Broadcasting, Voice, and Accountability: A Public Interest Approach to Policy, Law, and Regulation has been under discussion and development since 2003. It is an outgrowth of the World Bank Institute’s program supporting Civic Engagement, Empowerment, and Respect for Diversity (CEERD), including Voice and Media Development. Over time, it has also benefited from collaboration with experts in fields of governance and accountability in developing countries, development communications, and telecommunications policy. Government officials and nongovernmental stakeholders have used iterative drafts to support their analyses of broadcasting policy and regulation in a number of developing countries and to inform their reform proposals.

In the first instance, the project received financial support from the Office of the World Bank President, James D. Wolfensohn (1995–2005). Since then, it has received grants from the World Bank–Netherlands Partnership Program, the Canadian International Development Agency (CIDA), and the Beaverbrook Foundation.

Kreszentia Duer, New Business Development Leader at the World Bank Institute and manager of the CEERD Program, initiated the guide project in an effort to promote the integration of media and broadcasting policy into the development field. From the outset the guide has been structured to present good practices from around the world in a coherent policy landscape that could significantly improve governance, communications access, and opportunities for disadvantaged peoples. To this end, Duer formed and led the team; shaped the guide’s relevance to development issues, policy, and practice; and guided the project to completion. At several stages she invited peer reviews to ensure that the guide would reflect a collective perspective of senior specialists in diverse parts of the World Bank and among a broad range of international experts.

Steve Buckley, President of the World Association of Community Radio Broadcasters, and Toby Mendel, Law Programme Director of Article 19, built on extensive work they and others have done in the field to research and write much of the substance of Parts II and III of this guide. Without their efforts, and Steve Buckley’s commitment to
this project from the outset, the guide would not have been possible. Seán Ó Siochru, founder of and spokesperson for the Campaign for Communication Rights in the Information Society and a Director of NEXUS Research, heroically produced the final edited version of the text, with considerable new material in Part I. Craig Hammer (CEERD Program, The World Bank) authored the guide’s bibliographical annex and greatly facilitated the publication of this guide.

The project’s expert advisers, Professors Monroe E. Price (Director of the Center for Global Communication Studies [CGCS] at the Annenberg School for Communication, University of Pennsylvania) and Marc Raboy (Beaverbrook Chair in Ethics, Media and Communications at McGill University), came on board in April 2006. The Bank contracted CGCS to act as consultant in bringing the project to fruition. Susan Abbott, Senior Research Coordinator at CGCS, was indispensable in steering the consultancy process. The project also gained valuable assistance from Sylvie Beauvais and Libby Morgan at the CGCS. The advice and consultation provided by the Annenberg School and McGill provided the World Bank Institute (WBI) and the guide’s authors with creative input and critical reflection necessary to bring the guide to completion.

This guide benefited greatly from four stages of internal and external peer reviews and roundtable discussions. These occurred, first, at the early stages of conception; second, at a conference to review the full manuscript at Cherkley Court in the United Kingdom, which was followed by submission of expert papers from participants; third, at the World Bank’s formal peer review and decision meeting on the economic and sector work manuscript; and fourth, at the external peer review requested by the publisher. We would like to acknowledge those involved, as follows.

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A key moment in structuring and deepening the manuscript was the conference on Media, Voice and Development held at Cherkley Court in Surrey (UK) on July 12, 2006. Organized by McGill and Annenberg in partnership with the Beaverbrook Foundation, this conference brought together twenty international experts to discuss and provide feedback on a preliminary version of the guide. We thank the Beaverbrook Foundation for generously hosting the conference, as well as Dean Christopher Manfredi (McGill Faculty of Arts) and Camilla Leigh (McGill Development Office) for their support. In addition, we thank the following people for their contributions at the workshop: Mavic Cabrera-Balleza (Senior Program Associate, International Women’s Tribune Centre); Peter de Costa (Consultant, London); Stuti Khemani (Economist, Development Research Group, World Bank); Elizabeth McCall (Civil Society and Access to Information Policy Adviser, Oslo Governance Centre, United Nations Development Programme); Lumko Mtimde (Chief Executive Officer, Media Diversity and Development Agency of South Africa); Jamal Ed dine Naji (UNESCO Chair in Public and Community Communication, Institut, Supérieur de l’information et dela Communication, Morocco); Paikiasothy Saravanamuttu (Executive Director, the Center for Policy Alternatives, Sri Lanka); Diana Senghor (Director, the Panos Institute of West Africa); James Deane (Head, Policy Development, BBC World Service Trust and former Managing Director of the Communication for Social Change Consortium); and Karin Wahl-Jorgensen (Senior Lecturer, Journalism Studies, Cardiff University).
Based on the feedback received at the Cherkley conference, CGCS commissioned a number of focused papers on a range of topics from academic specialists, policy experts, and nongovernmental organizations active in the sphere of media and development. Their contributions have informed the guide and improved it immeasurably. In addition, we would like to thank the following for their advice, input, and recommendations: Dieter Zinnbauer, Lumko Mtimde, Damian Loreti, Stefaan Verhulst, Elizabeth McCall, Pippa Norris, Birgitte Jallov, Alfonso Gumucio Dagron, Mavic Cabrera-Balleza, Sally Burch, Ammu Joseph, Kandji Katira, Jamal Eddine Naji, Tarlach McGonagle, Kate Coyer, Mark Whitehouse, Drusilla Meneker, Ivan Sigal, Diane Senghor and her team at Panos West Africa, Patrick Butler, Luis Botello and ICFJ, Karin Wilkins, Jan Servaes and Folker Hanusch, Arne Hintz and Stefania Milan, Paul Falzone and Antonio Lambino, David Page and William Crawley, Sawsan Zaidah, Uwe Hasebrink, Nick Couldry, and Ruth Teer-Tomaselli (UNESCO Chair in Communication for Southern Africa, Culture, Communication and Media Studies, University of KwaZulu-Natal). Gustavo Gomez (Legal Director, AMARC Latin America) also provides invaluable insights on the community broadcasting section of the manuscript, which were reflected in subsequent drafts.

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