



Programme Partnership Agreement

Report

2004

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Executive Summary

The diverse media environments throughout the world are key factors influencing and informing Panos' work globally - 2004 saw a continuation and an increase in the pace of a number of significant media trends: deregulation, privatisation, commercialisation and internationalisation, all of which affected Panos' programming, activities and focus.

The international development environment saw progress towards a number of major development initiatives. During 2004, the total number of countries participating in Poverty Reduction Strategy Paper (PRSP) processes reached seventy. The World Bank and IMF emphasised that the process should be underpinned by strong local participation and transparency, which has served to increase international donor attention on civil society and broader engagement in development policy discussions at a national level. Globally, the focus of many donors turned increasingly to the Millennium Development Goals as the UN made preparations to review progress towards them. Efforts to further harmonise donor aid; NEPAD's next steps in the peer review mechanism; and the Africa Commission initiated by the UK government, all focused attention on strategies for poverty reduction and the impact of development aid.

2004 saw substantial development of the Panos network with Panos Paris expanding its work into Central Africa; country offices being set up for Panos South Asia in Sri Lanka and Pakistan; and Panos Carica (Central America and the Caribbean) in Jamaica; Panos London started to investigate the feasibility of working in Central and Eastern Europe; and Panos Southern Africa expanded and increased its programmatic activity across the region. The development of the Panos Network led to a large increase in both the scope and reach of Network activities.

There are a number of examples that have contributed to changes on the ground. Links have been enabled between individual voices and policy processes for example, as a result of testimonies undertaken by Panos, our local partner in Pakistan is now engaged in discussions with the country's government over a just resettlement policy for the people displaced by the Tarbela Dam. Additionally, in Ghana, a radio programme commissioned by Panos on the link between education and poverty led directly to questions being raised in the Ghanaian Parliament about the cost of educational reform.

Panos has undertaken capacity-building work with developing country journalists to produce informed and stimulating public interest content. In Zambia, for example, a series of Panos sponsored environmental journalism fellowships enabled four journalists to produce environmental features that led to mining companies being held publicly accountable.

In May 2004, Panos launched a report, *Completing the Revolution*, investigating the need for and impact of rural telephony policy in Africa, which sparked considerable debate and attracted media coverage. The report showed that a growing 'communication gap' between urban and rural Africans, with serious implications for development. Telephony was later highlighted in the Africa Commission Report which also stressed the importance of developing solid infrastructure and equipment including ICT and telephony.

The Global Aids Programme (GAP), Panos' first global programme operates across the Panos network to integrate and focus activities and interventions in response to the pandemic. Recruitment began to find a new Programme Director. The Panos Network has engaged very successfully with the programme, and progress continues in international policy with GAP work at the international HIV/AIDS conference in Bangkok in July 2004 at which journalists reported from seven countries on local and international HIV/AIDS issues.

1.0 Introduction, background and context

1.1 Aims of the partnership

2004-05 was the first year of a DFID – Panos Programme Partnership Agreement (PPA). Signed in June 2004 the agreement approved support to the Panos network in its work to achieve the following outcomes:

- The generation of more intensive and more inclusive public debate
- The creation of communication channels to enable people living in poverty to receive and debate information, both to communicate their perspectives in public and policy debate and have those voices heard
- Improved policy dialogue with international and national organisations on promoting media pluralism, effective media and communication strategies
- Strengthened capacity of media and other communication actors
- Promoting partnership, ownership and accountability within the response to HIV/AIDS

The purpose of the PPA is to provide support to the Panos Institute to fulfill its principle strategic goals around its key themes: environment, globalisation (with a strong focus on Poverty Reduction Strategies (PRS)), conflict (with a focus on the role of the media and communications in conflict and peace-building), HIV/AIDS, and communication for development (including the promotion of media pluralism and information and communication strategies). Gender is a cross-cutting issue across these themes.

1.2 Reporting period

This report covers Panos activities for 2004 in line with the Panos routine reporting period. The report provides an overview of the Panos external and institutional context, highlighting significant factors impacting on the Panos network objectives. It provides a brief overview of the network and work and progress to date towards the intended outcomes of the PPA support. Case studies are provided where relevant. Finally, the report outlines the monitoring and evaluation system to monitor progress towards these outcomes and also serve as an opportunity for the Panos network to collaborate in developing methodologies to evaluate the impact of communication for development.

1.3 Context 2004

1.3.1 External

The increase in the pace of a number of significant trends effecting the *media environment*: media deregulation, privatisation, commercialisation and internationalisation influenced Panos' work during 2004. This can be illustrated by the arrival of FM radio stations in Pakistan and plans for similar moves in India; growth of the internet and the number of people who now have access to it; and growth both in the diversity of television and people's access to it. Made possible by economic, political and technological change, these developments impact on a range of media-related issues including the evolving role of the print media from community press to national media, as well as the nature of journalism itself. Furthermore, the financial situation of the non-commercial, private media in both print and radio remains fragile, and press freedom remains a major issue in many countries (in particular, Nigeria, Zimbabwe, Haiti, Guyana, Trinidad and Grenada). Increasingly donors view the media as a partner and sector in itself, with a crucial role to play in international development.

The *political environment* also has an impact on Panos' work. Panos works in a number of environments where instability and conflict are rife. The Democratic Republic of Congo, for example, is emerging from a conflict which pitted several countries in Central Africa against each other, and also impacted on Namibia, Angola and Zimbabwe. Civil unrest in Haiti; tension between India and Pakistan restricting travel; and restrictions and civil strife in Zimbabwe all influenced Panos programme implementation and direction. On the other hand, resolution of conflict and increasing stability in countries such as Angola provided opportunities for expansion of Panos work in new directions. Developments in Central Africa marked by the International

Conference for Peace, Stability and Development in the Great Lakes region (which took place in Dar es Salaam) represented a major step forward to stability in the region. These were opportunities in which the role of media and communication was acknowledged as vital to enable public participation in peace processes and in establishing more stable environments.

The *development environment* saw progress towards a number of major development initiatives. 2004 saw the total number of countries participating in Poverty Reduction Strategy Paper (PRSP) processes reach seventy. Both the World Bank and IMF have emphasised that the process should have strong participation and transparency, and has served to increase international donor attention on civil society and broader engagement in development policy discussions at national level. Globally, the focus of many donors turned increasingly to the Millennium Development Goals as the UN made preparations to review progress towards them. Efforts to further harmonise donor aid, NEPAD's next steps in the peer review mechanism, and the Africa Commission initiated by the UK government with extensive consultation, all focused attention on strategies for poverty reduction and the impact of development aid.

At the same time, the role of trade is receiving attention as the Doha process to establish rules and mechanisms for fair trade facilitated by the World Trade Organisation (WTO) continued in Geneva in 2004. It will culminate in Hong Kong in December at the sixth ministerial meeting of the WTO, at which the success of the talks will be measured by the extent to which fairer trade rules are introduced as part of an effort to address world poverty. The interconnectedness of various global processes and their impact on poverty was acknowledged in increased attention to environmental issues in 2004. This was highlighted by Russia signing the Kyoto Protocol; by sustainable agriculture being raised by the FAO (Food and Agriculture Organisation) report on the potential of biotechnology responses to food insecurity; and by preparations for the International Conference on Small Island Developing States in January 2005.

The HIV/AIDS pandemic continues to rage globally. While there has been an increase in funding initiatives such as the growth of the Global Fund for the fight against AIDS and PEPFAR, restrictions such as those attached to PEPFAR have severely impacted on some programme partners and the world of HIV/AIDS programmes and prevention in general.

Other more regional initiatives such as the African Social Forums (launched on the back of the World Social Forum) provided fora for discussion of many of the relevant debates provoked by these initiatives.

1.3.2 Internal – Panos Network overview

The Panos Network is made up of eight institutes in Southern, Eastern and West Africa, the Caribbean, South Asia, Canada, Paris and London. During 2004, significant progress was made for the final stages in the network's decentralisation process – the aim of which is to ensure that the direction of Panos' work as a whole is informed from the global South. For example, Panos Southern and Eastern Africa will become independent in 2005 (rather than being directed from London), and the Director of Panos' GAP (Global AIDS Programme) will be based in Lusaka.

2004 was also notable for the expansion of the Network, with a number of the Institutes establishing more offices to cover their regional areas more effectively, and included new offices in Pakistan, Sri Lanka and Jamaica. Programmes also expanded to increase the range of programmes activity, with increased programming in southern Africa (Angola, Botswana, Lesotho, Namibia and Swaziland), as well as Panos Paris' expansion of work in Central Africa. PL begun work on investigating the feasibility of expanding Panos' work into Central and Eastern Europe. However, it is worth noting that even in areas where there is currently no Panos office, Panos is nevertheless able to work or communicate with people in these areas, through the dissemination of international publications and media outputs, and by working with local journalists in the form of commissions and Fellowships.

The Network also made significant progress with its own governance system, with preparations made for the 2005 meeting of the Panos Council – a body made up of representatives from

each Panos office, including their respective Directors. The Council Constitution was agreed, as were other critical institutional arrangements regarding cooperation and procedures for future interaction.

2.0 Activities and progress towards Panos planned outcomes

2.1.0 The generation of more intensive and more inclusive public debate

2.1.1 Overview

Panos aims to generate more intensive and inclusive debate around critical development issues and policies. Panos works to ensure that such debate is informed, and includes a range of perspectives (particularly those of people often marginalised from public debate and policy making). It uses a range of methods including: working with the media to ensure that interviews include marginalised people; radio and TV discussions; and multi-stakeholder public meetings. In 2004 Panos worked to support debate in the fields of in health, environment and globalisation as well as around the topic of the media itself, particularly in relation to conflict and peace building.

2.1.2 Key highlights and initiatives in 2004

- Panos Southern Africa worked with the media on a programme entitled “A Greener Zambia” to generate more inclusive and intensive debate on environmental issues, a neglected area in the media in the region. TV and radio phone-in discussions and debates enabled broader public participation and questioning of policymakers, private sector stakeholders (including the mining industry), NGOs and international organisations. The programme increased media coverage of environmental issues of local interest and concern, and generated positive feedback from media stakeholders such as the Zambia National Broadcasting Corporation (ZNBC), which noted the opportunity it was given to focus on issues which are usually sidelined at the expense of politics. Key stakeholders such as the government, NGOs and private sector organisations were held accountable for their actions, such as ZCCM, who were pushed to investigate environmental issues around closed mines; and the World Wildlife Foundation, who were questioned about their environmental programme activities in Zambia.
- Panos Caribbean supported media coverage of international and regional conferences as a way of scrutinising government commitments and decision making. This included the provision of four fellowships for journalists to travel to international meetings, two of whom covered the regional international meetings conducted by the UNEP Caribbean Environment Programme in September. Panos provided daily support in the form of technical briefings, which were later requested by other journalists to support environmental reporting.
- Panos London carried out focused and integrated work to promote debate on the Information Society in Senegal, Zambia, Uganda and India; and policy-making in relation to genetically modified (GM) crops in Kenya, Uganda, Zambia and India; and PRSPs in Pakistan, Uganda, Kenya, Mozambique, Zambia, Malawi and across West Africa. Debates were generated in radio discussions, print media coverage and public dialogues. These activities will continue into 2005.
- International and local print and radio fellowships to ensure that voices of those whose voices are often not heard in the media were produced. Interworld Radio (IWR) produced 45 features and Panos Features produced 33 print features. All were about critical development stories, and were disseminated to more than 10,000 media and civil society outlets which locate local issues in an international context. Panos also produces more localized outputs, such as in the Caribbean where print and radio editions of *The Island Beat* (a four-lingual: English, French, Kreyol and Spanish, series covering

development themes) are produced for distribution and broadcast. *Island Beat Radio* is simultaneously broadcast by more than 25 radio stations in 18 countries. The print and radio articles highlight the non-traditional newsmakers: instead of politicians and experts, it features farmers and fishermen, children and women, people living with HIV/AIDS, etc, in order that their voices may contribute to a regional exchange of voices and perspectives. Many articles contain oral testimonies of people affected by development projects and issues.

- Panos brought together different communities at multi-stakeholder meetings to discuss development issues. These meetings prompted interaction between groups that would not normally come together, and ensured that the perspectives of those often marginalised from such debates were included. Panos South Asia organised round tables for policymakers, academics, NGOs and the media to debate policy issues on a number of topics including management of water (in particular the Ganga); media for peace; and environmental justice. In East Africa a similar group was brought together to debate rural telephony policy in Uganda, and in Nigeria, groups looked at PRSPs. In Central Africa Panos brought together journalists and civil society at more than twelve round tables to facilitate collaboration between these two stakeholders around the regional peace process and ensuring the voices of civil society are heard in the media.
- Analyses and challenges to how the media covers particular issues is a key role for Panos. One project run by Panos Paris reviewed media coverage in Europe, the USA and the Middle East of how issues such as terrorism, Islam and the events post 9/11. The project involved undertaking comparative media analysis and organizing round tables and public debates, and resulted in the publication of a book comparing media coverage in Iraq, Turkey, the USA, France, Iran and on Al-Jazeera. Other Panos projects considered media coverage of government policy and participation around genetically modified (GM) crops in India, Thailand, Brazil, Kenya and Zambia; as well as trade and aid issues in Mozambique and Zambia; and a range of issues in Zambia.

2.1.3 Case studies

a) Promoting debate on potential and policy around telephony through a range of integrated activities – report, media coverage, stakeholders meetings and debates

In May 2004, Panos published the report “*Completing the Revolution: the Challenge of Rural Telephony in Africa*”. Many rural areas of Africa have no access to telephones, which severely limits their possibilities of economic activity and development. Great distances, thinly-scattered populations and poverty combine to make it expensive and unprofitable to install conventional land-based telephone systems. Mobile phones are spreading rapidly, but the report shows that governments should recognise that deliberate policy measures are still needed to ensure that telephony is provided, affordably, to poor people and those living in remote rural areas. The report includes case studies on rural telephone policy from Burkina Faso, Senegal, Uganda and Zambia.

The Report was launched at the May 2004 meeting of the International Telecommunication Union on African Telecommunications, in Cairo, to a target audience of African regulators, policymakers and journalists. It was commended for the accessibility of its arguments, language and design, and attracted considerable coverage (print, radio and web), including being featured on the South African Broadcasting Corporation’s website and on Yahoo’s Spanish-language news site.

Following its dissemination (electronically and by post to over 2000 targeted recipients) it was featured on at least a dozen on-line discussion fora, including ictdevagenda (the news site of the Commonwealth Telecommunications Organisation), the Digital Opportunity channel, and chattheplanet.com (a US-based international youth forum). It also generated debate – for instance in the Global Knowledge Partnership listserv. Very positive feedback was received, including from Don Richardson, a leading international expert in the field of telecommunications

and development, who posted the following comment on the GKD listserv on July 27th : "If you are in a donor agency, and looking for "Digital Divide" program strategies, if you only read one report this year, READ THIS ONE!"

Alongside the report, Panos, together with other partners including APC (the Association of Progressive Communications) and a Ugandan MP organised a Dialogue bringing together senior media figures with national communication decision makers and other actors in Uganda. The meeting attracted 49 participants including senior representatives from CSOs, media, the private sector and government (Uganda Telecoms, the Uganda Communications Commission, and the Parliamentary Committee on Trade and Industry). Presentations and lively debate covered the Rural Communications Development Fund and its lack of transparency, the policy choices between mobile and fixed telephony, and the role of the media in covering communication issues and opening them up for debate.

Outcomes of the Dialogue include strengthened networking among media, CSOs and official bodies on the communication policy issues in Uganda, and increased activism, including within parliament, to pressure the government to include media representatives and media strategies in the work of its various communication bodies such as the Rural Communication Development Fund.

Panos also provided fellowships to journalists and commissioned print and radio features on issues related to rural telephony:

Print:

- From guns to mobile phones: calling for change in Sierra Leone, by Bai Bai Sesay, 6 Feb 04
- Mobile Africa must not leave its villages behind, by Murali Shanmugavelan, 7 May 04
- Africa's Information Society hindered by a culture of secrecy, by Mawaki Chango, 4 Aug 04
- A 21st century Chinese Puzzle: how to hear a billion people, by Lin Wei and Chen Min, 3 Nov 04

Radio:

- India: the difference a call makes, 5 May 04
- Kenya: texting takes off, 19 May 04
- Uganda: telephone business upwardly mobile, 19 May 04

These features were widely taken up and generated heated discussion online. Panos also disseminated these features to a targeted group of radio stations along with other materials and a specially designed radio resource pack so that radio stations could cover the issue.

b) Radio discussions bring new people into debate and lead to questions in parliament:

RADIO GOLD 90.5 FM, ACCRA, GHANA

Topic: Education in Ghana: How far has it reduced poverty?

Type of Programme: Live discussion with phone-in element

Host: Isaac Tetteh; Duration: 1 hour; Language: English; 22 February

Radio Gold FM is a commercial urban based radio station with a radius of 80 kilometres which broadcasts in English. Programming includes local and international news, music, social and public announcements, religious and educational programmes, talkshows and sports programmes.

The discussion focused on the impact of educational reforms taking place in response to the PRSP paper. Studio guests included Dr Esi Saderland-Addy, a Senior Research Fellow at the Institute of African Studies in Legon and Mr K.B Asante, a columnist for the *Daily Graphic*.

The feedback for this programme was overwhelming, and the show's host was subsequently promoted to the role of special reporter on education. People who phoned the programme were all new callers, most of whom were young people who will be the most affected by educational

reform. A researcher who phoned in later came to visit the station to discuss his research further. Having not considered education from this angle before, the station found the details provided by Panos about relevant research very useful, and plans to repeat the broadcast. As a result of the debate, people started to ask important questions about the cost of educational reform, and the day after the show was broadcast, an MP raised the topic in Parliament, calling on the government to find the funds for the proposed reforms.

c) War over the Ganga

“North Bihar has very fertile soil and it can feed the country. But rivers originating in Nepal flood it every year. Thank the Biharis’ patience, or there would have been bloodshed over water.”

Laloo Prasad Yadav, who wrote these words as a guest columnist for *India Today* (Delhi’s Stepchild, May 26, 2003), is an influential Bihari politician and enjoys a formidable reputation in national coalition politics. Currently the Union Minister for Railways, Yadav ruled Bihar from 1990 to 1997 as Chief Minister.

Yadav’s view is shared by many residents in Bihar and its neighbouring state of Uttar Pradesh where, too, the tributaries of the Ganga from Nepal are blamed for floods that ravage the state each year. While Indians hold the Nepalis upstream responsible for too much water in the Ganga during the monsoon, Bangladeshis further downstream hold the Indians accountable for a dwindling Ganga that is unable to meet all their water needs during the dry season. These grievances, often based on misperception and even ignorance, are regularly exaggerated by a media that thrives on sensationalism and politicians seeking to capitalize on the emotional appeal rivers have on people in South Asia. This has the potential to create and escalate water-related tensions between states in India and between nations in the region as the demand for water increases and puts a strain on available supplies.

Since 1994, Panos South Asia has been engaged in encouraging and enhancing cross-border information flow on water management issues in the region. This culminated in 2004 in the production of the book *Disputes over the Ganga*, which was the focal point for the regional and national dissemination workshops which were organized in December 2004 in Nepal, Bangladesh and India.

In Kathmandu, for example, the two-day workshop was attended by 50 participants representing governments, civil society and media from Bangladesh, India and Nepal. The deliberations focused on the findings of the Ganga project and charted an action plan for potential conflict issues on Ganga water management. The English version of the project’s report, *Disputes Over The Ganga, A Look at Potential Water-Related Conflicts in South Asia*, was made available in both English and Bangla during the inaugural session of the regional dissemination workshop.

Following the regional workshop, a half-day national dissemination workshop was organized in Dhaka. During a series of dissemination workshops in India, the English, Hindi and Bangla versions of the report were released in Delhi, Lucknow, Patna and Kolkata.

2.2.0 The creation of communication channels so that people living in poverty can both communicate their perspectives in public and policy debate, and have those voices heard

2.2.1 Overview

Panos works to create channels for people living in poverty to receive and debate information and to communicate their perspectives in public and policy debate. Radio forms a key channel for this with new methodologies being developed and successful methods built on e.g. radio discussions and debates. Other methods are used to provide information, opportunities for debate and to facilitate the transmission of the marginalised perspectives and experiences of development issues. These include the Panos-pioneered methods of oral testimony, work with children in the Caribbean, and work in South Asia work with young people.

2.2.2 Key highlights and initiatives in 2004

- **Oral testimonies linked to development policy processes**

In 2004 the Oral Testimony programme completed its series of resettlement and mountains booklets. One series of booklets records the experiences of people living in rapidly changing mountain environments, while another records the experiences of communities resettled as a result of major development projects. By working with local partners engaged in policy debate the voices of those collected in the oral testimonies are subsequently themselves then connected to the debate. Panos also provided advice to the ongoing activities of local partners on issues including the displacement of the Sesotho highlanders by the Lesotho Highland Water Project (with the Transformation Resource Centre, Lesotho); the resettlement of the Tonga of Zambia and Zimbabwe by the Kariba Dam (with Panos Southern Africa, Zambia); the resettlement of Pastoralists in Kenya by conflict and development projects; and the resettlement of people displaced by the Tarbela Dam in Pakistan. Panos' local partner, the SUNGI Development Foundation is now engaged in discussions with the government in Pakistan over a resettlement policy. The testimonies undertaken by Panos' Oral Testimony programme form part of the advocacy and information work undertaken to highlight the experiences of people around the Tarbela Dam.

- **Children and Media**

Panos Caribbean has been supporting the establishment of child journalist groups in Haiti for four years, providing a wide range of programmatic support to enable children's views and perspectives to be heard. There are now ten groups of approximately twenty children participating in the programme and there are plans to expand this to other countries in the region. In another project, nearly 3000 children participated in the production of 92 community profiles in Haiti. The results are currently being published through a set of 3 booklets, entitled "*Haitian communities through children's eyes.*"

- **Panos South Asia (PSA)'s partnership with TVE** (Television Trust for the Environment)

This new initiative enabled the production of TV versions of PSA's Environmental justice programmes which will be broadcast in the region in 2005. This will enable Southern perspectives to reach Northern audiences. Live TV debates with policymakers on the issues the programmes raise will also be broadcast immediately following the programmes.

- **Radio made by young people for young people**

An innovative radio programme on public health addressing issues of sexuality, reproductive health and HIV/AIDS for young adults is being implemented by Panos in Rajasthan in India. The unique aspect of the project (run by PSA) is that the programmes are produced by young adults themselves to address the needs of their peers. The weekly broadcast in the local language is a pilot project and, if successful, will be replicated by PSA across the region. This was also a first for PSA as it partnered the government owned All India Radio to broadcast the programme.

- **People in conflict**

The establishment of radio hubs in central Africa, based in community radio stations began this year and promises to become a powerful tool to break the isolation of people living in great poverty in the remote regions of the Democratic Republic of the Congo.

- **Enabling women's voices to be heard**

A range of Panos programmes established channels for women's voices to be heard where they might not emerge otherwise. In Algeria, for example, where state monopoly of the airwaves is slowly ending, Panos has run technical and editorial skills workshops for more than 300 women so that they will be able to take advantage of this upcoming shift in radio culture. The programme will be expanded to Tunisia and Morocco in 2005. A similar project saw more than a dozen women participating in internships in Senegal and Mali where a

much more vibrant community radio environment already exists. This process also established bridges between CSOs in north and sub-Saharan Africa.

2.2.3 Case studies

a) Radio Listening clubs in Malawi and Zambia give rural women a platform

The Radio Listening clubs provide a rare platform for rural women to articulate community problems, share information with their communities and engage policy-makers on issues of concern to them. A special feature of this initiative is that it is the women themselves who decide which issues to discuss on the radio; which of them should moderate and record the discussion; and what sort of help they need from their political leaders and relevant authorities.

Panos supports 35 Radio Listening Clubs through the Malawi Media Women's Association (MAMWA). The clubs produced 36 programmes (aired on the Malawi Broadcasting Corporation) engaging policymakers on issues that concern them. The project expanded from southern districts (Mangochi, Chiladzulu and Thyolo) into the central region (Mchinji district) of Malawi. MAMWA is scheduled to establish clubs in the northern region (Karonga district) of Malawi to enable the communities here, who have remained marginalised by mainstream communication, receive and debate information about their lives.

At club level, the rural women have been equipped with basic skills, such as communication, facilitation and radio programme production. They have also been provided with a platform to discuss issues that affect them and their communities, such as HIV/AIDS, agriculture, environment, nutrition, family health, gender, human rights and sanitation. These issues are put to local or national experts, policymakers and other relevant actors for responses, which are aired together with the women's debates on national and community radio stations. The project collaborates with the Malawi Broadcasting Corporation (MBC) which has been a supportive partner in providing platforms to amplify the voices of rural women.

In Zambia, where the project has been running for longer, the Zambia National Broadcasting Corporation (ZNBC) has institutionalised the communication tool for uplifting the voices of rural women through its local language programming. Evaluated by external evaluators during 2004, the HIV/AIDS Radio Listening Clubs found that the radio programmes made by rural women's clubs stimulated community- and household-level debate, and enabled women to discuss the normally-taboo issues of sexuality and stigma. Results were much greater than expected: just 20 women were trained in programme-making at the start of the project, but they spontaneously decided to pass their skills on until all 32 women's clubs in the district were participating in the project. The women also turned the listening clubs into a community movement, mobilising their communities to take part in practical HIV/AIDS activities such as home-based care clubs, visiting the sick, and helping orphans and vulnerable people.

b) Media provides a channel for public participation in West Africa I PRSPs

Panos West Africa's programme "Communication, Civil Society and Good Governance" aims to develop public arenas where people can debate openly and, by so doing, increase the role and the place of CSOs. One focus of this in 2004 was to mobilise journalists and strengthen the communication of CSOs in order to promote debate on PRSPs. These activities were implemented in Benin, Burkina Faso, and Senegal. In Benin Panos organised a workshop for 15 CSO and 5 radio stations, to stimulate debate between CSOs, decision-makers, members of parliament and researchers on PRS. One key output was the creation of an electronic newsletter by CSOs in Benin, which aims to provide information for rural broadcasters who have difficulty finding information for their programmes. The newsletter aims to be a simple tool for CSOs so they can be well informed locally and regionally, thus playing an important support role for their advocacy.

The Radio Department of the Panos Institute West Africa (PIWA) has supported the production of information on this theme by giving an allowance to reporters and radio partners in Benin.

Since March 2004, bi-monthly radio debates on PRSP in four rural radio stations, one private radio, and the national radio (Office de Radiodiffusion et Télévision du Bénin - ORTB) have been conducted in Benin. Civil society members are voicing their concerns to influence decision makers. Currently, 48 debates are being produced and supervised by the local PIWA coordinator in Benin.

2.3.0 Improved policy dialogue with international and national organisations on promoting media pluralism, effective media and communication strategies

2.3.1 Overview

Panos actively works to promote a pluralistic media. Panos also work to encourage and support a range of development-related organisations to adopt effective media and communication strategies, which both inform and seek the perspectives of those most affected by development policies. Panos works with governments on broadcasting policy; with civil society to support the establishment of a supportive regulatory environment; and with development organisations to support their approach to communication.

2.3.2 Key highlights and initiatives 2004

- Content analysis of the media in Mozambique and Zambia stimulated media and public debate among civil society organisations and media practitioners in Zambia on the quality of media coverage (see case study below)
- Establishment of an umbrella body for community media in Zambia (ZaCoMeF). This organisation was formed to strengthen the role of the community media in community and national development. ZaCoMeF aims to fulfil a need in advocating for community media, national and regional networking, coordination and facilitation of capacity building and experience exchange. Panos is hosting the organisation and providing technical support to support it through its early stages of work
- Work with Unicef in the Caribbean on communication strategies to include children in the campaign "Say yes to children"
- Work as part of the CATIA programme on broadcasting, pluralism and policy issues and analyses of broadcasting trends across Africa
- Media for peace work in East and Central Africa, and South Asia
- Leading a media cluster for member organisations of the Global Knowledge Partnership; participation in OECD (Organisation for Economic Cooperation and Development) and donor meetings and technical support to donors eg convening a communication for development grouping on behalf of SDC to take forward their policy development
- Participation and facilitation/reporting on the UN 9th Round table on Communication for Development resulted in a declaration of intent for cooperation between the UN agencies, increased attention to impact of communication strategies and their linkage to sustainable development

2.3.3 Case studies

a) Media monitoring as a means to promote media pluralism

In January 2004, Panos Southern Africa launched a six-month pilot project on media content analysis. The project was undertaken to determine the nature of media coverage with regard to issues such as HIV/AIDS, gender, human rights, politics and elections, and to initiate debate and dialogue among journalists and CSOs working on those issues. This project identified gaps in existing media coverage and brought to the fore limitations of the media in reflecting plural voices and in their geographical and thematic scope. Publication of these results provoked

debate and responses from the media and civil society. The participating media organisations – the *Post*, the *Zambia Daily Mail*, ZNBC and Radio Phoenix – also, through their editors, committed themselves to improving the quality of coverage of some of these areas – with more in-depth and wide-ranging coverage of some of the issues. The media have also had an opportunity to engage in introspective discussions about their content and review their reporting methodologies to incorporate more voices emerging from concerned civil society organisations.

2.4.0 Strengthened capacity of media and other communication actors

2.4.1 Overview

Panos runs a range of activities to strengthen the capacity of the media which faces a number of serious challenges in many countries, including: financial insustainability; poor quality training for journalists; limited resources to support the development of specialist technical staff; limits on equipment and technology, and challenging political and regulatory environments.

2.4.2 Key highlights and initiatives 2004

- Media fellowships covering environment, conflict and health issues in South Asia with technical support from a Panos-organised board of advisors
- Training programme for journalists to support coverage of crucial health issues and emergency situations in the Caribbean, and radio production workshops across West Africa
- Production of support materials for the media including media briefs and toolkits, radio resource packs about the Information Society, HIV/AIDS, gender issues and PRSPs
- Media awards awarded jointly with the Global Knowledge Partnership for good journalism on the Information Society
- Review of training and support needs to cover issues around climate change in seven countries
- Launch of an InterWorld Radio East Africa hub. A regional digital production and recording studio was built in the Kampala office of Panos Eastern Africa. As well as a production studio, the new hub includes a space that journalists can book, free-of-charge, in order to use the internet, edit audio using digital editing technology, and draw on editorial support from Panos staff. It also serves as a site for training, workshops and high-profile national broadcaster forums. By the end of the year, the studio had made a considerable impact with Panos partner stations in Uganda, whose staff regularly use the studio and journalists' space. Other locally-based organisations and donors have also expressed interest in collaborating in activities based around the Panos Eastern Africa facilities and Panos' in-house expertise.

2.4.3 Case studies

a) Radio production development in local languages

PIWA provided training for local journalists in Mali. The training was conducted by the PIWA Pulaar/Fulfulde Programme Correspondent in Mali, a journalist of a rural radio station in Mali who had already benefited from a previous training of trainers organised by PIWA. Ten journalists from community radios and private commercial stations and the Mali Broadcasting Corporation (Office de Radiodiffusion Télévision Malienne) received training in Pulaar/Fulfulde radio production formats and ethics. The training was conducted in Pulaar/Fulfulde, which removed the language obstacle that marginalises many journalists (particularly those based at community radio stations) in standard capacity building activities. Participating journalists were trained on the ethics of journalism for the rural radio broadcaster.

Part of the journalists' training included time working on stories out of the studio. The journalists focussed on the annual visit of the Dialloubés – a time when young Fulani herders return home after a period of several months spent searching for pastures. The trainees were given the opportunity to test their interview, reporting and sound recording techniques. The sound inputs collected enabled them to produce 3 radio magazine programmes on the visit itself, on the

theme of tolerance and the woman's status in the Fulani Society. These magazine programmes were distributed through partner radios participating in the PIWA Pulaar/Fulfulde programme.

b) Media fellowships, Zambia

Panos provided fellowships for journalists to produce investigative environmental features in Zambia. Journalists on *The Monitor & Digest* and *Daily Mail* produced six environmental features which raised tough questions on the interface between mining investment, job creation and the social effects of environmental degradation on communities in mining areas. The features brought to the fore the environmental problems caused by the closure of the Zambia Copper Mines (ZCCM) Kabwe Division in 1990s; industrial and agricultural effluents into the Kafue River (Zambia's second largest river and main source of water for over 40% of the population); and the environmental dangers posed by leakages due to vandalism of the Zambia Electricity Supply Corporation (ZESCO) transformers.

Participants in the media fellowship scheme reported that the fellowship enabled them to:

- discover new areas of research and unexplored community angles to environmental problems
- increase their own awareness of the boundaries between development and environmental protection
- develop their professional capacity - both personally and for the organisation they were representing
- establish more sources and contacts in environmental reporting. Initially, some Fellows got angry reactions from government but later developed excellent working relations with them. Fellows also established links with government representatives, pressure groups and community representatives. Some Fellows said their engagement had been an exciting experience and the responses from ordinary people, corporate bodies, watchdogs and donors had been inspiring.

One participant, Mutinta Himunyanga, a reporter with the *Monitor* newspaper, stressed how beneficial the Fellowship was to her, as it allowed her to get right to the heart of the story, and illustrated the role she could play as a journalist in protecting the environment. The fellowship also seems to have impacted on awareness levels at her newspaper: it has since introduced a separate page dedicated to environmental issues.

The articles themselves had impact beyond capacity building. They:

- encouraged feedback from the public on environmental issues thus promoting two-way communication in environmental issues through the media. (Most of the Fellows got positive feedback from local communities and NGOs, e.g the Citizens for a Better Environment (CBE) in Kitwe and Konkola Copper Mines (KCM))
- promoted increased quantity and quality of environmental coverage in the media. Both *The Monitor* and *The Daily Mail* newspaper report that they now place greater premium on environmental reporting
- gathered and disseminated information on the environment to the public that is people-oriented;
- provided on-the-scene/, issue-based reporting and covered issues outside of Lusaka
- investigated areas of negligence and therefore held accountable the government, corporate sector and other key stakeholders. An example is the feedback from stakeholder organizations which indicates that as a result of the articles, the Environmental Council of Zambia (ECZ) has since taken the Zambia Electricity Supply Corporation (ZESCO) to court and fined them for not complying with the regulations on the storage of Polychlorinated Biphenyls (PCBs) transmitters

2.5.0 Promoting partnership, ownership and accountability within the response to HIV/AIDS

2.5.1 Overview

Panos global programme on participation, ownership and accountability within the response to HIV/AIDS, works with policymakers, media and civil society actors in a coordinated programme of outputs directed from Panos Southern Africa. The programme, which involves the Panos in Southern and Eastern Africa, the Caribbean, Europe and South Asia, covers 23 countries. An integral part of this programme is the relocation of the coordination from London to Lusaka as part of Panos' commitment to devolving leadership to the South (as mentioned in 1.3.2) This is informed by a belief that the response to HIV/AIDS needs to be coordinated from the epicentres of the pandemic and not dominated by Northern-based policymakers.

2.5.2 Key highlights and major initiatives in 2004

- Training more than fifty journalists from India, the Dominican Republic, Zambia and Ethiopia on issues around the XV International AIDS Conference held in Bangkok, as well as escorting eight Southern journalists to the conference. This resulted in increased coverage and debate in these countries, more than sixty print features, relating the conference to in-country developments and gaining coverage on national TV and on local and regional radio.
- Building media capacity in four focus regions around the world, such as supporting the Southern African Editor's Forum to develop a three year strategy on HIV/AIDS and providing editors in Ethiopia with a forum to exchange ideas and develop policies around HIV/AIDS.
- Building the capacity of people living with HIV/AIDS to present their views in the media and participate in public debate around HIV/AIDS, such as training a network of people living with HIV/AIDS in Haiti in media skills, resulting in more media coverage incorporating their viewpoints.
- Raising the programme's profile globally, such as creating a visual identity for the programme and re-launching our website, developing promotional material and hosting a booth in the NGO exhibition area at the Bangkok AIDS Conference.
- Fostering participation, ownership and accountability in key policy processes in the response to HIV/AIDS, such as advising and developing WHO's communication strategy for its '3 by 5' initiative, advising DfID on its HIV/AIDS strategy and ensuring that its HIV Communication strategy centres around the principles of Communication for Social Change
- Developing the institutional processes and strategy for a Southern-driven programme, such as a Memorandum of Understanding and programme cooperation
- Panos became a prominent partner, along with other leading communication organisations, in the World Bank AIDS Media Centre www.aidsmedia.org. Panos updates the training page which highlights AIDS training courses for journalists and editors around the world.

2.5.3 Case studies

a) Providing media skills training for people living with HIV/AIDS in Haiti

Panos Caribbean trains people living with HIV/AIDS in media skills, in a safe non-threatening environment. Panos Haiti has also held a series of media training events around access to treatment, including a press conference around the role of gender in accessing treatment, resulting in front-page coverage of the issue in one of the main daily newspapers *Le Nouvelliste*. Panos' work in the Caribbean with journalists has helped to develop ties between journalists and people living with HIV/AIDS so that their voices are increasingly reflected in the reporting of the pandemic.

b) Reaching media gatekeepers - holding an editor's roundtable on HIV/AIDS in Ethiopia

Panos Ethiopia held the first of a bi-monthly editors' roundtable in Addis Ababa. This forum for editors allows them to discuss and update one another and gain further knowledge on key issues and events around HIV/AIDS. More than twenty editors, media owners and practitioners

attended this event in November and expressed a keen interest in making this forum a regular institution. Following such feedback Panos will continue to engage editors there in these ways.

c) Working with key organisations to ensure effective communication approaches in HIV/AIDS strategy and programming

Panos' work with the WHO is helping it to temper its approach to treatment roll-out with a range of communications consultancy and support – encouraging communication that is participatory, empowering and leading to sustainable change. At the beginning of the year, Panos London was contracted to provide expert guidance on communication issues in relation to the '3 by 5' campaign and the roll-out of treatment. Panos provided support and technical expertise to the WHO in the development of the Integrated AIDS Communication Initiative (IACI). IACI intended to enable cooperation among actors involved in the process of ARV roll-outs. It also aimed to ensure the existence of in-country communication strategies in the high-prevalence countries selected for scaling up in treatment provision.

As part of this work Panos escorted WHO colleagues to Washington, New York and Delhi to speak to key communication and treatment donors and programmers. Building on this consultation, an Integrated AIDS Communication Meeting was held in Geneva. Representatives of WHO, UN agencies, bilateral agencies, academia as well as CSOs and the private sector met to discuss the importance of communication strategies in relation to accelerated access to treatment. The meeting addressed communication strategies from various angles, including the importance of treatment awareness and adherence, testing and counselling, prevention communication and the role of the media and civil society in treatment scale-up.

This meeting helped Panos and the WHO to develop a joint body of thinking around communication in the era of scaled-up treatment that is now being followed up through one to one interaction and work with the World Bank on civil society consultation, and with a range of other agencies from UNICEF through to the World AIDS Campaign to support their work within Panos' broad approach of participation, ownership and accountability.

3.0 Monitoring and Evaluation

The DIME (Development Information Monitoring and Evaluation) unit in PL leads and supports monitoring and evaluation within the Panos Network, and of reporting on evaluation for the PPA.

The main activity has been to develop a long-term plan to evaluate a range of activities across the Panos Network that are particularly relevant to the Strategic Outcomes outlined in the PPA agreement. Evaluation of these projects will be carried out and reported in subsequent years.

Work began to strengthen the capacity of different Panos Institutes and programmes to design and evaluate impact:

- Panos Southern Africa held a three-day workshop for the Director and all programme staff to develop an approach to evaluation based on the Institute's newly-devised five-year strategy
- In Panos Paris, a one-day workshop was held for project staff to develop an approach to evaluating the major DFID-funded project to strengthen the role of radio stations as part of the Democratic Republic of Congo's democracy process; lessons and ideas from this workshop have been applied to the new Media for Peace in the Great Lakes programme
- A two-day workshop was held in London to facilitate the development of evaluation indicators and methods by the Global AIDS Programme,

In 2005 the work of the DIME unit will continue to design evaluation approaches and set up data-gathering processes, baseline data research, media content-analysis frameworks etc. For a list of the projects selected for evaluation within the PPA, please see Annex 1.

Annex 1

How Evaluations will demonstrate the Strategic Outcomes of the PPA (Position as of April 2005; further projects will be added to the plan as it progresses.)

	Strategic Outcome	Projects to be evaluated	Panos
1	Generation of more intensive and more inclusive public debate on development issues	Media coverage of PRSP issues	PL, PIWA, PEA
		Local-language radio production	PIWA
		Local radio production	PL
		Media in the Great Lakes peace process	PP
		Radio Listening Clubs	PSAf
		CSOs, communication and governance	PIWA
		India-Pakistan Media for Peace project	PSA
2	The creation of communication channels so that people living in poverty can both communicate their perspectives in public and policy debate and have their voices heard	Media coverage of PRSP issues	PL, PIWA, PEA
		Radio Listening Clubs	PSAf
		Media centre training and fellowships	PSA
		Local radio production	PL/IWR
3	Policy dialogue with international organisations on promoting media pluralism improved	PL Radio network research	PL
		Media in the Great Lakes peace process	PP
		Communication for Development Programme	PL
		Convergence of ICT and Media regulatory bodies	PIWA
		India-Pakistan Media for Peace project	PSA
4	Capacity built of media and other communication actors	Media coverage of PRSP issues	PL, PIWA, PEA
		Media centre training and fellowships	PSA
		Local radio production	PL/IWR
		Local-language radio production	PIWA
		Media in the Great Lakes peace process	PP
		India-Pakistan Media for Peace project	PSA
5	Promoting partnership, ownership and accountability within the response to HIV/AIDS	HIV/AIDS programme	PSA
		Global AIDS programme	All
		HIV/AIDS Radio Listening Clubs	PSAf

Key:

IWR	InterWorld Radio
PEA	Panos Eastern Africa
PIWA	Panos Institute West Africa
PL	Panos London
PP	Panos Paris
PSA	Panos South Asia
PSAf	Panos Southern Africa