

Inform
Educate
Inspire



The Equal Access Mission

To create positive social change for millions of underserved people in the developing world by delivering critically needed information and education through innovative media, appropriate technology and direct community engagement.



Throughout history the real fundamental changes in societies have come about not from the dictates of governments and the results of battles, but through vast numbers of people changing their minds. By deliberately changing their internal images of reality, people are changing the world.

WILLIS HARMAN, SOCIAL SCIENTIST AND FUTURIST



The Heart of Our Mission

Message from the Chief Executive Officer



At the heart of positive and sustainable change is a change in what people **believe is possible** – a change in the images of reality we hold. **This kind of profound and powerful change** is possible at the global level when **individuals and communities at the local level** have access to new images of reality and the opportunity to apply them to their everyday lives.

At Equal Access, we create interactive media and community mobilization programs that inform, educate and inspire locally driven, lasting positive change. Every day the individuals and communities we work with are expanding their ideas of what's possible, developing the capacity to achieve collective goals, and positively changing the world around them. Here's one of the many remarkable stories that continue to emerge as a direct result of our unique approach:

Imagine a group of eight Nepali women whose internal image of reality tells them they have no access or voice at village council (VDC) meetings where critical decisions affecting daily village life are made and budgets are allocated accordingly.

Imagine their surprise when they join an Equal Access' listening and dialogue group and learn from our radio series *New Nepal (Naya Nepal)* that they have the right to attend VDC meetings and propose solutions for the good of their community.

Imagine their excitement as they attend their first VDC meeting and present a proposal identifying 3 key village priorities: a water pipe enabling access to clean water, a community center building, and a place for local worship.

Imagine their sense of achievement in effecting positive change for their entire village, when their VDC approves the water pipe, starts construction on the community center, and allocates 100,000 rupees to establish the worship space.

This actually happened. Through Equal Access' media programs and listening groups, these women gained access to new information and developed the capacity to act together. **Their changed image of reality led to a true change in their world.**

This kind of transformative impact is taking place through Equal Access programs throughout the world. We are passionate about using the power and reach of interactive media and community action to inspire the voices, stories and movements driving positive change at this critical time when our world needs it most.

Over the past year, Equal Access has **deepened our impact** with investments in the following areas:

- Peacebuilding
- Empowerment of women and girls and ending violence against them
- Youth life skills, livelihoods, and civic engagement
- Early childhood education

We have also **expanded our reach**:

- Broadcast reach through Radio, TV, mobile and social media grew from **122 to 138 million**
- Regular (weekly) listening and viewership grew from **26 to 67 million**
- Participants in community mobilization activities and trainings grew from **91,000 to 102,824**

We are delighted to share some of the inspiring stories and programs with you here, and invite you to become a part of this profound and expanding movement. Please join us in informing, educating, and inspiring locally-driven and sustainable positive social change around the world!

Warm Regards,

Ronni Goldfarb

Founder, President & CEO



Equal Access International at a Glance

Who We Are

Equal Access International (EA) is an international nonprofit organization dedicated to creating positive social change for millions of underserved people across the developing world by providing critically needed information and education. With award-winning expertise in communications for social change, Equal Access combines innovative media programming with direct community engagement activities to inform, educate, and inspire individuals and communities, providing them with the skills and tools they need to improve their lives.

Dedicated to supporting locally-driven solutions and lasting positive change, EA has a lean HQ staff of 17 and an international staff of 179 worldwide—more than 99% are host country nationals. We also engage a network of 157 Equal Access trained community reporters worldwide, 100% are host country nationals.

What We Do

Equal Access Designs Program Solutions that Create Positive Social Change in Six Interrelated Impact Areas



Women's and Girls' Empowerment



Youth Life Skills and Livelihoods



Civic Engagement and Peacebuilding



Human Rights



Agriculture and Economic Development



Global Health



Our Reach

Broadcast reach

137,983,764

Regular viewers and listeners

67,094,863

People directly participating
in community engagement activities
and trainings

102,824

Virtual engagements through
SMS, IVR¹ and Social Media

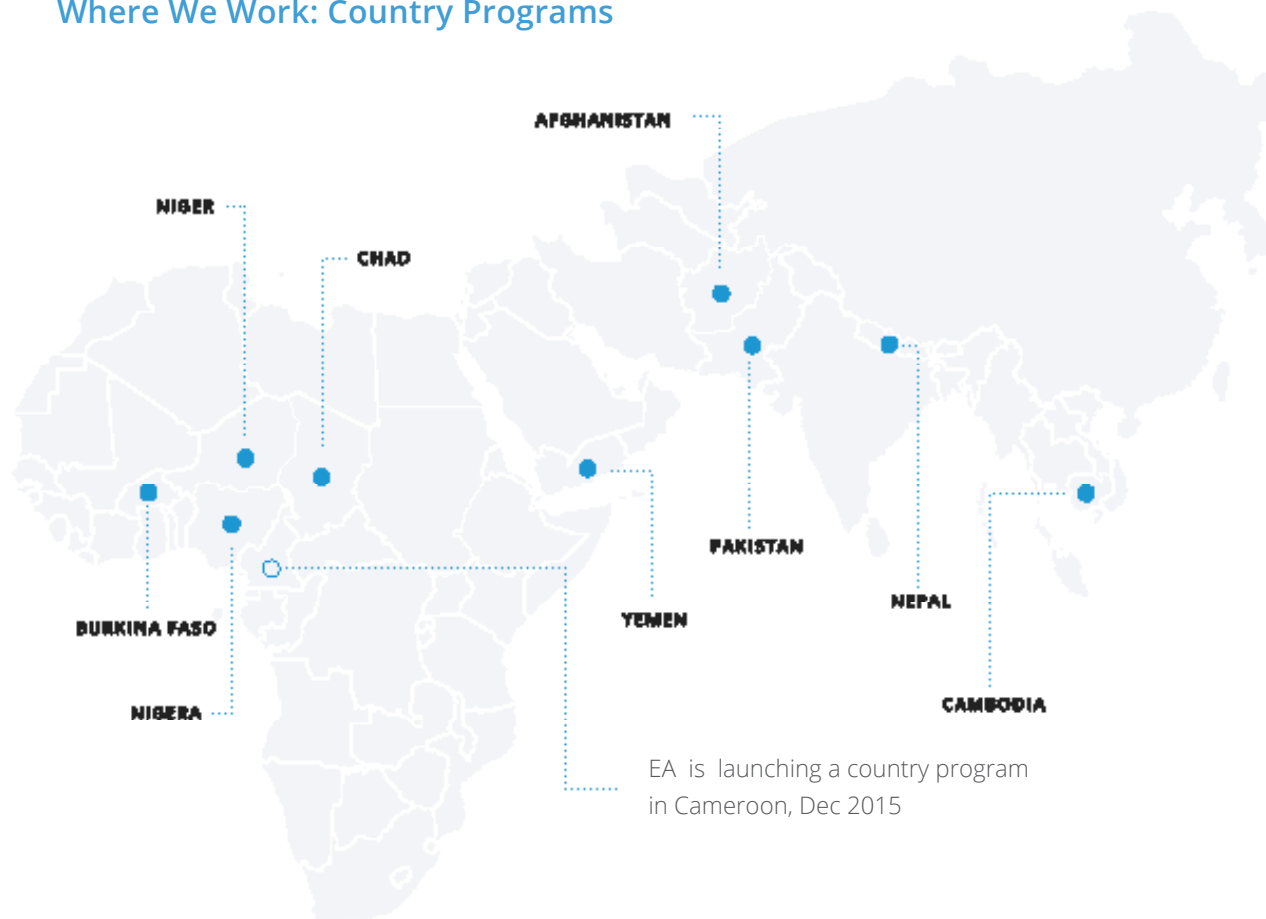
1,212,843

Cost per beneficiary

15¢ *per person
per year*

¹Interactive Texting and interactive Voice Response
over mobile phones

Where We Work: Country Programs



Our Programs: Key Impact Areas

Equal Access designs program solutions that address challenges in six interrelated Impact Areas. By addressing challenges in these key impact Areas, within communities and countries, we achieve exponential impact and support locally-driven lasting positive change.



Women's and Girls' Empowerment

Millions of women and girls are denied basic human rights simply because they are female. Our programs increase women's and girls' access to education and full participation in society. We also design effective behavior change programs to improve health, prevent violence against women and girls, forced early marriage, and early childbirth.

Whether gaining knowledge through our trusted serial dramas and chat shows, mobilizing change at community discussion groups, or acquiring life skills, livelihoods, and leadership skills at our trainings, millions of women and girls are positively transforming their lives and their communities.



Youth Life Skills and Livelihoods

Youth under 30 comprise more than 50% of the population across the developing world. Weak governments, poor education systems, and lack of employment opportunities leave many youth without the skills needed to fulfill their potential, becoming increasingly vulnerable to discouragement, extremist influences, and violence.

Our *By Youth For Youth* media and outreach programs address root causes of youth alienation by providing education/training on life skills, livelihoods, and leadership. Engaging youth through radio, TV, social media, SMS, IVR, trainings, peer-led discussion groups, and civic activities, we recognize their enormous potential, elevate young voices, build self-esteem, and empower youth as social change agents worldwide.



Human Rights

Equal Access' dynamic information and community action initiatives provide essential knowledge of basic human rights and how to protect them. Promoting tolerance and respect by emphasizing listening, dialogue, and collective action toward shared goals, we design culturally resonant behavior change programs, deliver education and training on effective rights protection, and provide links to protective, legal, and other related services.



Civic Engagement and Peacebuilding

Equal Access' programs elevate previously unheard voices and develop more informed and engaged citizens with the capacity to address root causes of conflict, hold leaders accountable, and shape positive outcomes. Through media, trainings, roundtables, town hall forums, and inspiring public events, we create safe opportunities for elected officials, citizens, journalists, and religious and community leaders to join in dialogue and develop new solutions together.



Agricultural and Economic Development

Our informative media and outreach programs provide access to industry experts, best practices, and market information through radio shows, trainings, discussion groups, and mobile information services. With our support, farmers are increasing yields and running more successful agribusinesses; and local entrepreneurs are improving results in their small and medium-sized enterprises. Through our programs, people are better able to feed their families, increase earnings, and transition out of poverty.



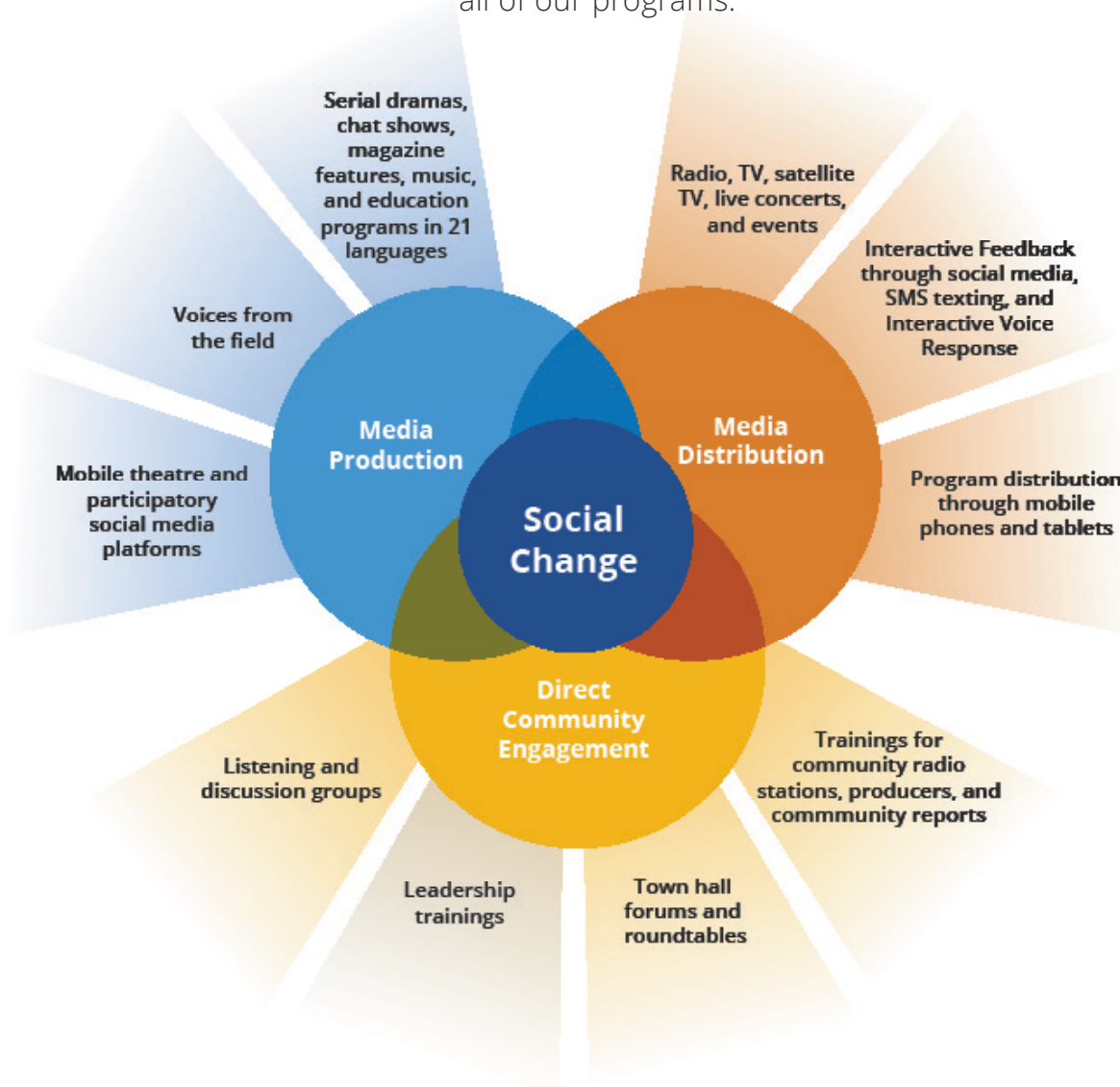
Global Health

By designing effective behavior change programs and providing links to services, we support individuals and communities in making informed decisions that improve their health and well-being. Our popular radio and TV dramas and chat shows, combined with mobile SMS/IVR, street theater performances, trainings, and outreach activities, provide vital education on HIV/AIDS, malaria, sexual and reproductive health, maternal and child health, family planning, nutrition, hygiene, and sanitation.



Our Approach

The Equal Access Methodology drives systemic social change by combining interactive media programming with direct community mobilization activities. This approach creates a generative feedback loop – an essential and fully integrated component of all of our programs.



"I highlight the design of Equal Access programs because I believe that the highly participatory process allows for unprecedented levels of input from a wide range of individuals including Stakeholder workshop participants, Content Advisory Group members, actors, producers, directors, members of civil society, representatives of the State, community reporters, citizens, listeners and members of listening clubs. It is precisely this input that gives Equal Access radio programs their culturally appropriate "national" flavor.

"I believe that an important impact of the radio shows on listeners is evidenced by the multiple examples of listeners organizing and making changes in their lives and in their communities."

KAREN GREINER, PHD, BEHAVIORAL AND COMMUNICATIONS FOR SOCIAL CHANGE EXPERT





Empowering Women and Girls by Expanding What Works

Engaging Men and Boys to End Violence against Women and Girls

Equal Access' initiative *VOICES*, won the One World Media Award and the Avon Global Award for advancing the cause to end violence against women. *VOICES* was also featured by the UN Trust Fund for Ending Violence against Women and UN Women as a project model worthy of scale-up and replication around the world.

With over **one million** loyal weekly listeners to *VOICES* interactive radio series, *Mutual Understanding*, *VOICES* broke Nepal's public silence around marital partner violence against women and the nexus with HIV for the very first time. We maximized impact through listening and discussion groups, paralegal trainings, and the unique "Most Understanding Husband Campaign" which attracted broad participation from men and boys across Nepal.

IMPACT

The number of men who spoke out against or took action to stop physical assaults more than doubled, increasing from 16.3% to 35%

The number of men who strongly agreed on the need for intervention to stop violence against women increased from 13% to 79%

Proving What Works with *Change Starts at Home*

Building on the success of *VOICES* and its radio series, *Mutual Understanding*, EA is deepening and expanding our investment in Nepali women and girls. We recently launched *Change Starts at Home* to test our theory of change with rigorous academic research and an independent impact assessment¹.

In Nepal, **31.5%** of women report emotional, physical, or sexual violence by an intimate partner (IPV²) in their lifetime. Despite evidence suggesting that patriarchal social norms underpin IPV, very few interventions in Nepal have tested whether changing social norms to promote gender equity reduces levels of intimate partner violence. *Change Starts at Home* is designed to test this theory of change.

Through an innovative, interactive radio series, ongoing SMS feedback (mobile text messaging) and diverse community mobilization activities, *Change...* is designed to prevent violence against Nepali women and girls by addressing social norms, attitudes, and behaviors that perpetuate women's and girls' low status. Our evaluation utilizes a two-pronged Randomized Control Trial enabling in-depth examination of potential pathways of change. It also examines the extent to which characteristics of a woman's family and in-laws (including attitudes toward IPV, forced child marriage, reproductive coercion, and decision-making practices) exacerbate women's and girls' direct experience of intimate partner violence. *Change...* targets married couples, family members and community leaders, across eight districts in Nepal, including those severely impacted by the recent earthquake.

¹*Change Starts at Home* is funded by DFID's What Works initiative

²Intimate partner violence (IPV) is a serious, preventable public health problem that affects millions of people around the world. The term "intimate partner violence" describes physical, sexual, or psychological harm by a current or former partner or spouse.

“

We cannot all succeed if half of us are held back.

MALALA YOUSAFZAI



Advancing and Increasing Women's Role in Afghan Governance

The Women in Government (WIG) project contributes to the empowerment of Afghan women and the well-being of their country. By creating an empowered critical mass of women in government, women's interests will be better represented and a positive shift in the Afghan decision-making process is enabled. The project is focused on advancing three objectives:

- Facilitating women's entry into decision-making roles in government service
- Encouraging a hospitable environment for female staff in government
- Increasing local stakeholder support for women in government

Equal Access is leading the community outreach and communications activities for the project, and is partnering with Chemonics to design and implement a comprehensive outreach and communications strategy for WIG. This includes setting up a government intern recruitment campaign for women and launching a Champion Strategy focused on reaching key Afghan influencers, including religious leaders. Equal Access is also adapting its successful Listening Discussion Group methodology to build community support, an approach that has been used effectively with women in Afghanistan since 2007. Inspired more recently by Sheryl Sandberg's Lean In Circles, a select group of women government employees will be trained in facilitation and group mobilization skills in order to mentor other women working in government. In this way, Afghan women in government will benefit from a women's network that provides peer support, mentoring, and safe spaces to discuss relevant issues and solutions, including how to deal with harassment from male colleagues and successful approaches to managing home life commitments while working full time³.

3. USAID's Women in Governance Project is implemented by Chemonics in partnership with Equal Access



Creating Powerful New Possibilities for Peace

Interactive Media and Community Dialogue Fosters Tolerance and Resilience across the African Sahel

“

We have more possibilities available in each moment than we realize.

THICH NHAT HANH

”

The African Sahel is one of the world's most impoverished regions. Chad, Niger and Burkina Faso, three countries in the Sahel region, suffer from weak governance, ethnic and religious tensions, and high rates of youth unemployment. These factors increase the population's vulnerability to violent extremism.

As a key partner in USAID's Peace through Development Project (PDEV II), Equal Access is working to increase tolerance, reinforce youth life skills and civic participation, promote dialogue between civic, religious and tribal leaders, and foster positive community action. Since 2012, Equal Access' PDEV II interactive radio programming and inclusive community dialogues have reached millions, serving to strengthen community resilience and reduce vulnerability to violent extremism.

“

Thanks to Equal Access, our communities have reunited, and we are more tolerant with each other—even the villagers have been affected; also, the quality of our radio station has noticeably improved, and so has listenership.

HABIBOU YANTAKASHE, FILLINGUÉ, NIGER



★ Success by the Numbers

Increasing access to quality, credible information via radio

With a network of local radio stations and trained Community Reporters, EA produced

- more than **700** original youth chat, good governance, and drama programs in **8** languages:
- **5,500+** broadcast hours & **2,500+** rebroadcast hours with more than **600** moderate voices of religious and community leaders included on shows.
- **10,000+** conversations between local citizens and Community Reporters on peace, development, and youth empowerment included as radio interviews and “voices from the field.”

Building stronger, better equipped and management-savvy community radio stations

- **500+** individuals from 60 media outlets have been trained or receive ongoing mentoring
- **50+** media outlets received material support ranging from production, reporting, and broadcast equipment, to radio tower and full studio construction

Amplifying Community Driven Solutions through Listening and Discussion Groups

- More than **50** Listening and Discussion Groups across the region meet weekly to discuss topics from radio shows in the context of their daily lives. These groups provide peer support, drive collective local solutions and actions that foster positive social change within their communities.

Radio Listening Group Restores Peace to their Community during Coup d'État in Burkina Faso

In October 2014, the peaceful African country of Burkina Faso erupted into an unexpected revolution that ended with the removal of President Blaise Compaoré. Faced with intense riots and violence in Ouahigouya, gardener Ibrahim Touré stepped up to lead the way forward in his community through non-violent action. He mobilized 15 members of his Equal Access radio listening group, which meets regularly to listen to and discuss Equal Access' PDEV radio shows, to defuse the mob and restore peace.

“ When the angry mob arrived at the politician's house we intercepted them and started calling for forgiveness. We mediated and pleaded with them. As time went on, some of the violent ones became disgusted by their own behavior and threw themselves to the ground before us; others thanked us and left without touching or breaking anything.

We were relieved and happy to be of use, but it must be said honestly that it was thanks to Equal Access that we knew how to take action. Your program has educated us without us even noticing. It cultivated in us the spirit of forgiveness and tolerance.

IBRAHIM TOURÉ, GRASSROOTS COMMUNITY LEADER,
TOWN OF QUAHIGOUYA, BURKINA FASO



In the year since the coup, Burkina Faso has wrestled with political instability and uncertainty as citizens prepared for the November 2015 elections. Equal Access was quick to respond, launching a new good governance series, Voices of Good Governance (Zansong Soré). One young listener described the changes he has already noticed in his community as a result of this new radio series:

“ Through your episodes, we are beginning to understand more about politics, how to vote, and the importance of voting. In my opinion, your good governance shows are educating and raising awareness not only among the population, but also with the authorities—and that's powerful.

SMS FROM YOUSSEUF CONGO, STUDENT,
OUAGADOUGOU, CAPITAL CITY OF BURKINA FASO





Strengthening Peace by Celebrating Local Culture, Stories and Aspirations

AREWA24: Reaching millions across northern Nigeria with the country's first ever home-grown, 24/7 Hausa language entertainment and lifestyle TV channel

Garnering Rave Reviews and Millions of Loyal Fans

"AREWA24's initial success has exceeded expectations. The channel's success is proof of the hunger that exists across the continent for homegrown content, in indigenous languages and that is drawn from and speaks to local cultures."

WARREN HOLDEN, EDITOR, SCREEN AFRICA

For the first time in history, northern Nigerians and the Hausa speaking people of West Africa have a vibrant, dynamic television channel to call their own. Designed and launched in June 2014 by Equal Access, AREWA24 is the first and only Hausa language satellite television channel produced locally by, for, and about northern Nigerians. Reaching a potential audience of over 80 million Hausa speakers worldwide, AREWA24 celebrates the diversity and promise of northern Nigeria, showcasing people's lives, cultures, stories and aspirations.

Communities across northern Nigeria face daunting challenges, including glaring media and information gaps and the threat of violent extremism. Faced with a failing education system and high rates of unemployment, youth often become disillusioned, disaffected and angered by a system that doesn't address their needs or recognize their voices and aspirations. AREWA24 provides northern Nigerian youth with relatable role models, success stories, and a platform for expression.



Success by the Numbers

Satellite broadcast reach to **80 million** Hausa speakers

13 high quality, Hausa-language original program series

600 hours of production and **2,400+ broadcast hours** of original content

58% of northern Nigerians said they watch AREWA24 regularly; **an additional 14%** have heard of the channel (InQua survey, 2015)

80,000+ Likes on the AREWA24 Facebook page and **2 million views** on the AREWA24 Youtube page from fans worldwide



Spotlight on AREWA24's Original Programming

Daybreak (Gari Ya Waye)

Blending segments on culture, sports, current events, art and cinema, health, entrepreneurship, and entertainment, AREWA24's flagship daily breakfast show offers audiences the best of Northern Nigerian life.

Equal Opportunity for All (Dadin Kowa)

AREWA24's original soap opera tells the story of Dadin Kowa, a fictional town in which the main characters reflect real life and society in Northern Nigeria. Through these storylines, audiences see their own hopes and challenges, observe models of tolerance and conflict resolution, and relate characters' struggles to their own decisions regarding their careers, families, finances, and religious and ethnic tensions.

Hausa Hip Hop (H Hip Hop)

Hip hop is fast becoming an integral part of urban youth consciousness in northern Nigeria. Charismatic AREWA24 presenter and famous Hausa rapper Nomiis G taps into this consciousness, interviewing the artists and entrepreneurs who are giving Nigerian youth a voice and an outlet for their emotions, frustrations, and hopes.

Kannywood Magazine (Kundin Kannywood)

This behind-the-scenes program explores the breadth and depth of Northern Nigeria's film industry, otherwise known as "Kannywood". Presented by beloved Kannywood actor and AREWA24 Producer Aminu Shariff, Kundin Kannywood reviews new and trending movies, gives audiences a chance to ask questions to their favorite actors or directors, and goes on-location to capture Kannywood-in-action.

Inspiring Youth to Write their Own Stories and Choose their Best Future

The Equal Access radio drama *One Village, A Thousand Voices* (*Yak Qarya Wa Hazar Sada*), inspires young Afghans by engaging them in the decision-making process. Featuring a groundbreaking interactive format, the drama provides scenes and characters from Afghan culture that encourage audiences to relate to everyday challenges in their own lives. With storylines that depict challenges in achieving social justice; choices on how to deal with conflict in peaceful ways; and educational alerts on the dangers of human trafficking, loyal youth listeners play an active role in determining how characters overcome these obstacles.

At the end of each broadcast, listeners are asked to evaluate a choice made by a character during the episode. The audience is then encouraged to call the Equal Access' Interactive Voice Response (IVR) system to voice their own opinions. Producers use this feedback to determine the future direction of the series, and the ideas provided by audience members are brought to life by beloved drama characters. Equal Access partners with Radio Azadi to broadcast *One Village a Thousand Voices* to a national audience.



One Village... maintains a wide national reach, with an estimated **1.67 - 3.25 million Afghans** who report it as “important” as of the 2014 Gallup poll.

Proven successful at engaging youth, promoting justice, and increasing positive attitudes about young people throughout Afghanistan, *One Village's*.... scheduled 172 episodes were completed in early 2015. Due to the show's significant popularity, the series was extended for an additional year, bringing the total number of forecasted episodes to 219 by 2016.

“ *I want to thank all the respected partners of this artistic drama: its writer, director, actors and the technical team for preparing a drama about the dangers of human trafficking that can happen because of illegal immigration ...I really was interested in the scene regarding smugglers and pleased that the voices of the youth and elders could be heard. I think women's voices should be included, too, so that those who want to go abroad are aware that vulnerability to human trafficking leads to r big problems that one cannot easily imagine.*

ZAMAN, RESIDENT FROM NANGARHAR PROVINCE

Source: Independent Assessment, *One Village a Thousand Voices*, Statistics on Reach and Impact by Nukhbegan Afghan Research 2015
One Village a Thousand Voices is generously supported by USIP.

Transforming Early Childhood Education Across Afghanistan in Partnership with Sesame Workshop

The trauma and stress from decades of active conflict has hurt Afghan families - especially young children, who often lack access to adequate education. In many Afghan families, most especially in rural areas, parents are unaware of their children's social, cognitive, and emotional needs, resulting in unsupportive environments where children's curiosity is dismissed or met with impatience.

Equal Access, in collaboration with Sesame Workshop (the nonprofit educational organization behind Sesame Street) is creating, producing and broadcasting its fourth season of the original radio series *Sesame Garden* (*Baghch-e-Simsim*). Featuring the Muppets from Sesame Street, original Afghan children's songs, games and stories, *Sesame Garden* is educating young children across the country while also raising awareness and motivating positive new behavior on the part of parents and caregivers. With 92% radio ownership and large-scale listenership especially in rural areas, Sesame Garden is bridging critical gaps in children's cognitive, social and emotional education.

Each Episode Features

A letter and number of the day

An adventure story and game led by Muppets and children

A segment modeling positive interaction between Afghan parents and children

A caregiver tip delivered by childhood education experts and or parents

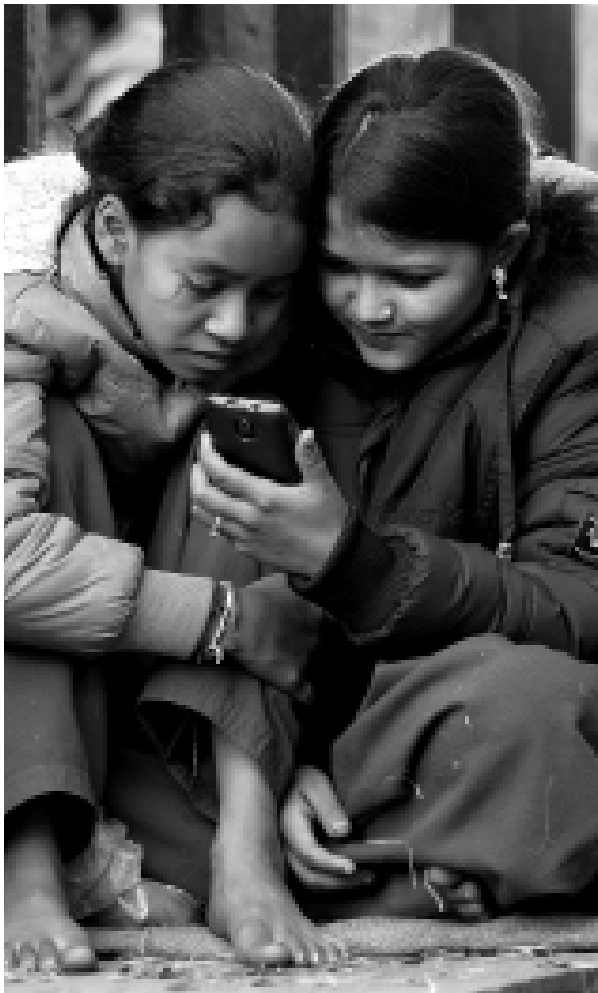


“ From the time my daughter and I started listening to *Baghch-e-Simsim* radio episodes in listening circle sessions, I noticed a lot of changes in her behavior. She always asks me when she wants to know about something. She doesn't miss a single episode of BSS radio. She likes the “play with me” segment and she plays that game many times at home. She discusses the stories of episodes with the guests who come to our home and she always insists that we enroll her in kindergarten soon. We are very happy for the positive change in our daughter's behavior due to BSSR.

ANONYMOUS LISTENER



Leveraging Mobile and Social Media Use to Dynamically Engage Youth



Mobile phone and social media use is growing exponentially across the developing world, especially among younger generations who use SMS (mobile texting) and IVR (interactive voice response) as well as mobile apps such as Facebook and Twitter every day! Equal Access is harnessing the power of these mobile and social media networks to directly engage young people across Asia and West Africa, amplifying the impact and interactive participation of our radio and TV programming. Each month, Equal Access country teams receive thousands of feedback messages from listeners, facilitate online discussions, and share real-time information via social media and mobile tools such as text and voice messages.

Equal Access Nepal

Equal Access Nepal has expanded the popularity of its flagship youth radio show, *Chatting with My Best Friend* by connecting it with interactive technology. By using social media, text messages, and Interactive Voice Response (IVR) platforms, *Chatting...* engages Nepali youth on a range of challenging topics, from reproductive health to good governance. Every week, the radio team pours over questions and suggestions sent from loyal audiences numbering in the millions to integrate crucial feedback into their radio episodes.



Success by the Numbers

Chatting with My Best Friend has over
3000 voice messages
and **3000 text**
messages per week,
and **15,663+ Likes** on
Facebook

Equal Access Nigeria

Equal Access Nigeria's satellite TV network AREWA24 relies on a robust social media following to gather feedback, share and promote content, and interact with our viewers. Through social media platforms such as Facebook and Twitter, Arewa24 is able to engage with the global Hausa diaspora, with many social media users based in Niger, Saudi Arabia, the UAE, Sudan, Malaysia, and even North America.

“*My family and I watch and love all of your shows. We're living in Saudi Arabia and we're hoping to see our great channel top the ratings! The shows remind me of my home and culture and makes me wish to visit Nigeria soon. Keep up the good work!*

FIRDOUS ALOMAR, SAUDI ARABIA, VIA FACEBOOK



★ Success by the Numbers

AREWA24's global social media network is Equal Access' largest, most diverse, and fastest-growing online audience.



YouTube

1.4 million views



Twitter

4,880 Followers



Facebook

80,000+ Likes



Instagram

774 Followers

Providing Flexible and Responsive Support Where It's Needed Most

On the Ground and In the Air: Critical Support in the Nepal Earthquake Disaster

On April 25th, 2015, Nepal experienced the most disastrous earthquake in their country's history: A magnitude 7.8 tremor killed more than 8,000 people and destroyed hundreds of thousands of homes. The aftermath of the quake saw countless displaced survivors disconnected from their families, living in tents, and struggling to survive. Within days, Equal Access Nepal started helping people rebuild their lives and heal from the trauma of this natural disaster.



To provide devastated communities with vital information related to the earthquake recovery efforts, Equal Access produced a total of seven Public Service Announcements (PSAs) that were widely broadcast by local radio stations across Nepal. These PSAs provided crucial information on earthquake disaster relief, including safety preparations for reentering homes and buildings, safe demolition practices, and sound health practices to avoid diseases. The announcements also informed the Nepalese people about entitlements to relief funds, distribution timelines, and provided information about preventing gender-based violence in times of crisis.



Success by the Numbers

72% of respondents 'strongly agreed' that the PSAs provided them with important information

More than 90% of respondents reported that they shared the messages they heard from the PSAs with others in their community

PSAs inspired 'positive action' in listening audiences:

- **66% acted on** information in PSAs about safe demolition
- **75% acted on PSAs** about health and hygiene
- **34% acted on PSAs** detailing relief funds for affected districts

Transforming the Story by Connecting Journalists on the Afghanistan/Pakistan Border

With a history of militancy and violence, the border of Pakistan and Afghanistan has long been marked by an uneasy relationship between the two nations. Biased reporting by influential media outlets in both countries exacerbate these tensions, increasing fear and mistrust among Afghan and Pakistani citizens.

Within this strained environment, Equal Access' Afghanistan-Pakistan Journalist Exchange Program is bridging divides and increasing cross-cultural understanding and goodwill. After weeklong issue-themed visits and trainings, Afghan and Pakistani journalists produce fair and balanced news stories together. These stories then influence the masses by encouraging both sides to view neighbors across the border with greater understanding and respect.

Each exchange unites journalists from television, radio, and print media in activities designed to combat Taliban influence. To date, exchanges have enriched the journalism practices for a total of 22 media outlets, including 13 Afghan media groups—most notably from Daily Outlook Afghanistan and Afghanistan Times—and 9 Pakistani media groups—including the popular outlets Geo News and FM Swat.



“*When I was coming to Lahore, Pakistan, I thought we would have a tough time, as the Punjab side thinks very negatively about Afghan citizens. Then I spent time over there...I met a lot of people in trainings and workshops and came to know that actually all of us are the same. We all have the same norms and cultural traits, like the hospitality, love, and care they have given us throughout our stay. I will definitely come again to spend some more time in different areas of Pakistan.*

MS. WAHIDA, WATANDAR RADIO, AFGHANISTAN



Activities and Impact

34 Journalists from **22 media outlets** (9 in Pakistan and 13 in Afghanistan) are participating in ongoing training and exchange visits

Impact surveys per exchange visit reveal that **70% to 98%** of participating journalists affirm that these cross-border exchanges have had a **positive impact** on Afghanistan and Pakistan relations, **promoting more understanding and tolerance** on one of the volatile borders in the world



"Wow, what an incredible collaboration and progress we've made this season. The results are wonderful and exciting - 39 Dari and Pashto episodes that we are all very proud of! Congratulations to everyone who worked so hard on making it happen, it's truly been a pleasure and honor to collaborate with all of you. Looking forward to final delivery of season 4 and beginning our preparations for season 5!"

ESTEE E. BARDANASHVILI
PRODUCER, INTERNATIONAL CREATIVE
SESAME WORKSHOP

"VOTO Mobile works with Equal Access in 6 countries and we have found the experience very productive. EA's professionalism and relentless pursuit of social outcomes for the most marginalized communities is refreshing. As leaders in the technology for development space, they are driving constant innovation to increase the reach, impact and measurement of international development programing. We couldn't be more excited about our continued collaboration."

LOUIS DORVAL
CHIEF PROGRAM OFFICER
VOTO MOBILE

"Equal Access has been everything that I could have reasonably expected, and then some. I've no doubt that you will continue your excellent stewardship of the Arewa24 project and look forward to it (as the Nigerians say) growing from strength to strength."

TIM ANDREWS
UNITED STATES DEPARTMENT OF STATE

Worldwide Staff Spotlight

Equal Access has **179 employees worldwide** and **more than 99% are host country nationals**. It is our distinct honor to share a spotlight on the following staff members this year.



Bikash Koiral

Senior Monitoring and Evaluation Officer
Equal Access Nepal

Since I joined Equal Access Nepal in 2006, I have passionately worked to address the need for all communities to access information and education, particularly underserved communities. I believe that accurate and relevant information and education are vital tools for effective dialogue and development. Working with Equal Access Nepal, I was able to improve my skills in participatory monitoring and evaluation (M&E). I enjoy the challenge of facilitating workshops with different stakeholders to teach attendees more about how to listen, engage, and understand beneficiary input and feedback. Done well, this leads to vital collection and analysis of data that improves programs and increases development outcomes. I was especially pleased to have played an important role in the production of the Equal Access Participatory Monitoring and Evaluation Toolkit, a product of the research project “Assessing Communication for Social Change”, conducted in partnership with teams from Queensland University of Technology and the University of Adelaide in Australia.



Rakiya Usman

Content Manager
Equal Access Nigeria

I have been committed to bringing peace to Nigeria through media since 2008 when I filmed the horrors of the Jos crisis on my personal camcorder. During this crisis, I was frequently forced to hide from danger while commuting to school. Determined to capture the atrocities I witnessed, I filmed the tragic burning of homes and killing of innocent people. Now I work for Equal Access Nigeria and continue to use media in new and creative ways to fight against the destruction and injustice that plagues my country. Starting as a Producer/Director for the AREWA24 TV Channel's Breakfast Show, I worked my way up to Executive Director of the Youth Department and dedicated myself to making lasting differences in the lives of youth across my country. Today I work as Content Manager for EA's partnership production with Girl Rising; where I have the ability to produce important programming that promotes women's empowerment and social change. I am proud to be a part of Equal Access and to tell stories that impact the lives of countless people in northern Nigeria.



Lamoussa Robgo

Country Director
Equal Access Burkina Faso

I first heard of Equal Access back in 2013. I applied for the County Director Position and was honored to be chosen to become the Equal Access Country Director for the Burkina Faso PDEV II project. From the very beginning, I was amazed by Equal Access' production and broadcasting capabilities, and the support the organization provides in order to transmit vital information and education over radio. Having spent more than 20 years working for the National Radio of Burkina Faso, I immediately felt that I had found my family at Equal Access. Burkina Faso is one of the poorest countries in the world. I know firsthand that solid information has the potential to bring joy to Burkinabés and to bring about positive change. This is my main motivation for working at Equal Access, along with my staff. Daily, I am driven to find innovative ideas, give a voice to youth and women, and to produce radio programs that help people move out of poverty. I am proud to be part of the Equal Access team because of all they do to help the people of my country.



Zakia Allizay

Project Manager/Script Writer
Equal Access Afghanistan

As an Afghan woman, I was very close to being one who is considered “uneducated” by today's world. However, it is important to mention that women with no formal schooling have extensive knowledge learned from the hardships they face in life, especially when the difficult and painful days often seem impossible to bear. Sadly, I had to leave school in the 10th grade because of an agonizing experience that also caused me to adopt and become the mother of an orphaned daughter. Though I put my education on hold to focus on motherhood, I never stopped learning. Years later, I graduated high school with my adopted daughter's support. Today, I am a successful script writer, creating dramatic radio shows that are broadcast through one of the world's largest radio stations. My work captures the imagination of millions of listeners, an achievement I attribute to my job with Equal Access Afghanistan. Taking this job was a big promotion and learning experience for me. It has been another challenge in my life where I applied all my abilities and dedicated efforts to prove myself. All of my achievements at EA are accomplished with the help of my experienced and cooperative colleagues. The day I learned that Equal Access Afghanistan recommended me as “The Elite Producer and Script Writer” to Equal Access HQ for the annual report, was one of the happiest and most satisfying of my life.

Organization Metrics



Broadcast Audience Reach

137,983,764

Our broadcast reach expanded to almost **138 million** across Asia, Africa and the Middle East in 2013. Equal Access ensures that information and education is delivered at national scale and that even the most marginalized and isolated areas are included. To ensure that all people have equal access to information and education, we work to build the capacity of local radio and TV stations and build micro FM stations in remote areas.

Viewers and Listeners



67,094,863

Equal Access media programming reaches millions of listeners and viewers each day, with 67 million active (daily, weekly or monthly) listeners and viewers across Asia, Africa, and the Middle East in 2014.

Engagement

Direct engagement activities that empower individuals to apply new information to improve their lives are an essential component of our methodology. More than 200,968 individuals participated in Equal Access' engagement activities in 2014.

100,484 People Directly Engaged:

73,227 

Mobile Theatre, Music Concerts, Sport & Art Competitions & Community Events Participants

2,814 

Community Leaders, Experts, Roundtable & Public Forum Participants

17,428 

Peace Campaign Participants

7,015 

Meetings held for Listening and Discussion Group Participants

Virtual Engagement

1,212,843

Messages & interactions received via SMS, IVR, and user activity on social media platforms, including audio and video streaming



Content

With 2,916 original episodes locally produced in 2014, Equal Access delivers thousands of hours of life changing information and education to underserved communities. We produce award-winning programs in 21 different languages, many of them minority languages. When broadcast, performed or distributed, in tandem with training, and direct community engagement activities, broader, deeper impact is sustained.

2,916
Episodes

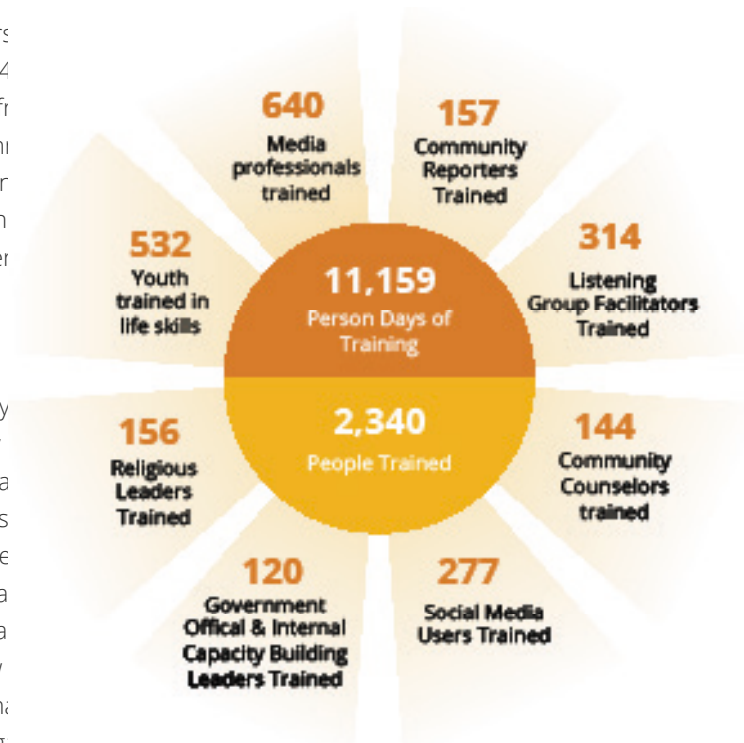
1,546 hours of content

9,557 hours of broadcast

21 languages

Training

More than 11,159 persons were delivered in 2014 individuals benefited from multi-day trainings. Through our face-to-face training workshops for women leaders, youth, teacher government, civic and religious leaders, discussion group facilitators, community reporters, community counselors, and media professionals, trainees gained the skills needed to become change-makers in their communities and are able to foster new and lasting positive change. Knowledge and skills gained through our trainings is reinforced and amplified through our media programs and direct community engagement activities.



Equal Access International Condensed Financial Information for Year Ending December 31, 2014

Explanatory Note from Director of Finance

Equal Access International is an independent nonprofit, charitable organization that is exempt from Federal Income taxes under Section 501(c)(3) of the Internal Revenue Code. Contributions to Equal Access International for its exempt purposes and mission are tax deductible. Equal Access International is registered with the U.S. Agency for International Development as a private voluntary organization.

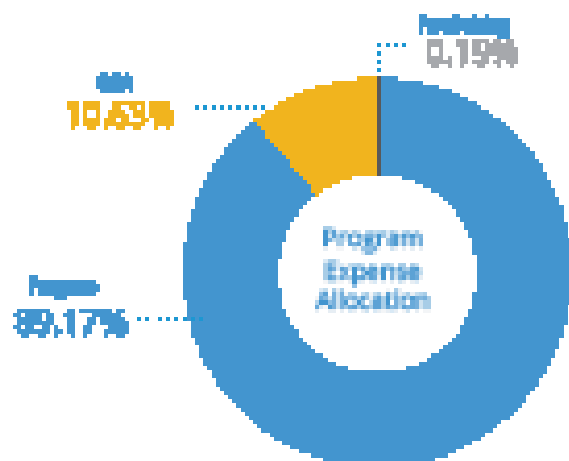
In 2014, Equal Access International implemented programs across nine countries in Asia, Africa, and the Middle East with support from a diverse range of donors and partners including UN Agencies, bi-lateral and multi-lateral aid agencies, international development

agencies, foundations, corporations, and individual donors.

With a clear focus on the fulfillment of our mission, we have maintained a consistent level of General and Administrative costs over the past five years, while maintaining low fundraising costs. Fundraising costs were less than 1% while more than 89% of every dollar went to Program Services and Support. Financial information presented in this report was drawn from the audited financial statements of Equal Access, which were prepared in conformity with generally accepted accounting principles. Electronic copies of our audited financial statements are available on request.

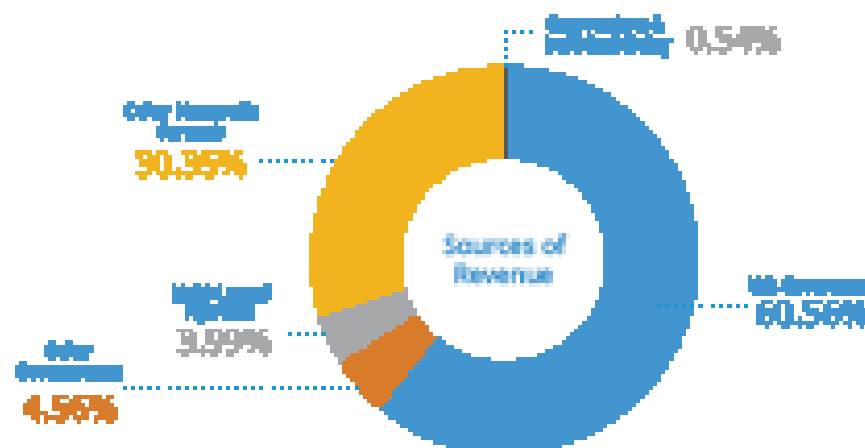
Equal Access International Condensed Financial Information for Year Ending December 31, 2014

Revenue	\$10,482,365.00
Program Services	\$8,485,331.53
Program Support	\$705,121.42
G&A	\$1,095,416.60
Fundraising	\$19,994.45
Total Expenses	\$10,305,864.00
Increase in Unrestricted Net Assets	\$176,501.00



Source of Revenue December 31, 2014

U.S. Government	\$6,348,009.69
Other Governments	\$478,402.00
Multi-Lateral Agencies	\$417,804.25
Other Non-Profit Partners	\$3,181,076.26
Corporations and Individual Giving	\$57,072.80
Total Revenue	\$10,482,365.00





We Thank You!

On behalf of the communities we serve and the Equal Access International worldwide team, we express our sincere gratitude to the institutions and individuals whose trust and generous support make our work possible.

Institutional Supporters

The British Council
 The Caroline Ramsay Merriam Fund
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 New Solutions Marketing
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ERISA Counsel with Tobin Law Group, focused on employee benefits and ERISA fiduciary issues

Ronni Goldfarb, President

Founder of Equal Access International; Appointed by Secretary of State Clinton as Commissioner on Education to the U.S. National Commission to UNESCO from 2010 to present

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Ambassador James Michel, Special Advisor

Jen Hamilton, Advisor

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