strong></td>
<td>Relationships with key ministries and civil society not dependent on individuals. Increased funding from DFID through the ‘Global Grant’ will enable BBC Media Action to strengthen its relationships with ministries and civil society.</td>
</tr>
<tr>
<td><strong>Opposition to evolution of free media by political actors – Tanzania</strong></td>
<td>Harassment by government officials to the Swahili Service, Media Action and local radio partners is an ongoing issue which can hamper production and lead to a frequent changeover of partners.</td>
<td><strong>High</strong>: Low level harassment is an ongoing concern. The Media Services Bill and Right to Information legislation are currently under review and a new constitution is expected in 2014 – these may result in greater restrictions to free media.</td>
<td>A risk strategy was rolled out by the Tanzania office, which focuses on how to assess, monitor, mitigate and respond to risk that affects both the BBC and radio partners.</td>
</tr>
<tr>
<td><strong>Sudden political, economic or social instability undermines good governance - Tanzania</strong></td>
<td>A more complex and difficult project delivery environment.</td>
<td><strong>Low / Medium</strong>: While there appears to be a trend towards greater frustration with the government and ruling party, Tanzania remains one of the most stable states in Africa. There have been increasing...</td>
<td>The new strategy distances us from TBC and therefore adds a level of protection from a shift to poorer governance. During instability, work with community radio would provide an opportunity to reach key affected audiences.</td>
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</table>
A number of changes have been made to the risk assessment since the Year 4 Annual Report.

Two risks were specifically in reference to the Sierra Leonean elections in November 2012: ‘Opposition to evolution of free media by political actors (particularly during the elections)’ and ‘Sudden political instability undermines good governance (particularly during elections).’ As the elections have taken place, these risks – and their attending probability and mitigation measures – have been revised to reflect the changed context.

In addition, three changes have been made to risks pertaining to Tanzania. One risk has been removed: ‘New Tanzania project strategy does not achieve its aims and objectives.’ As this strategy has now been implemented for over one year, the project team no longer perceive it as risky – the new strategy has successfully created opportunities for audiences of community radio stations in Tanzania to understand governance issues and check government decisions; the project team have been alerted to a great number of local stories of change as a result of project programming. The mitigation measure for the ‘Opposition to evolution of free media by political actors - Tanzania’ risk has been amended to reflect that this risk strategy has been rolled out across the project team and, while the probability remains at ‘High,’ further information about relevant upcoming legislation has been included. The risk ‘Sudden political, economic or social instability undermines good governance’ has been reclassified as ‘Low / Medium’ as there are increasing reports of political violence in the run up to the 2014 and 2015 elections.
As project activities in Angola have come to an end, the three Angola-specific risks have been excluded from the Risk Assessment. However, it is worth reflecting on the impact of these earlier identified risks during the reporting period. The risk of ‘Opposition to free media by political actors (particularly during elections)’ was rated as high probability, with the possible impact that the project would risk losing its primary broadcasting partner, if the broadcaster was put under government pressure. This risk became reality. BBC Media Action sought to mitigate this through cautious engagement and dialogue with local and national authorities and a cautious approach to mentoring and capacity building, to avoid placing the reporters or BBC Media Action staff at risk. It is worth noting that the discursive format of 100 Duvidas did pose a slightly higher risk for the partner to attract attention from the authorities in the run-up to the 2012 elections, as it enabled citizens to voice their needs and concerns with the government. In contracts, the Estrada da Vida drama proved a less contentious format and continued to broadcast even during the elections.

In addition, the situation was continuously monitored and the project team were aware of the need for flexibility within project implementation. While the risk materialised, these mitigation measures stood BBC Media Action in good stead: the relationship with Radio Ecclesia was suspended in a timely manner and project activities and partners were swiftly revised. In addition, the risk of ‘Sudden political, economic or social instability undermines good governance’ was classified as medium probability, with some anti-government demonstrations or incidences of election violence possible. The possible impact was identified as a decrease in viable and credible partners and compromise of partner broadcasters. While the partnership with Radio Ecclesia was concluded prior to the elections, BBC Media Action was able to work safely and effectively with project partners up to the planned project close date of March 2013. The third risk – ‘Key stakeholders in government, civil society and media move jobs’ – was identified as medium probability. This was projected to be a particular challenge with partner staff, which could result in a decrease in quality programming. During the engagement with Radio Ecclesia and the Forum of Women Journalists, as well as new partners the Union of Angolan Journalists, the teams working on productions for 100 Duvidas, Estrada da Vida and the website remained largely the same. The risk of the impact of key staff leaving partner organisations was mitigated through support to the organisation to strengthen it as a whole.

Finally, the Risk Assessment has been re-ordered by country and to reflect probability of risk from ‘High’ to ‘Low.’

7. M & E Arrangements

Country research teams continue to be managed in-country, with a technical reporting line to R&L in London. The research team in London reports directly to the Director of Research & Learning. This arrangement has continued to be effective, allowing for the integration of the research team within the wider country teams while maintaining technical oversight and quality assurance from London.

Training of research staff continues to be a priority. In June 2012, staff from Sierra Leone, Tanzania and the UK attended the Africa Regional Workshop. This workshop included training on: making research useful, research ethics, research design and methods as well as practical skills (such as data cleaning and coding qualitative data). In addition, research staff from Sierra Leone and Tanzania attended the GTF Conference in London in February.
2013. This provided an opportunity to reflect on the research conducted as part of the project: which methods were most effective at answering which questions, how research informed the project and how the research can better inform project decisions. Following this workshop, researchers from Tanzania and Sierra Leone received a further few days training provided by the then London based Research Manager on Statistical Product and Service Solutions (SPSS) software. This training acted as an introduction and refresher on the basic functionality of the software and descriptive analysis for the two researchers who had not been staff at the time of the midline survey.

In November 2012 and January 2013, the London based research officer visited Sierra Leone and Angola respectively. In Sierra Leone the visit was an opportunity to reflect on the design of the qualitative research with audiences; how research insights were feeding into production decisions and revising research instruments to meet the reporting requirements of the Global Grant. For example, it was during this trip that the research team planned and designed a small qualitative study around elections programming in October – November 2012 (Annex A14). In Angola, the visit was scheduled to coincide with the final research activities under the GTF project. As such, the London research officer was able to provide a level of technical support and quality assurance as the final interviews with programme staff and listening groups were conducted.

The integration of GTF funding into the DFID Global Grant provides an opportunity to reflect on the measurement of governance constructs across BBC Media Action programmes. Previous Research Managers on GTF fed into this process, with learnings from both the baseline and midline surveys contributing to the development of the Global Grant baseline quantitative survey. Furthermore, the appointment of a Thematic Research Manager and Officer on Governance in London has provided the project with more advice on the design of the research from a thematic perspective.

During Year 5, there have been a few staff changes in the research team in country. In particular, the appointment of Allan Oniba as a Research Manager based in Dar es Salaam has strengthened the capacity and skill set of the team in Tanzania. In Angola, the local research officer required extensive support from the London research team to manage research activities including interviews, listening groups and programme monitoring activities. As discussed in Annual Report 4, the difficulty of matching the salary expectations of quality candidates made it impossible to recruit an already skilled and experienced researcher. In addition, the difficulty in securing visas for the Angola Research Officer meant a number of training opportunities were missed, such as attendance at the Africa Regional Workshop in June 2012. The visit to Angola in 2013 by the London Research Officer therefore provided an opportunity to review basic research principles and provide some key training on designing discussion guides for interviews and focus groups as well as interview and moderation techniques.

The recommendation from all country teams that visits by London staff to local offices, specifically to induct local staff and share knowledge and skills, is being factored into future workplans. In the immediate future, researchers from Sierra Leone and Tanzania will be attending the annual Research & Learning Workshop in Abu Dhabi in July 2013. This workshop will include sessions on quantitative data cleaning and analysis, which will assist all GTF researchers in the analysis of the data from the future audience surveys.
The research teams in Sierra Leone and Tanzania are now preparing to field quantitative surveys which will provide endline data for GTF and the midline data for Global Grant. After careful consideration and consultation with project managers, Country Directors and other members of the research team in country and in London (including the Senior Research Manager for Global Grant and the Head of Research Programmes), the decision was made to use the Global Grant standard questions as the foundation of the questionnaires.

Learning from the measurement of governance under GTF fed in to the development of the Global Grant standard questions along with other separately funded governance projects across BBC Media Action. The resultant standard questions now form BBC Media Action best practice on the measurement of governance and have been adopted by 11 other countries working on governance programmes across Africa, Asia and the Middle East. In adopting this standard question set, a direct question-to-question comparison for Fo Rod between 2011 and 2013 will be limited. However, both questionnaires ask about the same governance constructs, allowing for comparability with 2011 data at that level. In addition, the measurement of GTF programmes will now be comparable with other governance programmes funded by DFID and can will be assessed using the same measures in 2016. The decision not to conduct an endline survey in Angola was made by the project team in Angola, the Research & Learning department and the Global Grant programmes team.

The decision was made on the basis that the partnership between BBC Media Action and Radio Ecclesia had ended and there was no guarantee that either 100 Duvidas or Estrada da Vida would be on air at the time of surveying. In addition, the high operational costs in Angola meant the budget was already stretched and there were insufficient funds to cover the costs of conducting an endline survey. Therefore fielding the survey would not demonstrate value for money. The project in Angola has been able to report against the logframe through existing quantitative data from the midline and qualitative research.

The sampling approach in the 2013 surveys in Tanzania and Sierra Leone has been strengthened to achieve a nationally representative sample, whereas previously the surveys had only been representative of the broadcast coverage areas. The work involved in securing a nationally representative sample has been considerable, but will allow for a national reach estimate for the national programmes and allow the teams to disaggregate key findings by socio-demographic characteristics (for example, urban and rural residence; male and female; socio-economic class).

Throughout this reporting period, the research team has disseminated a range of material both internally and externally. Internally, findings from all waves of audience or practitioner research have been shared with and actioned by the project teams. In Tanzania this has been particularly successful contributing to changes in programming. For example, feedback from audiences in May 2012 that the national programme Haba na Haba focused too much on negative stories, resulted in the production team including stories of government responsiveness and success, which was received well by audiences.

A number of research summaries for the project are publicly available on the BBC Media Action website. Additionally, in September 2012, BBC Media Action hosted a panel discussion in London entitled ‘The Role of Media in Improving Transparency and

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2 Please see Annexes A9 – A12 for published ‘A National Conversation’ Research Summaries
3 [http://www.bbc.co.uk/mediaaction/publicationsandpress/research.html](http://www.bbc.co.uk/mediaaction/publicationsandpress/research.html)
Accountability: Towards a Compelling Evidence Base’ as part of the GTF Public Meeting Series. Chaired by BBC Media Action’s Director of Policy & Learning, James Deane, the panel included: Rebecca Stringer, Country Director of Tanzania; Augusto Newell, then GTF Research Manager; and Solomon Mugera Editor of the BBC Africa Service. The audience was over 50 people drawn from GTF grantees and media development or communications organisations.

In July 2013, the research teams across Sierra Leone and Tanzania will review the scope of the research and the particular strengths and weaknesses of the variety of methodologies that have been used during the GTF project. Of particular interest to the team is how we evaluate the impact of capacity building and how we can collect impact data qualitatively. On both fronts the research team has explored a number of different techniques from content analysis to in-depth interviews with different stakeholders that are then triangulated and exploring in listening groups how audiences have used the information in their lives. In the future, the research team will look at whether different approaches – such as outcome mapping, most significant change, scenario testing – could be used to gather evidence as the project continues under the Global Grant until 2016. The planned research activities until project end are reflected in the Workplan (Annex 6).

8. Logframe Changes

Following the suspension of the partnership with Radio Ecclesia and BBC Media Action’s carefully considered decision to end GTF activities in Angola in March 2013, it was necessary to change the logframe to reflect the refocus of activities. In collaboration with R&L and the Angola project team, the indicators on the logframe were revised – changes were not made to the Impact, Outcome or Outputs.

In summary, the following changes were made to the logframe:

- **Outcomes**
  - Indicator 01: Expected programme reach has been reduced to 200,000 due to the suspension of the Radio Ecclesia partnership.
  - Indicator 02: The Union of Angolan Journalists’ website has been included as an output.
  - Indicator 03: Same as above.

- **Output 1**
  - Indicator 01.1: Number of partnerships has been reduced from 9 to 5. The partnerships with the local administration will not continue due to the suspension of the Radio Ecclesia partnership. Radio Ecclesia has been substituted with the Union of Angolan Journalists.
  - Indicator 01.2: The total number of 100 Duvidas programmes has been reduced to 186. The number of drama episodes has been increased to 108.
  - Indicator 01.3: The total number of trained partner staff has increased to 220.
  - Indicator 01.4: No change.
  - Indicator 01.5: Web output has been included.
  - Indicator 01.6 Same as above.
Output 2
  o Indicator 02.1: The 100 Duvidas programme provided the main vehicle for government officials to feature. The drama does not provide a direct platform, so government/local service provider participation will now be measured on the companion programmes and the website where relevant.
  o Indicator 02.3: This will now only be relevant for the drama companion programmes.
  o Indicator 02.4: This will be measured against the drama and the website.

Output 3
  o Indicator 03.1: This will focus on the Drama and the website.
  o Indicator 03.3: Web output has been included.

Output 4
  o Indicator 04.2: Web output has been included.
  o Indicator 04.3: 100 Duvidas has been omitted.

The proposed changes were submitted to KPMG in July 2012 and approved by DFID in January 2013. These changes are reflected in the attached logframe (Annex A2).

9. Summary of Most Significant Results Analyses

As part of Stage 1 of the Most Significant Results process, a number of proposed results were submitted in April 2013 to KPMG. Following discussions of these results, three were selected in May 2013 for further analysis. These three results are:

- In Tanzania, BBC Media Action implemented a range of training and production activities in 2010 to support the Tanzanian Broadcasting Corporation (TBC) achieve fair and impartial coverage of the national elections. The EU Election Observation Mission reported that TBC had the most balanced coverage of political parties during the election compared to all other broadcasters. Over 60% of consumers said TBC had done ‘ok’ or ‘very well’ in: providing fair and balanced coverage; providing a voice to the opposition; providing a platform for the government; and giving the audience a chance to participate (under the ‘Changes in policy, legislation, budgets’ heading).

- In Angola, the radio programme 100 Duvidas (100 Doubts) covered the right to protest, including a debate on what constitutes a protest, the legal regulations and the process of authorisation. The episode brought together the Director of the Legal Office of the Luanda Provincial Government, a lawyer, a national police officer and a student protestor. Following the programme, protests were held in Luanda, which the Luanda Provincial Government allowed to go ahead. Some international media outlets picked up on a growing movement of protests in Angola each getting larger and larger in the immediate months that followed (under the ‘Citizen Action’ heading).

- In Sierra Leone, 80.1% of regular listeners to radio programme Fo Rod reported they discussed the issues or problems raised on the programme with other people a great deal or a lot. These listeners form part of the 37% of the population that listen to Fo Rod in the areas where it is broadcast. Relevant internal and external
studies show that exposure to discursive formats can increase both the effectiveness and intensity of interpersonal discussion, which in turn is found to be associated with forms of participation, such as intention to vote (under the ‘Citizen Action’ heading).

The project team are now embarking on Stage 2 - the analysis of each result will be completed in full before the project end date. The key areas of impact, evidence and learning will surface in full through the process of analysis. These analyses will be attached in full with the Project Completion Report.

10. Progress towards sustainability

The project team continue to progress toward achieving sustainable impact, particularly through the long-term, tailored support to media partners.

Strengthening the capacity of partners is central to achieving the project outcome and impact. The approach to building sustainable capacity of our media partners rooted in a set of principles:

- Training and mentoring is relevant and realistic within the trainees’ workplaces, based on a thorough needs assessment and assured by the embedding of a mentor within the station;
- Training involves all level of management to ensure change is embraced by the decision makers;
- The training occurs alongside the production of programming that connects with audiences and creates a demand from them so that there is incentive to sustain it;
- The capacity building is holistic, recognising the need for attitudinal shift towards audience centred programming, as well as technical skills building, and – crucially – business management and financial sustainability training.

In Angola, trainees from partners Radio Ecclesia and FMJIG have shown significant change in technical and editorial skills. Radio Ecclesia’s 100 Duvidas production team demonstrate sufficient capacity to produce the programme to a consistent quality with minimal assistance. In December 2012, following the termination of partnership, the programme won runner-up for best Radio Programme at the National Media Awards. The project also supported Radio Ecclesia to re-vamp its website and, in doing so, vastly increasing the number of site users – this resource is a lasting tool that the station can harness. FMJIG began with limited drama production experience and developed into a professional and competent team able to script, record and broadcast an engaging drama. While the partnership with Radio Ecclesia ended and 100 Duvidas is now produced without BBC Media Action editorial input, anecdotal reports of ‘copycat’ programmes speak to the legacy of programme and its wider impact on the media sector. The project worked with SJA for a limited period of time, but the sustainable impact is the creation of a website that SJA can populate and manage. The success of the model – using SJA member journalists to contribute stories to the site – is contingent of the commitment of SJA to support that network.

The political space to sustain increased government transparency and accountability has expanded and retracted during this project, as evidenced by the pressure on Radio Ecclesia to compromise editorial independence. While the activities have ended and the office has brought to a close, the project has left a strong legacy. Partner FMJIG have the
ability to produce quality drama and manage a production and have been engaging in conversations to seek funding for a further series of *Estrada da Vida*. As noted, former BBC Media Action staff and trainees created and registered a new national organisation – ‘Midia Em Acção’ – to carry forward media development work in Angola. Midia Em Acção are currently working with Panos Institute for Southern Africa on a sexual and reproductive health project.

In Tanzania, partner radio stations demonstrate increased skill, as evidenced by the quality of packages produced for the national *Haba na Haba* and the technical and editorial improvements of their local programmes. One partner station, Afya Radio, won seven awards at the Excellence Journalism Award Tanzania 2013. Station Manager Doto Biteko attributed this success to the mentoring: “This has been possible because of the projects we are implementing under your support. Working with you has taught us a lot…”

Through the provision of broadcast quality equipment the stations are resourced to produce technically improved programming. However, focus on support to station boards and managers is particularly crucial to work towards financial sustainability. Local partner stations are able to create political space through the ‘Open Days,’ to which government officials and the community are invited. This has resulted in significantly improved understanding between stations and local officials, as a result of greater trust in the station’s objectives and commitment of professional journalism.

In Sierra Leone, trainees at partner stations are demonstrating improved technical and editorial skills and attest that the resulting quality of the local programmes they produce are generating new interest from the communities they serve. Partner stations are similarly supported with broadcast quality equipment that enables improved quality of programming. As in Tanzania, support to station boards and managers is crucial to securing financial sustainability of the station. Through the securing of additional funding from DFID, the projects in Sierra Leone and Tanzania will continue to provide media development support over a longer period that will allow for further and lasting change with partners and greater impact on the transparency and accountability of the respective governments.

This progress towards sustainability has been achieved as a result of the approach to mentoring the project team have developed:

- Selecting and working with the right partners that seek the same objective of improved quality of programming that enables citizens to enter into a dialogue with government;
- Developing meaningful partnerships with our media partners;
- Providing support across the station, not just the journalists or producers on the specific programme. In Angola, for example, 15 of the 24 Radio Ecclesia staff received strong mentoring support.
- Engaging closely with station management. In Sierra Leone and Tanzania, this has included targeted training for boards and management to address financial sustainability. This also included the provision of the BBC ‘Value of Airtime’ course, a training module the BBC provides to large partner broadcasters around the world, focused on how to maximise revenue through airtime.

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Please see Annex A15 for further details.
• Connecting stations with their audiences and developing relationships with their communities; and
• Delivering ‘Training of Trainers’ within a station For example, in Tanzania, to address potential staff turn-over, an identified journalist is trained to themselves become a trainer, providing a consistent station resource for refresher skills and new staff training.

Throughout project activities in Angola and Sierra Leone, and during the recently implemented strategy in Tanzania, core partners have been local media outlets. However, the approach has considered how nationally-representative institutions can sustain the impact of the project. In Sierra Leone, for example, the project has worked with and supported SLAJ and WIMSAL, organisations that represent journalists across the country. In Angola, recent engagement with SJA has created a content-creation model through a network of reporters and a website. This could continue to provide a platform for independent content and for citizens to engage with leaders.

The sustainability of project impact will also be contingent on market-driven and political forces. In Angola, Sierra Leone and Tanzania, the media sector is largely unsupported by the market. This means that journalists are often volunteers or poorly paid and management are seeking creative means to generate income to ensure the financial sustainability of media institutions. Thus the sustainability of strengthened capacity of our partner stations is contingent upon generating sufficient income to be operational and to produce quality programmes. Income generation and financial management with station management has been streamlined into our support to partner stations and will continue to be a focus of capacity strengthening in Sierra Leone and Tanzania, through the DFID Global Grant funding.

As the impact the project works towards is increased government transparency and accountability and public participation, the sustainability of this impact necessarily rests on the political climate in each country. The experiences with TBC in Tanzania and more recently with Radio Ecclesia in Angola reinforce the reality that progression along a governance continuum towards good governance is not linear. Transparency, accountability and participation happen simultaneously and the political space that would enable media to act as a watchdog may ebb and flow particularly during periods of high stakes for government, such as elections. Similarly, this watchdog role may be constrained by government legislation that regulates the media or freedom of information.

The project teams recognised the importance of building the willingness and capacity of officials to respond effectively on governance issues, as a means to progress towards holding government to account. In Tanzania, for example, partner station ‘Open Days’ have been a successful means of engaging with local officials and people in power. This kind of engagement can influence the political space available for media institutions to progress towards accountability, but expectations of this change must be realistic within the political context. Both the market-driven and political forces are beyond the immediate control of the project team, but the approach to supporting partners seeks to mitigate the possible negative effect.
11. Value for Money

The project has sought to achieve value for money through careful project design and considered implementation. Delivering value for money on the project in Angola has proved challenging, given the context. While Luanda is one of the world’s most expensive cities, and expenditure was appropriate to the context, the rising operational costs, such as rent, electricity and fuel, led to difficulty making savings on the budget. This challenge was a factor in deciding to bring project activities to an early end and closing the office. While the assessment of value for money reflects on specific savings, the Year 5 budget is not included in this report as BBC Media Action has not been reporting financially to KPMG since April 2012 as a result of the GTF project aligning with the DFID Global Grant reporting requirements.

Economy and Efficiency

The project is able to use the BBC’s global presence and network to achieve significant savings. The presence and broadcast partnerships with TV and radio stations enables the project so make significant cost savings on airtime. For example, as Haba na Haba is co-produced with the BBC Swahili Service there is no cost to broadcast the programme on its network. Instead, the project is able to spend on average £550 a month on production costs, using the savings from airtime costs to focus on content creation. Through the BBC network the project team can economically procure international trainers: the project has secured international technical, editorial and management training expertise, often at lower rates, who provide high-quality support to mentors and project partners.

The project teams in Sierra Leone and Tanzania are also able to use their local partners broadcast network to amplify the reach of their programmes, therefore potentially amplifying the impact of the project. The reach of Haba na Haba is broadened through 14 re-broadcast partners: these 14 additional areas of Tanzania are reached as a result of equipment support and one-off training for the station. The low cost for the broader reach demonstrates economy.

The mentoring approach in Angola, Sierra Leone and Tanzania has been designed to ensure it is both economic and efficient. Through using local mentors, partners are provided with long-term, in-station support. In Tanzania, partner stations receive a small monthly stipend for programme making. In Sierra Leone, £50 a month is provided to mentors – this enables station journalists to travel across their communities to collect stories, by covering small administrative and operational costs, but yields a great quality improvement in the content and tone of the programme. It was decided it was more effective to provide this stipend to mentors, instead of station management, as financial systems and financial management is often not robust. The project in Angola took a different approach, providing the funding for production costs directly to the partners, enabling the partners to gain in house experience of managing finances – this was efficient and economic, in this case, as it was feasible for the Angola project team to work closely with two partners to appropriately manage the finances.

International trainers are procured for specialist skills and at intermittent stages of the project; these trainers contribute to value for money in that the international-standard training they deliver offers skills and knowledge that complements the day-to-day support from mentors. Operational savings have also been made to the mentoring activity. For
example, in Tanzania the stations are based in rural locations and lower rates at local hotels and guesthouses have been negotiated for the mentors. The Tanzania project team are also exploring rented accommodation, in an effort to make further savings, as visiting BBC Media Action staff and international trainers could also stay in this rented accommodation and render it a more cost-effective option.

As noted in Year 4, the GTF project has been used as leverage for obtaining additional funds from the European Commission (EC) for governance work in Angola and Sierra Leone. This funding has enabled greater investment in partner capacity building. In Sierra Leone, this has enabled the hiring and continuation of an additional mentor, which in turn enabled the number of community radio stations supported each year to increase. In addition, the grant enabled a ‘rights media’ trainer to provide complementary training for partner stations.

These grants have also enabled the overhead and administration costs from the GTF budget to be shared across these EC-funded projects: In Angola, the total office costs in Year 5 were split between the GTF (42%) and the EC (58%) budgets. In Sierra Leone, the cost savings across the two budgets in Year 5 included, splitting the rent for the Freetown office across the EIDHR (13%) and GTF (87%) budgets. EIDHR funds have covered 21% of internet subscription costs, 20% of telephone communication costs, 27% of office stationery costs and 35% of office refurbishment costs.

In addition, the GTF project has benefited from the organisational Global Grant from DFID received by BBC Media Action in November 2011. The GTF team has been able to harness the enhanced and additional resources that the Global Grant has enabled the organisation to develop. These include the creation of a central Editorial Development team, new technical governance-focused researchers and an augmented Advisory & Policy team.

Administrative and equipment costs are both more efficient and economic as a result of established internal BBC systems. Using an internal BBC portal called Gateway, the projects have been able to book and pay for a number of administrative and logistical services, including couriers, hotels, air travel and shipping. On the Gateway portal all suppliers are pre-approved by the BBC, guaranteeing high quality of service at often lower, preferred rates. This benefits the project through efficiency savings, removing the need to process individual claims through BBC Expenses or processing a high volume of low value transactions through the BBC’s Accounts Payable department. Project equipment is procured through the BBC Procurement process. Equipment suppliers are subject to a competitive tendering process and are required to demonstrate the financial, commercial and technical capability to meet the BBC’s contractual requirements. Particular items that are in demand across the BBC can often be purchased at up to 20% lower than the market rate. For example, this includes broadcast-quality Marantz recorders, microphones, headphones and software.

A total of 13% of the overall budget from Year 1 to Year 4 is allocated to UK-based staff and overhead costs; however, these costs demonstrate efficiency as demonstrated by the support, coordination and expertise offered to the project by London staff and resources. The staff contribute to the achievement of project outputs through the roles carried out, including:

- All management of the grant, including financial and narrative reporting;
Design and delivery of monitoring and evaluation activities, including developing the theory of change and managing the logframe and indicator sets;
Training and supporting in-country researchers;
Representing the project in the UK, including through policy fora;
Producing and coordinating internal learning conferences;
Coordinating external events and engagement with GTF grantees;
Recruitment and induction of senior country staff;
Recruitment and induction of international trainers;
Coordination and facilitation of inter-country learning;
Building and maintaining relationships with the BBC World Service;
Support to business development efforts;
Providing or securing relevant media expertise and guidance to country teams who tend to come from the development sector rather than the media. This includes the named GTF team in London and additional London-based colleagues such as the Africa Regional Director, the Advisory & Policy team, the Research & Learning team and the Editorial Development team.

Effectiveness

The project impact statement is: ‘To increase government transparency and accountability and public participation in Angola, Sierra Leone and Tanzania.’ Specifically, the project works towards this outcome: ‘To increase and improve the opportunities provided through the media to citizens to be informed about and check government decisions and voice their views and needs on governance issues in Angola, Sierra Leone and Tanzania.’

Quantitative data exploring the outcome statement will be collected in July – October 2013 for Sierra Leone and Tanzania. A quantitative survey is not possible in Angola (see Monitoring and Evaluation Arrangements for rationale). In the interim, BBC Media Action has provided the data collected in all three countries during the midline in October-November 2011 in the Achievements Rating Scale (Annex 1).

Qualitative data pertaining to the outcome statement and collected during this reporting period demonstrated that partner station staff and listeners believe project programming provided increased opportunities for citizens to be informed about and check government decisions and voice their views and needs on governance issues.5

During in-depth interviews, journalists at partner stations said the training provided by BBC Media Action international trainers and station specific mentors had taught them how to produce programming that addressed local community needs and incorporated the voices of both government officials and citizens. Journalists at partner stations in Sierra Leone, Tanzania and Angola said they learnt how to: contextualise news stories; adhere to articulated editorial and technical standards; incorporate the voices of the community into programming by package making or calls / texts to the station; and implement programme or editorial reviews to examine the quality of output.

Participants in listening groups across the three countries spoke in similar ways about the programmes: how the programmes discussed issues pertinent to their lives and the challenges they face daily; how the style of reporting from across the country made the

5 Please see Annexes A9 – A12 for published ‘A National Conversation’ Research Summaries
information provided by the programme credible and helped government officials and stakeholders address governance issues from a local perspective; and how the ability to message the programme and put forward questions to officials facilitated dialogue between citizens and leaders.

“I like Haba na Haba, because its topics touch all angles of a normal citizen’s life – health, environment, education and so many other things.” Listening group participant, Tanzania, Haba na Haba

“During the reporting indicators are shown to prove the credibility of the information provided by the reporters who find a spot for particular problems in the community.” Listening group participant, Luanda, 100 Duvidas

“The programme is nice, because it brings everybody on board to contribute freely without intimidation.” Listening group participant, Freetown Central, Tok Bot Salone

In addition, there was evidence from the listening groups that audiences have used the information provided by the programmes to assert their rights in relation to government officials and service providers. For example:

- In Sierra Leone, one man spoke of how he was able to assert his family’s rights for free health care when nurses at a local hospital demanded money for delivering his sister-in-law’s baby. He had learnt about his right to free health care and the free health care package from an episode of Fo Rod.
- In Tanzania, a number of listeners said the programme had taught them that there was no constitutional provision to hold elected leaders accountable to their public. Consequently, they would be questioning their government representatives directly when they visited their constituency.
- In Angola, one participant commented that she knew of a family where the father started paying the school fees as a result of listening to the drama Estrada da Vida.

The opportunity to hold government to account is agreed by both listeners and partner station staff to have increased. However, production and station staff commented that it was difficult to get government officials to appear on their programmes and even more difficult to get accountable answers from them.

**Outputs**

The output measures of transparency, accountability and participation demonstrate that both programme makers and citizens believe the programmes in the three countries have produced varied programming with government and citizen participation.

In each of the three countries, journalists said the training they received had changed the way in which they worked. They were able to list specific skills in package making, sound control and quality, and developing a programme structure that they had learnt from the training. Journalists were also confident that they had learnt how to implement the editorial values of objectivity, impartiality and neutrality in their programming by looking at stories from all angles, presenting different perspectives on an issue and not revealing any personal political preferences on air. In turn, listeners in the groups commented on many of
these particular skills in the programmes – one group in Luanda, specifically commenting on the neutrality in an episode of 100 Duvidas.

“Did not even consider that they held political opinions as the programme did not favour any party or political point of view. Only aimed to clarify matters of importance to citizens.” Listening group, Angola

Many of the journalists and station managers interviewed believed the quality of the training and the resultant attitude and working practices of the journalists was integral to facilitating dialogue with government officials. Two former members of the 100 Duvidas team in Angola said that producing an impartial programme that investigated and reviewed all information helped gain the trust of government officials who began accepting invitations to appear on the programme. Similar comments were made by journalists in Sierra Leone:

“[Government officials] are gradually changing as before their perception was they were trapped but now they are bolder and more responsive to community comments . . . The shift has been achieved due to level of professionalism.” Journalist, Radio Bankasoka, Sierra Leone

In the past year, 98% of national Haba na Haba programmes have featured government officials, while 100% of both national Fo Rod and Tok Bot Salone have featured government officials. However, while the challenge of getting government officials on air is being successfully managed by station staff, it is more difficult to ensure the quality of the answers they provide.

“You can talk to a leader and he or she refuses to answer some questions saying that I cannot talk about this matter for now, so at the end of the day it beats the purpose of having a leader when full information is not shared.” Pangani FM Reporter, Tanzania

Listeners in groups across the countries expressed mixed views on the responses government officials provided during interviews. In Angola, listeners to one programme remarked that while it was good that the spokesperson for a service provider company had clarified certain issues relating to energy problems, the same man was still inconsistent in the responses he gave to different questions. In Sierra Leone, one participant said:

“They actually do not answer the questions I was interested in. I was expecting statistical analysis on the number of people that have so far benefited from the Free Health Care. None of them could give a precise answer to this.” Listening group participant, Sierra Leone

In Tanzania, a wish for more answers is also tempered by a desire among audiences that the programme not only pursue what are seen as negative stories. In initial audience panels conducted in May 2012, listeners said that the national programme Haba na Haba focused too much on negative stories and they wanted examples of government success stories. This was acted upon by the production team who started including stories of government responsiveness and success which was received well by audiences. In panels conducted with the same participants in March the following year, participants spoke of Haba na Haba discussing topics conclusively and discussing examples of government success as well as the duty citizens had for helping themselves.
“Through Haba na Haba we have been able to know the main cause of the problems on the part of the government and what the government is doing on the same hence stop blaming the government on each and everything.”
Listening group participant, Tanzania

Across the countries, audiences appreciated the ability of the programmes to hold government and service providers to account on different issues. Such examples were also spoken about by the journalists. Examples across the countries included:

- In Angola, a former 100 Duvidas journalist spoke of how the programme was able to help a father of a sick child who came to the programme for help after he was charged a lot of money to have his child seen to by doctors. The programme was able to conduct an investigation into this issue and as a result the medical fees were reduced to an affordable amount.
- In Tanzania, participants spoke of how the programmes coverage of poor bed provision within local hospitals had forced government officials to act and provide more beds.

For listeners in Tanzania accountability programming was not only about the government responding to citizens but about citizens understanding their duties to the government.

The opportunity to ask questions to government officials has been a key driver of perceptions among audiences that the programmes help hold government to account. All programmes had some facility for people to phone or message in and ask officials questions on issues of service delivery and accountability. In this reporting period 100 Duvidas in Angola received a total of 342 SMS messages. In Sierra Leone there was an average of 7 SMS messages for every episode of Fo Rod and in Tanzania there was an average of 85 messages (both SMS and Facebook) for every episode of Haba na Haba. Some examples of the messages people would leave include:

“Morning Team 100 Duvidas, I live in the neighborhood zango1 Muxima Umoxi. I want to know why our local administrator of Calumbo never wants to visit. We have big problems here. Live very poorly here - practically on top of each other. We need urbanization in this neighbourhood.” Listener Text Message, 100 Duvidas, 15 November 2012

Participants in the listening groups said they felt the mechanism for being able to ask direct questions provided the starting point for a conversation acting as a bridge between citizens and leaders. However, there were suggestions in Tanzania that they want to be able to call in live during the programme and ask questions directly to government officials.

Equity

The project proactively seeks to provide platforms that give voice to, and reaches, marginalized communities and excluded groups.

Strong partnerships have been developed and consolidated with two women’s organisations: FMJIG in Angola and WIMSAL in Sierra Leone. FMJIG continues to be the creative force behind radio drama Estrada da Vida. Gender inequality is woven throughout
the drama storyline, using characters that reflect the reality of the status of men and women in Angola but also challenge gender norms and negative stereotypes. In listening groups conducted around the drama in Luanda, participants said the drama had provided solutions to their problems and provided “a chance to those who have no voice.” They expressed a wish for the programme to continue to deal with difficult issues, and specifically mentioned HIV and AIDS, alcohol abuse, human rights violations and accusations of witchcraft involving children under 5 years old.

During the elections in Sierra Leone, the project hosted workshops for WIMSAL members on quality election reporting, including the safety of journalists conducting political reporting. The GTF funds were used to leverage additional funding from EIDHR for the project in Sierra Leone; this funding enabled additional training for WIMSAL members and organisational management training.

The elections project aimed to provide informed debate in the lead up to the elections in November 2012 and provide a settled environment during this key milestone in the ongoing peace process in Sierra Leone. In interviews with media practitioners, the training provided by the project helped them fulfill this objective:

“We were trained to report on elections in such a professional way that will not create conflict and unrest.” Male journalist, Eastern Radio, Kenema, Sierra Leone

Audience response to the election programming was positive. During in-depth interviews with listeners of the election programming, many said they felt confident that the media had supplied them with the necessary information for them to discuss topics like aspirant / candidate credibility, expectations of future leaders and other elections issues in general. There were also comments about the programmes reducing tensions:

“They sang songs of non-violence and did a short skit that was entertaining and full of inspirations all geared to reduce tensions amongst youths.” Male listener, Choice of FM, Freetown

In Sierra Leone, programming has also profiled a range of topics pertinent to marginalized groups. In Year 5, 35% of national Fo Rod programmes were focused on the rights of marginalised groups. Issues dealt with include the stigma of disability, rights of the disabled, disabled people’s participation in governance, facilities for disabled children in schools, women’s representation in local councils, women’s right to own land, women’s access to property, women’s empowerment through politics and women’s access to justice. An episode of Tok Bot Salone broadcast ahead of the elections shone a spotlight on what women expected from the polls. As noted, Tok Bot Salone also produced an election special youth debate on TV. The project team creates a diverse audience for Tok Bot Salone, enabling people from a breadth of locations, backgrounds and socio-economic groups to ask questions of their leaders and people in power. Both Fo Rod and Tok Bot Salone host female panelists and discussants, when possible, and the regular presenters of both programmes are women.

In Sierra Leone, audience panels are conducted with a variety of special interest civil society organisations including: the Women’s Forum in Bothe, a youth development association, the Kambia District Human Rights Committee and the Disability Awareness
Action Group. The composition of these audience panels ensures that the voices of marginalized and excluded groups in Sierra Leone have an opportunity to provide feedback to the production team on the quality of programming and the particular issues they would like to see addressed. In the most recent round of audience panels, members of these groups appealed for a continuation of programming around child apprenticeships with a drama so that their children could learn about the importance of education. Other participants talked about the values promoted on programmes around women's empowerment being difficult to apply in societies where women are prohibited from taking up leadership positions, specifically the role of paramount chief.

In Tanzania, the format of *Haba na Haba* centres on bringing the voices of local people across the country, particularly rural areas, to a national platform and to engage with leaders and decision makers. The programme provides a voice for marginalized communities on national radio and, through a broadcast reach amplified by the partner radio stations, reaches communities across the country, which are often under-served by quality programming. Participants in listening groups said that the programme often provided information relevant to their needs and presented information in a way that made complex topics easy to understand. However, in the latest round of audience research conducted in March 2013, participants did feel that certain programming - focusing around issues of e-governance – benefited only elite members of society and used language that could not be understand by rural or uneducated listeners.

The project team in Tanzania seeks to attain a gender balance of the interviewees and contributors to the programme. However, trainee journalists at partner stations often said it was hard to obtain interviews with women in certain places as they could be very shy and not very vocal. Listeners too remarked on the underrepresentation of women in programming and suggested bringing in a female presenter to help encourage women to contribute to programmes.
Annex A1 - Achievement Rating Scale

<table>
<thead>
<tr>
<th>Objective Statement</th>
<th>Achievement Rating&lt;sup&gt;6&lt;/sup&gt;</th>
<th>Logframe Indicators</th>
<th>Baseline for Indicators&lt;sup&gt;7&lt;/sup&gt;</th>
<th>Progress against the Indicators</th>
<th>Comments on changes over the last year, including unintended impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase and improve the opportunities provided through the media to citizens to be informed about and check government decisions and voice their views and needs on governance issues</td>
<td>3</td>
<td>01: Number of people reached in each country through the project's programming.</td>
<td>01: ANGOLA: 66% of target popn reached by partner broadcaster Radio Ecclesia in Luanda.* SIERRA LEONE: 20% of target popn reached by partner broadcaster Radio Maria and 34% of target popn reached by partner broadcaster CTN.* TANZANIA: 74% of target</td>
<td>01: Target 2013 ANGOLA: 200,000 people reached by programming and web output SIERRA LEONE: 581,400 people reached (equivalent to 30% of the adult popn in the areas where programmes are broadcast). TANZANIA: 780,000 people reached by local programming (equivalent to 15% of the adult popn in the areas where programmes are</td>
<td>We continue to demonstrate strong progress in enhancing the capacity of media partners we are working with. Programming across Angola, Sierra Leone and Tanzania is increasingly participatory and informative for</td>
</tr>
</tbody>
</table>

<sup>6</sup> The Achievement Rating has been considered cumulatively, based on progress through Years 1 to 5.

<sup>7</sup> Data marked with an * refers to the project's Baseline Survey, conducted in Angola, Sierra Leone and Tanzania in April 2010. This data is unweighted, thus it is not proportionate to the actual demographics of Angola's, Sierra Leone's and Tanzania's population. It is also important to note that this Baseline Survey data does not adequately measure the revised Indicators as they are now measurements of the project programming, rather than that of the wider media as was the case previously. For example, the current Indicator 02 measures 'Percentage of regular listeners that think the project programming helps solve governance issues it raises,' but the Baseline Survey only measured percentage of partner station listeners that think the media helps with solving the country's problems. The indicators were revised in September 2011. In Annual Report Year 4, the baseline indicators were included as '0' due to the challenges of comparing reach and impact of media with reach and impact of project programming. The project gained valuable insights from the Baseline Survey, but much of the data collected from the Midline Survey cannot be compared with the Baseline findings. The data collected from the Endline Survey will be comparable to the Midline Survey through constructs.
in Angola, Sierra Leone, and Tanzania

| Population reached by partner broadcaster TBC1.* | 3,393,000 people reached by BBC Swahili Service national programme (equivalent to 15% of the adult popn in Tanzania).

01: Progress ANGOLA: Programming reached 315,147 (13% of broadcast population) (midline survey data). Union of Journalists website reached 12,000 people (Google Analytics). SIERRA LEONE: 764,023 people reached (37% percent of adult population in broadcast area) (midline survey data) TANZANIA: Reach figure for national and local programming to be available following endline survey. Total audience reached is 1,081,170.

Radio reach in Angola is limited as the partner does not have broadcasting rights outside of Luanda. The revised reach in Sierra Leone is expected to be 1.8 million due to partnership with SLBC and the IRN elections programming. The audiences. The ability to hold government to account during the project period continues to prove challenging, particularly now in Angola, but gains are being made in Sierra Leone and Tanzania.

A rating of 3 reflects these challenges to hold government to account and the existing data from the midline survey – the results from the upcoming endline survey will likely demonstrate further progress and evidence a revised, improved rating.
### 02: Percentage of regular listeners that think the project programming helps solve governance issues it raises.

- **ANGOLA**: 72% of Radio Ecclesia listeners in Luanda agree that the media helps with solving problems.*
- **SIERRA LEONE**: 82% of Radio Maria and CTN listeners agree that the media helps with solving Sierra Leone’s problems.*
- **TANZANIA**: 84% of TBC1 viewers think that TBC’s coverage can improve delivery of public services.*

### 03: Target 2013

- **ANGOLA**: 50% of regular listeners think the project programming helps solve governance issues it raises.
- **SIERRA LEONE**: 60% of regular listeners think the project programming helps solve governance issues it raises.
- **TANZANIA**: 60% of regular listeners think the project programming helps solve governance issues it raises.

### 02: Progress

- **ANGOLA**: 62% of regular listeners. (midline survey data).
- **SIERRA LEONE**: 70% of regular listeners in Sierra Leone (midline survey data).
- **TANZANIA**: New programming has started in Tanzania and this will be captured in the endline survey.

### 03: Target 2013

- **ANGOLA**: 50%
<table>
<thead>
<tr>
<th>04: Percentage of regular listeners that think the project programming is playing a key role in holding government to account.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Ecclesia listeners in Luanda think radio call-in programmes are an effective means to hold the government accountable.*</td>
</tr>
<tr>
<td>SIERRA LEONE: 78% of Radio Maria and CTN listeners think radio call-in programmes are an effective means to hold the government accountable.*</td>
</tr>
<tr>
<td>SIERRA LEONE: 60% of regular listeners think the project programming/web output is playing a key role in holding government to account.</td>
</tr>
<tr>
<td>SIERRA LEONE: 60% of regular listeners think the project programming is playing a key role in holding government to account.</td>
</tr>
<tr>
<td>TANZANIA: 73% of TBC1’s viewers find that political talkshows are an effective means to hold the government accountable.*</td>
</tr>
<tr>
<td>TANZANIA: 60% of regular listeners think the project programming is playing a key role in holding government to account.</td>
</tr>
</tbody>
</table>

03: Progress

ANGOLA: 58% of regular listeners (midline survey data). SIERRA LEONE: 68% of regular listeners (midline survey data). TANZANIA: New programming has started in Tanzania and this will be captured in the endline survey.

04: Target 2013

ANGOLA: 50% of regular listeners think the project programming/web output is playing a key role in holding government to account. SIERRA LEONE: 60% of regular listeners think the project
their concerns about how the country is run.

SIERRA LEONE: 88% of Radio Maria and CTN listeners agreed that the media is a useful tool to air concerns about how the country is run. TANZANIA: Not asked in Tanzania

programming is playing a key role in holding government to account. TANZANIA: 60% of regular listeners think the project programming is playing a key role in holding government to account.

04: Progress

ANGOLA: 88% of regular listeners (midline survey data) SIERRA LEONE: 96% of regular listeners (midline survey data). TANZANIA: New programming has started in Tanzania and this will be captured in the endline survey.

<p>| Outputs | Output 1: Increased technical and editorial capacity of project media partners to produce governance programming | 2 | 01.1: Number of capacity building partnerships during project period. | 01.1: ANGOLA: 9 partnerships. SIERRA LEONE: 10 partnerships. TANZANIA: 2 partnerships. | 01.1: Target 2013 ANGOLA: 5 partnerships SIERRA LEONE: 25 partnerships (cumulative) TANZANIA: 11 partnerships (cumulative) |
| 01.1: Progress ANGOLA: 5 partnerships - Forum of Women Journalists; Union of Angolan Journalists and 3 National Radio of Angola provincial radio stations. SIERRA LEONE: 21 partnerships |
| | Project media partners continue to demonstrate great progress in Year 5, as partnerships are consolidated and expanded. |
| | In-depth interviews and audience panels indicate that the quality of partner |
| 01.2: Number of governance programmes produced and broadcast. | 01.2: ANGOLA: Over 100 episodes of <em>100 Duvidas</em> produced and broadcast. SIERRA LEONE: 32 national <em>Fo Rod</em> programmes and 4 repeat programmes. | partnerships (cumulative) - IRN, SLAJ, WIMSAL, JHR, DAAG, GEDEW, MMYDA, MODBEAN, Women's Forum, Kambia Human Rights Committee, Premier Tok, Radio Bontico, Radio Kolenten, Radio Moa, Voice of Women, Voice of the Peninsula, SLBC Kono, Galaxy FM, Voice of Peace and Democracy, and Radio New Song. TANZANIA: 26 partnerships (cumulative) - TBC, BBC Swahili Service, Nuru Community Radio, Radio Jogoo FM, Fadeco Community Radio, Hits FM, Orkonerei Radio service FM, Pangani FM, Dodoma FM, Afya Radio and 16 re-broadcast partners. Total of 52 capacity building partnerships. | programming continues to improve and further engage audiences. The project is delivering governance programming across Angola, Sierra Leone and Tanzania that is informative, interactive and innovative for the context. Cumulatively, this output has been largely achieved and merits a rating of 2. |</p>
<table>
<thead>
<tr>
<th>01.3: Number of people trained in editorial or</th>
<th>TANZANIA: Not measured for TBC.</th>
<th>SIERRA LEONE: (Cumulative) total of 102 national Fo Rod programmes broadcast. TANZANIA: (Cumulative) total of 432 programmes broadcast by 6 local partner stations + 72 programmes broadcast on BBC Swahili Service.</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.3: ANGOLA: 120 partner staff trained in basic journalism,</td>
<td></td>
<td>01.2: Progress ANGOLA: During Year 5, 8 episodes of 100 Duvidas broadcast, 72 episodes of Estrada da Vida, and 8 discussion programmes aired. SIERRA LEONE: During Year 5, 1 TV debate broadcast, 16 episodes of Tok Bot Salone and 35 episodes of Fo Rod. TANZANIA: During Year 5, 52 national programmes broadcast and 277 local programmes aired. Over 740 programmes produced and broadcast (cumulatively).</td>
</tr>
</tbody>
</table>
| 01.3: Target 2013 ANGOLA: (Cumulative) 220 partner staff trained in basic journalism, | | }
<table>
<thead>
<tr>
<th>Technical production skills for the project's programming.</th>
<th>Investigative journalism and sound packaging across 4 provinces. 20 public and private media reporters trained in investigative journalism. 6 trained in management. SIERRA LEONE: 160 partner staff trained in editorial and technical production. 21 staff received management training. TANZANIA: 99 TBC staff received editorial and technical production training.</th>
<th>Investigative journalism and sound packaging. 20 public and private media reporters trained in investigative journalism. 8 FMJIG trained in drama production. 10 trained in management. SIERRA LEONE: (Cumulative) total of 350 partner staff trained in editorial and technical production, and 40 people trained in management. TANZANIA: (Cumulative) total of 100 partner staff trained in editorial and technical production; 12 staff trained in management.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01.3: Progress</strong> ANGOLA: In Year 5, 8 people at FMJIG have been trained in drama production; 15 journalists at Radio Ecclesia have been trained in basic journalism, focusing on technical and editorial skills, and package-making; and 80 reporters from public and private media (members of the Union of Angolan Journalists) have been trained in investigative journalism.</td>
<td></td>
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</tbody>
</table>
01.4: Technical production quality (sound quality, signposting, fade in/out etc) of project programming content.

<table>
<thead>
<tr>
<th>Country</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANGOLA</td>
<td>Signposting in <em>100 Duvidas</em> is weak -- 50% of programmes made clear who would be interviewed in the programme. Summary of programmes and trail for next week's programmes never done. SIERRA LEONE: <em>Fo Rod</em> had not started by the time the population survey was conducted. TANZANIA: Technical production qualities of local partner programmes have improved by 10% from the milestone 2011/12.</td>
</tr>
<tr>
<td>SIERRA LEONE</td>
<td>In Year 5, 130 partner staff trained in editorial and technical production skills; 307 WIMSAL members trained in basic journalism and electoral reporting; and 66 station managers / board members trained in management.</td>
</tr>
<tr>
<td>TANZANIA</td>
<td>In Year 5, 266 partner staff trained in editorial and technical production; 12 station managers / board members trained in management.</td>
</tr>
<tr>
<td>01.5: Editorial quality (objectivity, accuracy, balance, fairness) of project programming content.</td>
<td>Not measured for TBC in Tanzania.</td>
</tr>
<tr>
<td>01.5: ANGOLA: 100% of 100 Duvidas programmes reviewed for content outputs adhered to the editorial values of accuracy, objectivity and fairness. However, 50% were not fully achieving balance. SIERRA</td>
<td></td>
</tr>
<tr>
<td>01.4: Progress ANGOLA: Content analysis shows technical production on 100 Duvidas improved during partnership. Signposting improved, through summaries, trails and overview of panelists. SIERRA LEONE: In depth interview reveal that technical production quality of local partner programmes continues to improve, with increased ability to interview, present, edit packages and use technical equipment. TANZANIA: Technical production quality of local partner programmes is improving, demonstrating interviewing, presenting, editing and technical skills.</td>
<td></td>
</tr>
<tr>
<td>01.5: Target 2013 ANGOLA: 80% of project programmes/web output achieve editorial values of objectivity, accuracy, balance, fairness. SIERRA LEONE: 85% of national and local project programming achieves editorial values of objectivity, accuracy, balance, fairness. TANZANIA:</td>
<td></td>
</tr>
</tbody>
</table>
LEONE: *Fo Rod* had not started by the time the population survey was conducted. TANZANIA: Not measured for TBC in Tanzania.

85% of local partner programmes and 95% of the BBC Swahili Service national programme achieve editorial values of objectivity, accuracy, balance, fairness.

**01.5: Progress** ANGOLA: 80% of *100 Duvidas* programmes achieved objectivity, accuracy, balance and fairness (2011). The editorial quality of the programme continued to improve during 2012 until partnership with Radio Ecclesia ended. SIERRA LEONE: The editorial quality of *Fo Rod* is very strong. In-depth interviews reveal that trainees have learnt about the values of objectivity, impartiality and accuracy and spoke of how they report various angles of a story and source multiple perspectives.

TANZANIA: The national *Haba na Haba* programme achieves BBC-standards of objectivity, accuracy, balance and fairness – programmes that do not meet these standards would not be
<p>| | | | |</p>
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</table>
| **01.6: Project programming content facilitates dialogue between people and decision makers.** | **01.6: ANGOLA** | IDIs confirm that a platform for dialogue between people and decision-makers has been created with *100 Duvidas*. SIERRA LEONE: IDIs confirm that a dialogue has been created by *Fo Rod* where none existed previously. TANZANIA: Not measured for TBC in Tanzania. | **01.6: Target 2013**
ANGOLA: Both audiences and government officials trust the project programming / web output and engage in meaningful dialogue. SIERRA LEONE: Both audiences and government officials trust the project programming, and engage in meaningful dialogue. TANZANIA: Both audiences and government officials trust the project programming, and engage in meaningful dialogue. |

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8 To guard against issues arising from inter-codatal reliability, the research team concluded to review progress against this indicator qualitatively and not based on a quantitative assessment through content analysis of a sample of programming.
<table>
<thead>
<tr>
<th>Country</th>
<th>Progress Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ANGOLA</strong></td>
<td>Duvidas made great headway in creating dialogue between citizens and leaders, demonstrating the most significant improvement across the three countries in 2011 and 2012 – however, it could be concluded that government officials' trust in programming deteriorated ahead of the 2012 elections, which manifested in increased pressure on the broadcast partner.</td>
</tr>
<tr>
<td><strong>SIERRA LEONE</strong></td>
<td>Programming continues to be trusted by audiences and is improving engagement with government officials. One audience panel spoke of not only held leaders accountable but also provided a forum for officials to get policy ideas from citizens.</td>
</tr>
<tr>
<td><strong>TANZANIA</strong></td>
<td>Audience panels indicate trust in programming, national and local. Particular progress in government trust has been made at a local level through engage in meaningful dialogue.</td>
</tr>
<tr>
<td>Output 2: Improved provision of information on governance issues to audiences through project media partners [TRANSPARENCY]</td>
<td>2</td>
</tr>
</tbody>
</table>
02.2: Number and range of topics discussed in the project programmes.

02.2: ANGOLA: 40% of Tuesday editions of *100 Duvidas* focused on corruption and bureaucracy, 37% on crime and violence, 35% on electricity and water. 15% of Thursday editions on transport, 12% on corruption and bureaucracy and 12% on economy. SIERRA LEONE: 25% of *Fo Rod* programmes focused on taxation, followed by 22% on the rights of marginalized groups and 13% on social and economic issues. TANZANIA: Not measured in Tanzania with TBC.

official is featured on 88% of local partner programmes.

02.2: Target 2013 ANGOLA: Diversity of topics treated by programmes maintained. SIERRA LEONE: Previous levels of thematic focus will be maintained and election specific programmes will have increased by 10% from March 2012. TANZANIA: Throughout the year each partner station discusses all of the top ten local governance issues identified in the population survey at least once. Throughout the year the BBC Swahili Service national programme discusses all of the top ten national governance issues identified in the baseline at least once.

02.2: Progress ANGOLA: *100 Duvidas* continued to focus on a diversity of issues, predominantly around local service delivery of water, infrastructure, security, justice and education. Specific stories
were often explored as a result of SMS messages or calls from the audience.

SIERRA LEONE: *Fo Rod* maintains a broad range of topics, from key legislation and health governance to a range of local service delivery issues. In the run up to and following the 2012 elections, a number of *Fo Rod* episodes were dedicated to exploring the electoral process, the parties and candidates, and post-election accountability. This was complemented by ‘election special’ programming co-produced with IRN.

TANZANIA: *Haba na Haba* has profiled the top ten local governance issues surfaced through the baseline survey at least once. The programme continues to profile a diversity of topics, influenced by audience panels and engagement, ranging from girls education and transport infrastructure to oil and gas infrastructure and the new constitution.
<p>| 02.3: Partner perceptions of accuracy and transparency of government responses to the project's programming. | 02.3: ANGOLA: Partner production staff have reported that high ranking officials have responded to the audience directly on air in the <em>100 Duvidas</em> programme. SIERRA LEONE: Partner production staff have confirmed government officials are difficult to get hold of for interviews on <em>Fo Rod</em>. They do not want to talk and refuse to give information. By contrast, trainees find very few challenges in interviewing civil society representatives, who are willing to talk. TANZANIA: Not measured for TBC in Tanzania. | 02.3: Target 2013 ANGOLA: Government officials and/or service providers respond to questions clearly and concisely, and responses reflect an understanding of peoples' realities and needs. SIERRA LEONE: Government officials and/or service providers respond to questions clearly and concisely, and responses reflect an understanding of peoples' realities and needs. TANZANIA: Government officials and/or service providers respond to questions clearly and concisely. | 02.3: Progress ANGOLA: The ability for the programme to get transparent and accurate responses opened up and then closed in Year 5 as a result of greater government pressure on the partner station. SIERRA LEONE and TANZANIA: While securing government officials and service providers as programme guests is difficult for partner stations, this is |</p>
<table>
<thead>
<tr>
<th>02.4: Number of people who report increased knowledge of key governance issues as a result of listening to the project's programming.</th>
</tr>
</thead>
<tbody>
<tr>
<td>02.4: ANGOLA: 70% of Radio Ecclesia listeners in Luanda feel that they have a pretty good understanding of the important issues in Angola.* SIERRA LEONE: 73% of Radio Maria and CTN listeners feel that they understand the important political issues in Sierra Leone.* TANZANIA: 63% of TBC1 viewers feel that they have a pretty good understanding of the important political issues in Tanzania.*</td>
</tr>
</tbody>
</table>

Improving. While the answers from officials or service providers can be vague, in-depth interviews with partner station staff in Sierra Leone and Tanzania reveal that the journalists perceive increased government understanding of engaging with citizens.

<table>
<thead>
<tr>
<th>02.4: Target 2013 ANGOLA: 50% of regular listeners report increased knowledge of key governance issues as a result of listening to the project's programming. SIERRA LEONE: 60% of regular listeners report increased knowledge of key governance issues as a result of listening to the project's programming. TANZANIA: 70% of regular listeners report increased knowledge of key governance issues as a result of listening to the project's programming.</th>
</tr>
</thead>
<tbody>
<tr>
<td>02.4: Progress ANGOLA: 59% of respondents in Angola (midline survey data) SIERRA</td>
</tr>
</tbody>
</table>

47
<p>| Output 3: Improved dialogue between government and audiences through the project programming [ACCOUNTABILITY] | 3 | 03.1: Audience perceptions of the role of the project programming as a provider of knowledge and information necessary to address public needs. | 03.1: ANGOLA: Audience finds Drama and website interesting with a variety of stories from different angles. The programme provided a forum where organisations and citizens are able to share ideas about problems and helped individuals resolve problems related to service delivery. SIERRA LEONE: Audience generally feels that Fo Rod programme content and engagement of government and civil society enhances accountability and service delivery in the communities and the country at large because it inspires the authorities and the citizens to take action. 03.1: Target 2013 ANGOLA: Audience provides similar feedback to milestone 2010/11 results. SIERRA LEONE: Audience believes they gain knowledge from the programmes that helps them to understand and resolve issues relevant to their lives. TANZANIA: Audience believes the information provided in the programming is relevant to their lives and the issues that they come across. 03.1: Progress ANGOLA: Audiences find the drama an engaging format to explore service delivery problems, as well as issues of gender. 100 Duvidas continued to provide a unique forum where real, day to day problems could be discussed and, in a number of cases, leads to solutions. | Continued improvements on Year 3 and Year 4 gains are made, with increasing examples of local government accountability, particularly in Tanzania, and continued positive audience feedback. Impartial programming of Angola partner Radio Ecclesia proved challenging due to the political climate. The challenges of engaging with the government over the course of project implementation – particularly in Tanzania and Angola – result in... |</p>
<table>
<thead>
<tr>
<th>03.2: Partner perceptions of</th>
<th>03.2: ANGOLA: IDIs found that Radio Ecclesia</th>
<th>03.2: Target 2013 ANGOLA: Partner staff report that a rating of 3.</th>
</tr>
</thead>
<tbody>
<tr>
<td>action. TANZANIA: The TBC election coverage provided relevant information and opportunity to see the political aspirants responding to questions as well as selling their policies.</td>
<td>cases, resolved. SIERRA LEONE: The audience reports that the content of <em>Fo Rod</em>, and the programmes engagement of government and civil society, enhances accountability and service delivery both at a local and national level, because it encourages authorities and inspires citizens to take action. Audiences also reflected that 'election special' coverage presented key information about the electoral process and unbiased information about candidates and parties. TANZANIA: Audience feedback has been positive, providing knowledge and information particularly on service delivery issues that are relevant to their lives and the challenges they face. On occasion, <em>Haba na Haba</em> topics – such as e-governance – have been felt to only target urban, elite audiences.</td>
<td></td>
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<tr>
<td>Country</td>
<td>Progress</td>
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<td>--------------</td>
<td>--------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>SIERRA LEONE</td>
<td>Partner staff report that programmes are not influenced or controlled by of commercial/political pressures.</td>
<td></td>
</tr>
<tr>
<td>TANZANIA</td>
<td>Partner staff report that programmes are not influenced or controlled by of commercial/political pressures.</td>
<td></td>
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</table>

### 03.2 Progress

**ANGOLA:**
Partner perception of the space to produce impartial programming improved during Year 4, but decreased during Year 5 as broadcast partner staff felt unable to use their skills to investigate issues impartially, as a result of station management subject to government pressure. SIERRA LEONE: Partner staff feel that training has provided them with the skills and knowledge to investigate issues impartially. In Year 4 partner perception in Sierra Leone was positive and remained so in Year 5, despite
03.3: Audience perceptions of the project programming as a trustworthy source of information / watchdog on governance issues.

03.3: ANGOLA: Mixed reactions from 100 Duvidas audience listening groups -- some thought the reporters gave a voice to the marginalised groups within Angolan society. Others thought the reporters were reluctant to ask questions, had failed to inform themselves of the issues they were interviewing on, and occasionally asked leading questions.

SIERRA LEONE: Most listeners of Fo Rod feel the potential for the elections to produce a political climate not conducive to impartial programming. TANZANIA: Interviews with partner station staff reveal that they feel able to produce independent programming – this has been in part due to selection of partner stations free from affiliations that influence editorial quality.

03.3: Target 2013 ANGOLA: A majority of regular listeners to project programming/output believe that they are a trustworthy source of information and/or watchdog on governance issues all of the time. SIERRA LEONE: A majority of regular listeners to project programming believe that they are a trustworthy source of information and/or watchdog on governance issues all of the time. TANZANIA: A majority of regular listeners to project programming believe that they are a trustworthy source of information and/or...
<table>
<thead>
<tr>
<th>Country</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>TANZANIA</td>
<td>Most participants in the focus groups found that TBC's election coverage, specifically the <em>Mchakato Majimboni</em> programme, helped to foster accountability among the leadership as the politicians could be taken to task to fulfill any promises they gave during the campaigns.</td>
</tr>
<tr>
<td>ANGOLA</td>
<td>Feedback on <em>100 Duvidas</em> continued to be positive, with audiences perceiving the programme as a means to investigate and resolve issues with local government or service providers.</td>
</tr>
<tr>
<td>SIERRA LEONE</td>
<td>Audience feedback continues to be positive and <em>Fo Rod</em> is perceived as an important mechanism for investigating and keeping a watch on government issues.</td>
</tr>
</tbody>
</table>

03.3: Progress ANGOLA: Feedback on *100 Duvidas* continued to be positive, with audiences perceiving the programme as a means to investigate and resolve issues with local government or service providers. SIERRA LEONE: Audience feedback continues to be positive and *Fo Rod* is perceived as an important mechanism for investigating and keeping a watch on government issues. TANZANIA: The audiences perceive the information in the programme as trustworthy and feedback is broadly positive – some feedback indicates that presenters should push government officials for more specific answers, while some feedback shows that audiences want government success to be profiled, in addition to the programming acting as a watchdog.
This feedback is attained through audience panels and will be triangulated with the results from the quantitative survey.

<p>| Output 4: Increased opportunity for audiences to participate through discussion platforms and feedback mechanisms [PARTICIPATION] | 2 | 04.1: Number of questions from members of the public to officials on the project's programmes. | 04.1: ANGOLA: While 100 Duvidas programmes featured questions posed by presenter on behalf of the audience, only 1 programme featured a direct question from the public to an official. SIERRA LEONE: Not measured for Fo Rod in Sierra Leone. TANZANIA: Not measured for TBC in Tanzania. | 04.1: Target 2013 ANGOLA: At least 1 audience question is put directly to a government and/or service provider official per programme where relevant. SIERRA LEONE: Every episode of Fo Rod features a minimum of 1 question asked by a member of the public and answered by a government guest. TANZANIA: Every episode of the partner programming features at least 1 direct question from the public; every episode of the BBC Swahili Service national programme features 2 direct questions from the public to an official. | Continued progress has been made over Year 3, 4 and 5. Haba na Haba receives a regularly high number of SMSs and phone calls, and a facebook page provides another discussion forum. All programme packages include a number of citizens asking questions of officials. Fo Rod has outstanding participation during the programme – through a number of texts and calls that are broadcast and shape the discussion. While partnership with |</p>
<table>
<thead>
<tr>
<th>04.2: Number of contributions to the programme by audience members (e.g. SMSs / calls / website hits).</th>
</tr>
</thead>
<tbody>
<tr>
<td>04.2: ANGOLA: 253 people contacted <em>100 Duvidas</em>. On average 5-6 members participated in the Thursday edition via live calls ins. Radio Ecclesia website hits increased from 1000 a month to 12000 a month after re-launch. SIERRA LEONE: <em>Fo Rod</em> measured an average of 8 SMS messages read out per programme. TANZANIA: Not</td>
</tr>
<tr>
<td>LEONE: During each, <em>Fo Rod</em> episode the presenter asks questions of the panelists on behalf of the audience, from their SMS messages, calls and Facebook contributions. TANZANIA: The national programme features several direct questions from audiences to officials, captured in the packages. The local programmes feature an estimated one direct question from the audience to officials.</td>
</tr>
<tr>
<td>04.2: Target 2013 ANGOLA: 300 people contact governance drama / Union website in the period. At least 1 audience question is put directly to a government and/or service provider official per programme. Website hit frequency of 3,000 per month. SIERRA LEONE: An average of 8 messages from members of the public read out per <em>Fo Rod</em> programme. TANZANIA: An average of 5 SMS messages per programme + an average of 10 SMS</td>
</tr>
<tr>
<td>Radio Ecclesia was active, <em>100 Duvidas</em> received significant interest and contributions via SMS. The continued and improving progress towards participation result in a rating of 2.</td>
</tr>
</tbody>
</table>
04.3: Role of project | applicable to TBC as SMS/call-in was not an option. | messages per BBC SS national programme; an average of 2 callers for each local programme per week + 4 callers for the national programme per week.

04.2: Progress

ANGOLA: 100 Duvidas averaged 32 SMS messages per episode. At its height, the Radio Ecclesia website was receiving 16,000 hits per month. The Union of Journalists website receives over 2,000 unique visitors per month.

SIERRA LEONE: Fo Rod averages 7 messages read out per episode.

TANZANIA: The national programme averages 160 SMS messages and over 60 facebook posts per episode (June 2013) – a recent episode on Fuel Tax received nearly 300 SMS messages. The local programmes receive on average 27 SMS messages and 8 calls per episodes.

04.3: ANGOLA: 75% of Radio Ecclesia listeners

04.3: Target 2013

ANGOLA: Almost all regular listeners of
<table>
<thead>
<tr>
<th>Activities</th>
<th>Research</th>
<th>The research programme has</th>
<th>As GTF integrates into</th>
</tr>
</thead>
</table>

Programming as a catalyst for discussion about governance issues with friends and family.

In Luanda find that the media enables them to discuss issues concerning their municipality.* SIERRA LEONE: Listeners that participate in the listening groups feel they are particularly engaged to the programme, they also recognise that the community is highly involved through the interview packages that are used and the feedback send through SMS messages. TANZANIA: Not measured for TBC in Tanzania.

governance drama report that they discussed an issue they heard in the project programming with friends and/or family. SIERRA LEONE: A majority of regular listeners report that they discussed an issue they heard in the project programming with friends and/or family. TANZANIA: A majority of regular listeners report that they discussed an issue they heard in the project programming with friends and/or family.

04.3: Progress ANGOLA and SIERRA LEONE: A large majority of listeners in both Angola and Sierra Leone talk about the programmes with family and friends (midline survey data, reinforced by audience feedback). TANZANIA: New programming has started in Tanzania and this will be captured in the endline survey.
<table>
<thead>
<tr>
<th>Media Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>continued to evolve with the training and recruitment of additional staff. Dissemination has increased, with research summaries published on the BBC Media Action website and in-person presentations delivered in September 2012.</td>
</tr>
<tr>
<td>continued to be the strongest aspect of the project, as evidenced by the improvement in trainees’ skills and knowledge and subsequent improvement in local programming quality.</td>
</tr>
<tr>
<td>Fo Rod and Haba na Haba continued to serve as an effective training vehicle, but the nullification of the relationship with Radio Ecclesia brought media development through 100 Duvidas to an end.</td>
</tr>
<tr>
<td>The project continues to focus on the financial sustainability of media platforms and partners.</td>
</tr>
<tr>
<td>the Global Grant the research programme will continue to evolve to meet Global Grant standards. Learning from GTF has fed into the development of global indicators and the measurement of these indicators.</td>
</tr>
<tr>
<td>Media development approaches to be tested and refined, to best achieve the project objectives. Recommendations for key changes include: a longer period of media development support; addressing institution strengthening of partners, including financial sustainability, at inception; and a stronger understanding of the relationship between the political and media landscapes.</td>
</tr>
</tbody>
</table>
These recommendations will be explored further in part through the Most Significant Results Analysis and in part through additional learning resources.

| Outreach | Sierra Leone continues its outreach activities through partner CBOs. Tanzania continues to fulfil its outreach remit through partnerships with 14 re-broadcast partners. | Outreach in Sierra Leone has enabled expansion of the audience base, through listening groups, and useful audience feedback that informs project programming. In Tanzania, the re-broadcast partnerships have been crucial to ensure programming achieves a truly national conversation through amplifying reach. |
Annex A2 – Programme Logframe

This is attached as a separate sheet.

Annex A3 – Annual Financial Report

As agreed under the conditions of the GTF funding rolling into the Global Grant funding structure, BBC Media Action will no longer be reporting financially to KPMG regarding accounts from April 2012 onwards. This funding is now reported against through the Global Grant structures.

Annex A4.1 – Material produced during the reporting period

<table>
<thead>
<tr>
<th>Item</th>
<th>Date</th>
<th>Title of material</th>
<th>Description of material</th>
<th>Web link (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>September 2012</td>
<td>ALL COUNTRIES: ‘The Role of Media in Improving Transparency and Accountability: Towards a Consistent and Compelling Evidence Base’</td>
<td>A presentation as part of the GTF grantee public meeting series, held at the BBC’s Old Broadcasting House on September 26 2012.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>August 2012</td>
<td>ALL COUNTRIES: Research summary ‘A National Conversation: Governance in Three African Countries’</td>
<td>A summative report of the research findings across the GTF project</td>
<td><a href="http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_three_african_countries_page.html">http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_three_african_countries_page.html</a></td>
</tr>
<tr>
<td>3</td>
<td>July 2012</td>
<td>ANGOLA: Research summary ‘A National Conversation: Governance and Media in Angola’</td>
<td>A summary of research findings from the Angola project</td>
<td><a href="http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_angola_page.html">http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_angola_page.html</a></td>
</tr>
<tr>
<td>4</td>
<td>April 2012 – May 2012</td>
<td>ANGOLA: 100 Duvidas</td>
<td>8 episodes broadcast</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>April 2012–January</td>
<td>ANGOLA: Estrada da Vida</td>
<td>72 episodes and 8 companion programmes</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Country</td>
<td>Description</td>
<td></td>
<td></td>
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<tr>
<td>--------------</td>
<td>-------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 April 2012 – July 2012</td>
<td>ANGOLA: 100 Duvidas Programme Database</td>
<td>Tracks the topics discussed in each programme broadcast as well as the number of government officials and number of messages sent in to the programme.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 March 2013</td>
<td>ANGOLA: SMS Database</td>
<td>Database of text messages sent into 100 Duvidas, with accompanying English translation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 September 2012</td>
<td>ANGOLA: Union of Angolan Journalists website</td>
<td>This website was the output of support to the Union of Angolan Journalists in the run up to and following the August 2012 elections.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 August 2012 – November 2012</td>
<td>ANGOLA: Listening Group Reports</td>
<td>Reports on the audience reactions to 100 Duvidas, collected by BBC Media Action research team.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 February 2013</td>
<td>ANGOLA: Listening Group Report</td>
<td>Report on the audience reactions to 100 Duvidas and perceptions of governance, conducted by a local civil society organisation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 November 2012 – March 2013</td>
<td>ANGOLA: In-depth interview summaries with staff from partner stations</td>
<td>Summaries of interviews conducted with partner staff who had worked on 100 Duvidas, Estrada da Vida and the Union of Journalists website and involved in capacity building support.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 May 2012</td>
<td>TANZANIA: Research summary ‘A National Conversation: Governance and Media in Tanzania’</td>
<td>A summary of research findings from the Sierra Leone project.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 July 2012</td>
<td>SIERRA LEONE: blog post</td>
<td>‘The island station’</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 July 2012</td>
<td>SIERRA LEONE: blog post</td>
<td>‘Second sight’</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 October</td>
<td>SIERRA</td>
<td>Report on training station</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Location</td>
<td>Title</td>
<td>Description</td>
<td>URL</td>
</tr>
<tr>
<td>--------------</td>
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<td>-----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>16 August 2012</td>
<td>LEONE: BBC journalism trainer reports</td>
<td>'The choppy waters of democracy'</td>
<td>1 episode of TV youth debate special</td>
<td><a href="http://www.bbc.co.uk/blogs/bbcmediaaction/posts/The-choppy-waters-of-democracy">http://www.bbc.co.uk/blogs/bbcmediaaction/posts/The-choppy-waters-of-democracy</a></td>
</tr>
<tr>
<td>17 November 2012</td>
<td>SIERRA LEONE: Tok Bot Salone (TV)</td>
<td>SIERRA LEONE: Election special</td>
<td>10 days co-produced coverage of the elections (with IRN)</td>
<td><a href="http://www.bbc.co.uk/blogs/bbcmediaaction/posts/tok_bot_salone_blog_ed_kargbo">http://www.bbc.co.uk/blogs/bbcmediaaction/posts/tok_bot_salone_blog_ed_kargbo</a></td>
</tr>
<tr>
<td>19 August 2012</td>
<td>SIERRA LEONE: blog post</td>
<td>'We need a voice'</td>
<td>16 episodes of radio programme broadcast</td>
<td><a href="http://www.bbc.co.uk/blogs/bbcmediaaction/posts/tok_bot_salone_blog_ed_kargbo">http://www.bbc.co.uk/blogs/bbcmediaaction/posts/tok_bot_salone_blog_ed_kargbo</a></td>
</tr>
<tr>
<td>20 August 2012 - March 2013</td>
<td>SIERRA LEONE: Tok Bot Salone</td>
<td>National programme database</td>
<td>Tracks the topics discussed in each programme broadcast as well as the number of government officials and number of messages sent in to the programme. For Fo Rod and Tok Bot Salone.</td>
<td><a href="http://www.bbc.co.uk/blogs/bbcmediaaction/posts/tok_bot_salone_blog_ed_kargbo">http://www.bbc.co.uk/blogs/bbcmediaaction/posts/tok_bot_salone_blog_ed_kargbo</a></td>
</tr>
<tr>
<td>22 April 2012 to March 2013</td>
<td>SIERRA LEONE: Fo Rod</td>
<td>115 progress reports from local mentors. Each of the 3 mentors writes a weekly workplan while they are in the stations.</td>
<td>115 progress reports from local mentors. Each of the 3 mentors writes a weekly workplan while they are in the stations.</td>
<td><a href="http://www.bbc.co.uk/blogs/bbcmediaaction/posts/Telling-the-deeper-story">http://www.bbc.co.uk/blogs/bbcmediaaction/posts/Telling-the-deeper-story</a></td>
</tr>
<tr>
<td>25 May 2012, November 2012 and March 2013</td>
<td>TANZANIA: Audience panels</td>
<td>Three reports of audience panels to collect feedback on Haba na Haba</td>
<td>Three reports of audience panels to collect feedback on Haba na Haba</td>
<td><a href="http://www.bbc.co.uk/blogs/bbcmediaaction/posts/Telling-the-deeper-story">http://www.bbc.co.uk/blogs/bbcmediaaction/posts/Telling-the-deeper-story</a></td>
</tr>
<tr>
<td>Date</td>
<td>Program/Report</td>
<td>Details</td>
<td>URL</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------</td>
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<td></td>
</tr>
<tr>
<td>27 November 2012</td>
<td><strong>TANZANIA</strong>: In-Depth Interview Report</td>
<td>Analysis of interviews with station managers and producers at local partner stations and BBC Media Action trainers</td>
<td><a href="http://www.bbc.co.uk/mediaaction/publicationsandpress/research_media_tanzania_page.html">Link</a></td>
<td></td>
</tr>
<tr>
<td>28 December 2012</td>
<td><strong>TANZANIA</strong>: Content analysis of local station programmes</td>
<td>The content of programmes produced by local partner stations prior to project programming was assessed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 April 2012 - March 2013</td>
<td><strong>TANZANIA</strong>: <em>Haba na Haba</em> radio</td>
<td>52 episodes of national programme broadcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 April 2012 - March 2013</td>
<td><strong>TANZANIA</strong>: episodes of local governance programmes</td>
<td>277 episodes of partner radio stations’ local radio programmes broadcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 April 2012 - March 2013</td>
<td><strong>TANZANIA</strong>: BBC journalism trainer reports</td>
<td>Reports on progress written by international trainer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32 April 2012 - March 2013</td>
<td><strong>TANZANIA</strong>: Mentors reports</td>
<td>Weekly progress reports on six partner stations written by mentors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>33 March 2013</td>
<td><strong>TANZANIA</strong>: <em>Haba na Haba</em> TV</td>
<td>1 episode of pilot TV magazine programme</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Annex A4.2 – Documents uploaded to your website**

**BBC Media Action’s website:**

http://www.bbc.co.uk/mediaaction/

**Angola GTF page:**

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

**Sierra Leone ‘A National Conversation’ pages:**

http://www.bbc.co.uk/mediaaction/where_we_work/africa/sierra_leone/nationalconversationsierra.html
http://www.bbc.co.uk/mediaaction/where_we_work/africa/sierra_leone/sierra_leone_tok_bot_salone_september_2012.html

**Tanzania ‘A National Conversation’ pages:**

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

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).

The Year 5 Annual Report will be uploaded to the website by 26th July 2013.

**Annex A5 – Most Significant Results Analyses**

The three results analyses are in progress and will be submitted with the Project Completion Report by December 2013.

**Annex A6 - Annual Workplan**

A detailed workplan for Sierra Leone and Tanzania project activities in 2013 is attached as a separate Excel spreadsheet. Angola activities concluded in March 2013, as planned.

**Tanzania:** Until project end, the team will continue delivering a mentoring programme with six local based radio stations from different parts of Tanzania. The mentoring period will likely be extended and the mentoring team re-structured to provide greater advice and support to in-station mentors. The partner stations will continue producing local programmes and packages to feed into *Haba na Haba*, which will continue to broadcast weekly on the BBC Swahili Service. *Haba na Haba* will undergo a creative review, to ensure the format and content is meeting audience expectations and needs. The *Haba na Haba* TV magazine pilot will be broadcast on a national TV station. The next period will also include the national quantitative survey going to field and the subsequent data analysis.

**Sierra Leone:** In the remaining months until project end the team will continue the production of *Tok Bot Salone* and *Fo Rod*, continuing to use *Fo Rod* as a training vehicle for partner stations. This period will also include the national quantitative survey going to field and the subsequent data analysis.

**Pan Project:** The Final External Evaluation is underway, with ‘imedia associates,’ a well-respected international media development and communications company, contracted as the evaluator. The Angola field assessment was conducted in January 2013, in advance of the activities coming to an end. The Sierra Leone and Tanzania assessments will be conducted in July 2013 and the Final Evaluation will be submitted with the PCR.
In the months until the GTF project end date, activities in Sierra Leone and Tanzania will continue to be consolidated under the DFID Global Grant. The national quantitative surveys in Sierra Leone and Tanzania will provide new information and insight into project reach and impact, providing comparative data with the midline survey. The project team will continue learning activities – including the Most Significant Results Analysis and the development of external and internal learning resources – and produce the PCR.

Annex A7 – Local Partners List

This is attached as a separate Excel sheet.

Annex A8 – Main Contacts List

This is attached as a separate Excel sheet.

Annex A9 – Research Summary A National Conversation: Governance in three African countries

Available on the BBC Media Action website:
http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_three_african_countries_page.html

Annex A10 – Research Summary A National Conversation: Governance and media in Angola

Available on the BBC Media Action website:
http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_angola_page.html

Annex A11 – Research Summary A National Conversation: Governance and media in Sierra Leone

Available on the BBC Media Action website:
http://www.bbc.co.uk/mediaaction/publicationsandpress/research_governance_sierra_leone_page.html

Annex A12 – Research Summary A National Conversation: Governance and media in Tanzania

Available on the BBC Media Action website:
http://www.bbc.co.uk/mediaaction/publicationsandpress/research_media_tanzania_page.html

Annex A13 – Sierra Leone A National Conversation April 2013

This is attached as a separate Word document.
Annex A14 – Research Summary Elections Reporting Sierra Leone November 2012

This is attached as a separate Word document.

Annex A15 – Research Summary A National Conversation: Cultivating good practice

This is attached as a separate Word document.

Annex B1 – Detailed budget for all project years

This is attached as a separate Excel sheet. As noted, the GTF project has been aligned with Global Grant reporting requirements since 1st April 2012. As such, the detailed budget attached covers the project period up to 31st March 2012 only.

Annex B2 – Sensitive Information

None.

Annex C1 – Any Outstanding Issues from previous reports

None.