ANNEX 7A

BBC Media Action - Public service efforts by broadcasters

BBC Media Action has worked closely with the government of Bangladesh and the state broadcasting networks BTV and Bangladesh Betar to produce and broadcast early warning and cyclone response messages during the approach of Cyclone Mahasen in May 2013.

Such collaboration is not new. During the Pakistan floods of 2010, the state radio network, Radio Pakistan, re-broadcast Lifeline programmes produced by the BBC's Urdu and Pashto language services. These programmes gave practical advice to people affected by the floods - such as what to do about snakes in the water. They also carried interviews with people affected by the disaster.

In Bangladesh and Nepal, the two countries where BBC Media Action's preparation for disaster response activities are most advanced, we are helping to develop consensus key messages for broadcast during the early warning and response phases of a humanitarian emergency.

More than 50 key messages, customised for local use, have already been developed by the Nepal Risk Reduction Consortium (NRRC) for use in the event of floods, landslides and earthquakes. These messages, agreed at workshops facilitated by BBC Media Action in January and May 2013, have been adopted by the government and the Nepal Red Cross Society and will be routinely broadcast in future emergencies.

BBC Media Action has launched a similar initiative in Bangladesh. In this country, the key messages will be developed and approved by a new working group called Communicating with Communities in Emergencies. This body, created with the support of BBC Media Action, brings together representatives of the government, UN agencies, international and local NGOs, the Red Cross/Red Crescent movement and local media organisations.

The distribution of centrally produced radio programming to local broadcasters by satellite is a well-developed technique that is widely used by national broadcasting networks in several countries, including Indonesia, the Philippines, Afghanistan and Nepal.

International broadcasters, such as the BBC World Service and Radio France International also use satellite transmission to distribute their programmes internationally to FM relay partners across the globe. The satellite receivers are small and relatively inexpensive. Wherever such a distribution network exists, it can easily be utilised for the distribution of centrally produced Lifeline programming in emergencies.

Satellite distribution systems are highly resilient to the impact of natural disasters which may cause normal telecommunications networks to crash. In such circumstances, satellite links can still be used to relay centrally produced Lifeline programming to local radio stations in the most remote locations, for immediate broadcast on FM to the local community.

In Indonesia, the radio news agency KBR68H ([www.kbr68h.com](http://www.kbr68h.com)) regularly supplies news bulletins and other programmes by satellite, to more than 900 radio stations across the country.

In Nepal, the Association of Community Broadcasters (ACORAB) (<http://www.acorab.org.np/>) supplies news bulletins and programming produced in Kathmandu to more than 100 local radio stations in the interior by satellite. The Ujyaalo 90 (<http://ujyaaloonline.com/>) meanwhile distributes programmes by satellite to around 50 stations in the interior.

In Afghanistan, the Salaam Watander (<http://www.salamwatandar.com/>) network, established by Internews, supplies programming produced in Kabul by satellite to more than 40 local radio stations.

In the Philippines, the Manila Broadcasting Company, the country's largest radio broadcasting group, supplies central programming to more than 100 local FM stations in its Radyo Natin (<http://www.radyonatin.com/>) network by satellite. Each Radyo Natin local station also produces several hours per day of its own programming.