

BBC Media Action Research Programmes

BBC Media Action - Research - Vietnam

In 2012 we investigated perceptions of climate change among more than 30,000 people across seven Asian countries to determine how media could play a role in supporting people's resilience.

Vietnam's state TV station (VTV) used our data to develop programmes targeting 15 to 24-year-olds living in urban areas.

Vietnam film - This film was produced by VTV, the state broadcaster in Vietnam. It shows how journalists and producers worked with BBC Media Action to use research findings from Climate Asia to produce programmes for the target audience.

Watch the video by clicking on the link

<https://youtu.be/r2Tc6ymSZ3M>

BBC Media Action – Research - Tanzania

Radio programme - Nyakati Zinabadilika

The programme was made by partner station Ulanga FM is helping farmers change the way they work to improve their crops, yields and livelihoods.

Watch the video by clicking on the link

https://www.youtube.com/watch?v=v693Yacv_ns

Radio programme - Nyakati Zinabadilika

The radio programme was made by partner station Dodoma FM with support from BBC Media Action is helping farmers change the way they work to improve their crops, yields and livelihoods.

Watch the video by clicking on the link

<https://www.youtube.com/watch?v=6hBukotykxg>

Radio Programme – Dodoma FM

As chief editor at Dodoma FM Mariam Kasawa challenges leaders to understand problems faced by farmers. She makes programmes that are relevant to the farming community and connect the individuals farmers direct to the people that govern them to provide immediate feedback.

Watch the video by clicking on the link

<https://www.youtube.com/watch?v=pIG1wwiDZ1I>