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I NTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

# NEW PROJECTS SUBMITTED TO THE IPDC

PART I: AFRICA

**IPDC BUREAU** Forty-ninth meeting



UNESCO HEADQUARTERS, PARIS 27 FEBRUARY- 1 MARCH 2006

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	A. PROJECT	IDENTIFICATION
1.	TITLE	ESTABLISHMENT AND OPERATION OF A NETWORK OF AFRICAN FREEDOM OF EXPRESSION ORGANISATIONS
2.	NUMBER	PDC/49 RAF/01
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM; PROMOTION OF INTERNATIONAL (AFRICAN REGIONAL) PARTNERSHIP.
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ASSISTANCE
7.	TOTAL COST OF PROJECT	US \$ 100 000
8.	AMOUNT REQUESTED FROM IPDC	US \$ 60 000
9.	BENEFICIARY BODY	NATIONAL AND OR REGIONAL ORGANISATIONS AND PROFESSIONAL UNIONS/ASSOCIATIONS ALL OVER AFRICA
10.	IMPLEMENTING BODY	HOST ORGANISATION: MEDIA FOUNDATION FOR WEST AFRICA
11.	PROJECT LOCATION	ACCRA, GHANA
12.	PROJECT PREPARED BY	KWAME KARIKARI EXECUTIVE DIRECTOR, THE MEDIA FOUNDATION FOR WEST AFRICA, ACCRA, GHANA
	DECISION O	F THE BUREAU

# **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

# Existing situation

Since the mid-1980s, there has been a historic thrust for mass media pluralism and promotion and expansion of press freedom and freedom of expression in Africa. Absolute state monopoly of ownership and control of mass media remain now only in very few countries indeed. Fewer countries still limit print media monopoly to the state or government. In radio and television, the only region without independent and private local ownership and operation in any country at all is the North, from Egypt to Mauritania.

The UNESCO Windhoek conference and Declaration in 1991gave both legitimacy and needed international impetus to the growing movement for media pluralism and press freedom that was building up from the late 1980s across the continent.

The resurgence in media pluralism – alongside the processes for political democratisation – gave energy to the reorganisation, as well as the initiation in many cases, of national and sub-regional press unions/associations, independent press freedom/of expression organisations, and intensification of advocacy for free expression rights around the continent.

These African organisations, singularly or in collaboration with international groups, have made all the difference in the preservation, expansion and defence of freedom of expression and all its components in much of Africa. They have variously promoted legislative reform, exposed and led protests against attacks on and violations of free expression/press freedom, given legal defence to journalists and media before the law, provided protection to persecuted or conflict-displaced journalists and communication professionals, and helped to advance media pluralism in Africa.

In the last few years, there has been growing communication, acts of solidarity, and collaboration between individual or among several groups of freedom of expression organisations on cases and issues at national, sub-regional or continental levels.

#### Extent of freedom and plurality of the mass media

The development of media pluralism and the state of press freedom and freedom of expression vary from country to country. Whereas most countries have press pluralism, broadcast pluralism is not as widely prevalent. The only region with complete media pluralism in the largest number of countries is the 15-member Economic Community of West African States (ECOWAS). Only Guinea (Conakry) was late, passing the needed legislation in August 2005 to allow pluralism in broadcasting.

With regard to press freedom, the situation is even more checkered and varying. Many more countries nowadays have in their constitutions provisions that to a larger or lesser degree attempt to conform to the letter and spirit of Article 19 of the UN Declaration of Human Rights and other derivative international conventions. Fundamental legal and institutional reforms have been adopted in a good number of countries to promote and protect plural ownership and operation of media. Press freedom can be claimed to exist in practice truly in a growing number of countries today. The push for freedom of access to information legislation is also growing in several places.

On the other hand, however, abuses and attacks on press freedom – sometimes fatal – go on in several countries and on a regular basis. In some cases, political developments have completely or severely reversed what progress had been achieved. In cases like that, through new decrees or by impunity, state monopoly has been restored actually or virtually. In general, most countries still have on their statutes laws that make expressions on public or government officials criminal, thereby shielding officialdom from public scrutiny through media or speech. Examples are sedition, insult, and state secrets laws.

Public regulatory agencies in too many countries are still under the thrall of governmental interference. And in a number of others, government controls, tries to control, or encroaches on, the independence of media professional associations or unions. Fewer professional unions have the capacity to, or actually do, engage in activities to promote and protect the labour rights and working conditions of their members.

In a sense, too, this state of affairs in press freedom conditions of the media in Africa results from the forceful resurgence of media pluralism in the past two decades. The dynamic of the wave for freedom of expression would necessarily generate resistance from the forces, institutions, traditions and attitudes in society that are opposed to the freedoms.

But the trend of developments indicates that, given strengthened and intensified advocacy on a continental level, the rate of progress is going to be faster and affect more countries. There has been important growth and strengthening of African regional mechanisms for rights promotion and protection in recent years. The African Commission on Human and Peoples' Rights has gained respectability, influence and effectiveness. The new African Court should add more backing to the work to promote, expand, defend and protect rights in Africa.

This is an important opportunity for non-governmental advocacy organisations to strengthen these institutions and mechanisms by utilising and engaging with them. Greater progress obviously will be made if the advocacy organisations work more closely to strengthen cooperation and coordination of their activities.

# Mass media supported by this project

The work of the Network covers national and or regional press unions or associations, press freedom and freedom of expression legislation and policy, regulatory environment and mechanisms, and media development.

All media and media professionals and owners stand to benefit from the advocacy work that these organisations are engaged in around the continent.

# Vital development problems

The principal problems that face progress for freedom of expression can be summed up as:

- (a) the undemocratic laws that must be reformed;
- (b) the repressive tendencies among people in authority;
- (c) weak institutional mechanisms to counter repressive tendencies and protect the rights;
- (d) weak media and civil society organisations and weak advocacy work;
- (e) weak advocacy to enforce governmental adherence to international conventions;
- (f) weak collaboration and networking among freedom of expression advocacy groups to promote issues across borders and on regional basis;
- (g) low public education on and mobilisation for freedom of expression rights.

#### Priorities to be addressed by this project

The project proposes to address the following:

- (i) Establishment of an administrative coordinating unit to co-ordinate the Network of African freedom of expression organisations and strengthen collaboration and their capacity to increase and intensify advocacy work around the continent of Africa.
- (ii) Appointment of a Coordinating Officer to do the following:
  - a) provide co-ordination among network members
  - b) oversee implementation of recommendations from the conference of African Free Expression promoting organisations Accra, October 28 29, 2005
  - c) undertake publicity
  - d) convene periodic meetings and consultations of the Network
  - e) manage a website
- (iii) Networking among African organizations
- (iv) Acquisition of equipment and facilities
- (v) Website development in four languages as well as publication on freedom of expression as well as media legislation

#### The overall aim is to:

- a. improve the capacity of individual national and sub-regional groups to strengthen advocacy work on national and sub-regional levels;
- b. strengthen the capacity of the groups collectively to intensify work to promote adherence to and implementation of international and African conventions on freedom of expression;
- c. promote concerted campaigns for reform of inimical laws and policies; and
- d. promote, through collaborative work of the network solidarity and a strengthened public opinion and influence that can deter and minimise the repressive tendencies among officials.

# Why providing solution to problems is important

It is important to have a coordinating unit to implement the recommendations of the conference of October 2005, towards meeting the objectives of the Network. This is even more critical considering that significant progress has been made generally and specifically in the advancement of freedom of expression rights. The atmosphere today presents favourable conditions to make more progress. The international situation is favourable, and African intergovernmental initiatives for mechanisms also add to the favourable conditions. There has also been a tremendous growth in civil society advocacy work. Many groups exist today at national and sub-regional levels.

These conditions must be made good use of because there is also a strong tendency for governments to retrench the gains made and to set back the trend of progress. This provides a great opportunity for concerted actions and programmes to intensify advocacy work, to promote, and to protect the rights of free expression.

The proposed coordinating unit will strengthen the capacity of the Network to develop strategies to advance its advocacy work at this opportune time.

# The solution proposed through the project

The setting up of an administrative structure to promote collaboration, provide coordination of common programmes and goals, and develop strategies for addressing key issues affecting freedom of expression situation in Africa generally and in specific serious cases;

The unit will coordinate the Network's programme of collective campaigns and advocacy involving all the members for particular continental issues;

The unit will initiate and develop common collective agenda on campaigns for redressing the worst cases of free expression abuses on the continent.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are the members of the African Free Expression Organisations (NAFEO). (See list under para. 9).

All the organisations are independent and non-governmental in character and operation and have exhibited some initiative in promotion of and advocacy for freedom of expression in their mandate area.

All national press unions/associations, networks of national press associations and other membership organisations are potential members and stand to benefit.

Some National organisations that are potential members of the Network:

- Somali Coalition for Free Expression, Mogadishu
- Ethiopian Free Press Journalists Association (EFJA), Addis Ababa
- > Press Union of Liberia (PUL), Monrovia
- > South Africa National Editors Forum (SANEF), Johannesburg

# 3. <u>IMMEDIATE OBJECTIVE</u>

The immediate objective is:

- > To develop a structure and coordinating mechanism for the Network;
- > To strengthen and intensify campaigns and advocacy for freedom of expression Africa-wide.

# 4. **DEVELOPMENT OBJECTIVE**

Following the establishment of the Network what is needed now is to keep the relationship and ensure implementation of the Network's activities in order to advance and deepen democracy because the combined capacity and efforts of such a network will:

- advance the adherence to and implementation of international conventions on freedom of expression by governments;
- > accelerate advocacy and processes for legislative and policy reforms; and
- > strengthen solidarity actions and public awareness and opinion to promote defence and protection against attacks and abuses.

# 5. PROJECT INPUTS

- (a) Internet and other strategies for dealing with serious crisis situations in various countries
- (b) The role of regional network communications in promoting free expression worldwide
- (c) Press freedom in selected "hot spot" countries in the developing world
- (d) Regional overviews of the current status of free expression
- (e) Effective evaluation of free expression work
- (f) Refinement of an information system established on website aimed at generating emergency support for threatened and endangered journalists
- (g) Meetings and consultations on media legislation and policies

#### 6. PROJECT OUTPUTS

- a new or improved website that will be regularly maintained in four languages and contain quality free expression news;
- hardware and software to carry out their free expression work using the Internet;
- more reliable and affordable Internet access and/or website hosting;
- more frequent use of the Internet for free expression advocacy in Africa by using it to form new or stronger relationships with other groups in their region and internationally, and participating in campaigns.
- more regular communication and stronger relationships with the groups participating in the project;
- quick access to updated and useful ICT information on the website;
- benefits from greater information from countries where target groups are located.
- Regional and international campaign on press freedom

# 7. <u>ACTIVITIES</u>

- > Co-ordination and administration of Network activities
- > Providing coordination of advocacy campaigns of the Network.
- > Design, development and management of a website
- ➤ Ongoing support and training on ICT will be given to groups where possible. Support will be both technical in nature as well as supporting groups to use the Internet for campaigning and advocacy work;
- > Group-to-group partnerships and training will be facilitated wherever possible to engage in expertise-sharing in ICT skills and advocacy. This will involve communication via email and telephone, and where possible visits from the organisation offering expertise to work one-on-one with staff at the group;

#### 8. WORK PLAN

All activities will be carried out over a 12-month period. Training will be provided throughout the year. The timing of one-time training sessions will be set up in conjunction with the target organisations to ensure maximum effectiveness. The network as well as the campaigns will be developed and updated throughout the year.

January - February: Consultation processes for the setting-up of the network- this will take place

in Brussels in February during the next IFEX AGM;

March: Launching of the network

**April:** Regional campaigns

**April – May:** Website designing, developing, testing and hosting;

**June – December:** Activities developed linked to the network

# 8. INSTITUTIONAL FRAMEWORK

At the conference of African Free Expression organisations in Accra, October 28 & 29 2005, the participating organisations agreed to establish a Network of African Freedom of Expression Organisations (NAFEO). It was further agreed that MFWA should host a secretariat of the Network, establish the coordinating structures and develop plans for implementing the recommendations of the conference.

The MFWA accordingly assumes the tasks of:

- i.) preparing this proposal to raise funds to support the coordinating unit for the Network;
- ii.) initiating communication to link up with all the organisations
- iii.) initiating discussion of activities and conference recommendations;
- iv.) setting up the coordinating structures and mechanisms of the Network.
- v.) proposing plans and programmes for regular information sharing;

# 9. SUSTAINABILITY

The most important guarantee for the sustainability of the Network is the existence and sustainability of the individual independent organisations that make up the Network.

Ordinarily, the network has no need for elaborate facilities to manage its existence and therefore it can be sustained relatively easily with modest structures to coordinate the implementation of the conference recommendations. The following international partners participated in the Accra conference:

International Freedom of Expression eXchange (IFEX), Canada International Media Support (IMS) Denmark Index on Censorship, London Open Society Initiative – Network Media Program and Justice Initiative Free Voice, The Netherlands

There is a great potential for support for the Network's activities.

# 10. FRAMEWORK OF MONITORING

UNESCO may mandate its office in Accra to monitor the progress of this project.

# C. ADDITIONAL INFORMATION

# **Previous IPDC support received by the country**

Support for organising the conference in Accra, October 28-29, 2005.

# Preparatory activities completed prior to submission of the project to IPDC

Conference of October 28 & 29, 2005

# Assistance sought other than IPDC

The amount of US\$40,000 needed to add to IPDC support of \$60,000 will be raised from a number of partners that support the organisations already, and also through a minimum contribution of US\$1,000 from member organisations.

The following partners are being approached for support:

International Freedom of Expression eXchange (IFEX) – US\$5,000 International Media Support (IMS) – US\$5,000 Open Society Institute – US\$20,000

# D. BUDGET

BREAKDOWN OF TOTAL BUDGET IN US\$		
Networking	28 000	
• ICT skills training sessions (3-4 trainings in partner countries)		
Advocacy campaign		
Campaigning (regional & continental)	32 000	
ICT campaign strategies (		
Training in Internet Action Alert work		
Consultations (meetings & travels)		
2 Sub-regional coordination meetings		
• Communications		
Translations	8 000	
(Eng. French, Portuguese, Arabic)		
Website Development and publications	12 000	
Site development		
Website hosting		
Web access and software		
On-going partner training		
Production, publication and dissemination		
TOTAL:	100 000	

IPDC Contribution	60 000
Beneficiary's Contribution through partners	40 000
<u>TOTAL</u> :	100 000

# BENIN

	A. PROJECT IDENTIFICATION				
1.	TITLE	STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"			
2.	NUMBER	PDC/49 BEN/01			
3.	CATEGORY OF MASS MEDIA	WOMEN'S PRINT MEDIA			
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT			
5.	SCOPE (National, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, TRAINING			
7.	TOTAL COST OF PROJECT	US\$ 16 400			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14 000			
9.	BENEFICIARY BODY	"MADAME AFRIQUE", COTONOU			
10.	IMPLEMENTING BODY	"MADAME AFRIQUE", COTONOU			
11.	PROJECT LOCATION	COTONOU			
12.	PROJECT PREPARED BY	"MADAME AFRIQUE", COTONOU			
	DECISION O	OF THE BUREAU			

# **B. PRESENTATION**

# 1. BACKGROUND AND JUSTIFICATION:

Benin has been a liberal democratic Republic since 1990. It has a population of about 6,500,000 inhabitants. Freedom of the press is visible through the plurality of press companies. This freedom is enshrined in the Constitution of Benin and guaranteed by the *Haute Autorité de l'Audiovisuel et de la Communication*. As regards the legal framework of the media landscape, the print media segment is regulated by the Law of 1960 while privately owned radio and television stations fall under the 1997 Law on liberalization of the airwayes.

The Beninese media is free insofar as no censorship by the public authorities is allowed. Media legislation is quite liberal, above all for the print media where, upon a simple declaration, a press company can be set up and cannot be banned. From 1990 to date, no print or electronic media company has been either suspended or taken out of circulation or off the air.

"Madame Afrique" is a publication that caters mainly for the African woman, and for Beninese and West African women, in particular. The publication appears once a month and has a circulation of 5,000 copies. It is distributed throughout the nation by a newspaper and magazine distribution agency. The publication also has foreign correspondents in Mali and Senegal and has plans to establish a distribution circuit in Burkina Faso in the near future to distribute to neighbouring countries. In this way, "Madame Afrique" will gradually extend its readership to other countries of Africa and beyond.

Despite being a leading Beninese women's publication of national and sub-regional scope, "*Madame Afrique*" faces ever more acute problems of lack of appropriate IT resources to support its production and lack of adequate training for its journalists, IT operators, and copy editors.

"Madame Afrique" derives its income from sales and advertising. However, given the declining purchasing power of the country's population and, in particular its female population, the monthly has not been able to generate sufficient revenue to invest in upgrading its equipment and providing continuous education for its staff.

In the short term, "Madame Afrique", which has no printers, scanners or camera equipment, has had to deal with the problem of the lack of IT equipment. It has had to outsource its printing to computer centres and is, therefore, subject to the decisions of printers who sometimes reject the mock-ups, claiming their illegibility or late delivery.

To overcome this situation, the publication needs to have appropriate IT and office automation equipment. This is essential to ensure that the periodical appears regularly and to guarantee an increased turnover. In the medium or long-term, it would need in-house printing facilities in order to reduce printing costs and improve its management.

Training for the staff of "Madame Afrique" will be organized in Benin by the Centre Africain de Formation et Perfectionnement des Journalistes (CAFPJ) in Cotonou. The CAFPJ is an African higher education mass media training institute.

# 2. DESCRIPTION OF THE TARGET GROUPS:

The aim of this project is to provide specialized training for six staff members of "Madame Afrique": 2 DTP operators, 2 sales representatives and 2 journalists trained in print media editorial techniques, marketing and management of a press company.

# 3. <u>IMMEDIATE OBJECTIVES</u>:

- > To strengthen the periodical's equipment base
- ➤ To strengthen staff training (2 DTP operators, 2 sales representatives, and 2 journalists), over a 2-month period, in women's print media editorial techniques and the management of a press company

# 4. **DEVELOPMENT OBJECTIVE:**

It is widely acknowledged that African women are not in a very privileged position where either the production or consumption of media information are concerned. However, democracy, which is an essential development tool, requires synergies among all productive forces, and it is clear that women cannot be excluded from this process. Involving women in media activities and providing them with the information they need contributes to the effort to improve communication capacities in Benin.

Newspapers and magazines published both in Africa and elsewhere do not successfully address the whole range of issues, news and information of relevance to and about African women, in general, and Beninese women in particular. Further, they take only a cursory interest in predominantly female informal sectors and in the lives of rural women and children.

A survey conducted among a sample of the reading public of Benin and neighbouring countries highlights the need for a publication such as "Madame Afrique" in the sub-region. This monthly magazine seeks not only to encourage women to become more actively involved in social, economic and cultural life, but also to provoke debate on the decisive role of women in the process of achieving sustainable national development. It is committed to helping women better understand their rights and duties, their weaknesses and strengths, which they are sometimes unaware of, and their potential to be active participants in decision-making and democratic processes. More involvement of women in the media, as both providers and recipients of information, is a necessary part of efforts to strengthen communication capacity in Benin and alleviate poverty, as better information means greater empowerment.

Press freedom exists in Benin and is an integral part of the democratic fabric. Women must have the opportunity to enjoy this freedom and it is therefore important to help them exercise this right.

# 5. PROJECT INPUTS:

#### Equipment:

3 multimedia computers

2 printers

2 HP colour scanners

1 1.2 kVA UPS

1 voltage regulator

4 dictaphones

2 photo cameras

# **Training:**

Organization of a training session for staff members of "Madame Afrique" by the Centre Africain de Formation et Perfectionnement des Journalistes (CAFPJ)

### 6. PROJECT OUTPUTS:

- ▶ 6 staff members (including 3 women) will have received training in print media editorial techniques, marketing and management of a press company.
- ➤ Once the computer equipment is up and running, "Madame Afrique" would have the capacity to increase its circulation from 5,000 to 10,000 copies a month by late 2006.

# 7. <u>ACTIVITIES</u>:

- > Purchase and installation of computer and office automation equipment
- Training course at the journalism training institute (CAFPJ)

# 8. WORK PLAN:

Period Activity	Month 1	Month 2
Purchase of equipment		
Installation		
Training		

# 9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by "Madame Afrique" with assistance from the relevant professional organizations. Equipment will be purchased in situ from authorized computer and office automation equipment sellers.

The professional bodies involved in the project are the *Centre Africain de Formation et de Perfectionnement des Journalistes* (CAFPJ), *L'Institut Supérieur de Journalisme* and *Tropicom Communication*, an international firm specialized in press and communication project management.

- > CAFPJ will be responsible for managing the staff training component
- > TROPICOM will be responsible for purchasing and installing the equipment

# 10. SUSTAINABILITY:

*Madame Afrique* has been in existence since February 1993. With more than ten years' experience, the publication will continue to come out regularly. With new IT equipment, the magazine would be able to diversify the scope of its activities, increase its profitability and progressively expand its distribution to all the countries of Africa and beyond, with the support of partners and advertisers.

# 11. FRAMEWORK OF MONITORING:

The National Board of Press and Audiovisual Media Managers of Benin is in charge of monitoring the project's activities.

# 12. EVALUATIONS CARRIED OUT:

For the purposes of implementing the project, we decided to call on the services of the firm *Tropicom*, specialized in the management of communication projects. The firm carried out a preliminary evaluation at the head office of the publication, and agreed to help us conduct a more specific assessment of our needs.

# 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

"Madame Afrique" undertakes to submit a report to the IPDC every four months.

# C. ADDITIONAL INFORMATION

# Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4BEN/07 350-BEN-41	40,000	Benin	1984 - 1985
		Establishment of a Documentation Centre for Information Services	]
PDC/7BEN/01 350-BEN-71	25,000	Mobile radio service	1987 - 1988
PDC/8BEN/01 350-BEN-81	15,000	Specialized seminar on the production of radio and TV programmes	1987 - 1988
PDC/48BEN/02 354BEN5041	22,000	Vakon community multimedia centre	2005-2006
		Total Benin: US\$ 102,000	

# Contribution foreseen by the beneficiary agency during the project period

As a contribution to the project, "Madame Afrique" will offset 15% of implementation costs.

# Assistance sought other than IPDC

None.

# D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):	
Equipment	
3 multimedia computers	3 900
HP colour printer	460
HP laser printer	1 060
HP colour scanner	470
1.2 kVA UPS + regulator	400
2 cassette recorders	300
2 dictaphones	300
2 photo cameras with zoom	380
Training	
Print media editorial techniques	1 770
2 DTP operators	1 060
Sales management	1 060
Monitoring	1 000
<u>TOTAL</u> :	14 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
<u>(IN US\$)</u> :	_
Installation of equipment	315
Trainees' stipends:	
2 journalists	525
2 DTP operators	300
2 sales representatives	360
Production of IPDC reports	100
Administrative management	800
<u>TOTAL</u> :	2 400

# **BURKINA FASO**

١.	TITLE	SUPPORT FOR REGIONALIZATION OF RADIO RURALE
2.	NUMBER	PDC/49 BKF/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING
4.	IPDC PRIORITY AREA	RURAL RADIO
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 105 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 000
9.	BENEFICIARY BODY	GENERAL MANAGEMENT OF RADIO RURALE
10.	IMPLEMENTING BODY	RADIO RURALE
11.	PROJECT RENTAL	OUAGADOUGOU
12.	PROJECT PREPARED BY	GENERAL MANAGEMENT OF <i>RADIO RURALE</i>

# **B. PRESENTATION**

# 1. <u>BACKGROUND AND JUSTIFICATION</u>

Established in November 1969, *Radio Rurale du Burkina* shares its broadcasting network with the National Broadcasting Company. Across the country, there are two regional stations (Bobo-Dioulasso in the West and Gaoua in the South-West), the national television station, three private television channels, three dailies (of which two private), a dozen or so weeklies and over sixty denominational, associative and commercial community radio stations.

Since 1991, no newspapers or radio stations have been closed down by the government. The few cases brought against press companies have often been brought by individuals who, allegedly, felt they had been libelled. All the media companies (oral and print) cover the whole spectrum of topics of value and interest to the population. The Higher Communication Council, the information regulatory body of Burkina Faso set up in 1997, has never sanctioned any press company. It has, nevertheless, issued reminders to press companies about the need to respect ethical codes and their editorial line.

The mission of *Radio Rurale du Burkina* is to collect, process and broadcast information of interest to rural communities. In addition to the French language, it broadcasts 39 hours a week in 16 regional languages for the benefit of the sixty or so ethnic groups that make up the Burkinabe population. Its national coverage is, however, not satisfactory. The Burkinabe government has, therefore, recently decided to extend the coverage of *Radio Rurale* by establishing twelve regional stations across the country.

At present, the regional stations of Dori (in the Sahel), Fada N'Gourma (in the East) and Ouahigouya (in the North) are underway. The Dori station is very advanced and has reached the equipment installation stage. For the two others, buildings are still under construction.

Equipment has been acquired for all three of these stations but some additional equipment is needed in order to be prepared for all eventualities. The three stations need to be equipped with backup transmitters to avoid being off the air for prolonged periods of time. They also need solid production equipment, particularly for outdoor reporting. In all cases, spare parts are hard to come by and orders can sometimes take several weeks to be filled.

# 2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of the project are the rural and semi-urban populations of the stations' host regions. The populations of the North are agro-pastoralists, those of the Sahel are essentially herders, and those of the East are farmers and livestock producers.

# 3. <u>IMMEDIATE OBJECTIVES</u>

- > To acquire 3 transmitters for the Dori, Fada N'Gourma and Ouahigouya stations
- > To strengthen production potential by making available technical equipment, particularly for outdoor reporting.
- To equip each of these 3 stations with a Community Media Centre (CMC).

# 4. <u>DEVELOPMENT OBJECTIVES</u>

# Acquisition of this equipment will make it possible to enhance:

- Broadcasting coverage of the national territory
- Utilization of regional languages
- Diversification of radio productions
- > Responsiveness to local realities
- Familiarization of semi-urban populations with the Internet

# 5. PROJECT INPUTS

# **Production Equipment**

- > 8-track studio console
- ➤ CD players
- ➤ Cassette player/recorders
- > CF PMD 670 card readers
- ➤ Limiters-compressors
- Studio microphones (Cardioids).

# Community Media Centre

- ➤ 4 computers
- ➤ Wi-Fi Network
- > 5 kVA UPS
- ➤ 16-port hub.

# 6. PROJECT OUTPUT

- 3 stations equipped with backup transmitters
- 3 stations fitted with production equipment
- 1 station coupled with a CMC.

# 7. <u>ACTIVITIES</u>

- Installation of equipment at the Dori regional station
- ➤ Construction of the buildings for the Fada N'Gourma (nearing completion) and Ouahigouya (in progress) regional stations
- > Equipment of these 2 stations
- Construction of the 3 buildings to house the CMCs
- ➤ Applications to the National Telecommunications Office for the installation of the telephone lines for the CMCs
- > Training of the staff for the CMCs
- > Start up of the CMCs

# 8. WORK PLAN

# Radio Rurale

➤ Equipment of the Dori, Fada N'Gourma and Ouahigouya stations

# Community Media Centres

- > Construction of the buildings
- > Electrical installation
- > Fitting out of the premises
- > Acquisition of the computer equipment
- > Training of the staff
- > Start-up

# 9. <u>INSTITUTIONAL FRAMEWORK</u>

The project will be implemented under the supervision of the Research and Planning Division of the Ministry of Information, the General Management of *Radio Rurale* and the governorships of the regions concerned.

# 10. SUSTAINABILITY

The availability of backup transmitters and production equipment, coupled with the sound management of material resources guarantees the sustainability of these stations. Any eventual breakdown of transmitters will be dealt with rapidly and the production of programmes is properly catered for. The CMCs will provide the regional radio stations with valuable sources of information to feed into their programmes. Public use of these CMCs will no doubt contribute to awakening keener interest in the Internet and encourage greater care to be taken of them. A technical team will be assigned to upkeep the equipment and keep it up-and-running under the best conditions.

# C. ADDITIONAL INFORMATION

# **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period		
PDC/11BKF/01 352-BKF-11	143,000	1990 - 1998			
		Development of Burkina's television production			
PDC/18BKF/01 352-BKF-81	50,000	Strengthening the capacity of SIDWAYA Publishing for the purpose of creating a newspaper in national languages	1998 - 1999		
Total Burkina Faso: US\$ 193,000					

# Preparatory activities completed prior to submission of the project to IPDC

The Burkinabe government is financing construction and equipment of the regional stations. In addition, the Ministry of Information has seconded technicians to the project. Further, the equipment received will enter the country duty free.

# Contribution foreseen by the beneficiary agency during the project period

Construction of the buildings for the CMCs; local travel needs.

# Assistance sought other than IPDC

None.

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
8-track studio console	2 000
2 CD players	500
2 cassette player/recorders	2 000
2 CF PMD 670 card readers	
2 Limiters-compressors	
2 studio microphones (Cardioids)	
Equipment of the Community Media Centres	
Monitoring	
TOTAL	30 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$			
Dori Building	17 000		
Fada N'Gourma Building			
Ouahigouya Building 30 0			
TOTAL	75 000		

# **BURKINA FASO**

	A. PROJECT IDENTIFICATION					
1.	TITLE	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU				
2.	NUMBER	PDC/49 BKF/02				
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA				
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND COMMUNITY MEDIA DEVELOPMENT				
5.	SCOPE (national, regional, interregional)	NATIONAL				
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL				
7.	TOTAL COST OF PROJECT	US\$ 61 600				
8.	AMOUNT REQUESTED FROM IPDC	US\$40 000				
9.	BENEFICIARY BODY	PENGWENDE WOMEN'S ASSOCIATION, 01 BP 3411 OUAGADOUGOU 01, BURKINA FASO TEL: (226) 31.63.40, REPRESENTED BY MRS GEORGETTE KOALA/NAZE PRESIDENT OF THE ASSOCIATION				
10.	IMPLEMENTING BODY	PENGWENDE WOMEN'S ASSOCIATION				
11.	PROJECT LOCATION	SABOU				
12.	PROJECT PREPARED BY	PENGWENDE WOMEN'S ASSOCIATION				
	DECISION OF THE BUREAU					

# **B. PRESENTATION**

# 1. <u>BACKGROUND AND JUSTIFICATION</u>

#### A. Context

Modern media such as print and electronic media were introduced in Burkina Faso, as, moreover in the other French-speaking countries of Sub-Saharan Africa, on the eve of the wave of accessions to independence. At the accession time of independence, only the State-run electronic media and a very few privately-owned newspapers existed in Burkina Faso. It was not until some thirty years later that the media industry as a whole and more particularly the electronic media segment took off. This expansion was facilitated by the enactment of the Information Code in 1991, reformulated in 1993, and above all by the establishment in 1995 of the CSI (*Conseil Supérieur de l'Information High Information Council*) whose main mission is to regulate the activities of the media industry including the issuance of broadcasting licences. In 1998 CSI, the regulatory body, organized private radio and television stations in three categories: commercial, associative or community and denominational. The Pengwende Association's intend to establish a radio station in Sabou which will fall in line with the community radio category

# B. Project justification

Pengwende Women Association has been actively involved in community development for more than a decade in Sabou area which comprise of 68 villages. Through various community projects, the Association promotes a participatory approach to development at the grassroots level. In rural and semi-urban areas like Sabou and its surroundings, radio is the most effective medium. Despite poverty in the area, most households have their own radio receivers. The project therefore proposes to establish a community radio station combined with a telecentre in Sabou. This will help to catalyse community participation in their own development. The proposed community radio station will be the first of its kind and will bring essential information to the Sabou population while giving them a tool to discuss their own development agenda, the experiences and promote responsive and transparent governance at the local level. The telecentre component in the project which will be established within the community radio will allow the communities to reap the benefits of new information technologies and access to vital information which are not normally available through other channels. The radio station will function as an interface between the Internet and the communities by broadcasting relevant Internet information in local language.

The Pengwende Association's has already obtained a radio license to broadcast.

# 2. DESCRIPTION OF THE TARGET GROUPS:

Rural community, especially women and young people, in the Sabou region comprising 68 rural villages.

# 3. IMMEDIATE OBJECTIVES

 A self-sustaining community media comprising a community radio and community telecenter (Community Multi Media Centre) established in Sabou and operational before December 2006.

# 4. LONG TERM OBJECTIVES

Strengthen the capacities of marginalised/rural communities in the Sabou catchments area to participate effectively in the democratic development of their communities and advocate for supportive policies and programmes.

# 5. EXPECTED OUTPUTS (RESULTS) OF THE PROJECTS

- (i) Operational community multimedia centre comprising a community radio and internet access facilities:
- (ii) Trained volunteers staff capable of radio programme management, production and broadcasting.

Various radio programmes produced and broadcast on a daily programme schedule. The programme will consist of contents with a view to:

- Sensitising rural community to development issues;
- Raising the role and accountability of rural and local authorities;
- Promoting the dissemination of knowledge of citizen's civic rights and obligations
- Enhancing the status of rural women
- Encouraging the emergence of female leaders at the local level
- Promoting and encouraging locally-inspired artistic and cultural creation
- Encouraging initiative and creativity among the population, in particular, the young people
- Contributing to the dissemination of appropriate, high-performance production techniques
- Organizing programmes and game shows/competitions for schoolchildren
- Making their village's history and cultural heritage better known
- Familiarizing rural residents with NICTs

The operations of the Sabou community multimedia centre will be supported by funds generated from community fund raising events, income from the messages aired by the local population and the access to the various services offered for a fee by the telecentre (faxing, scanning, computing, etc.).

# 6. MAIN ACTIVITIES:

The Pengwende Women Association will (i) order and purchase the necessary radio and telecentre equipment. While awaiting equipment delivery, (ii) sensitise the local authorities and the population on the advantages of having a multimedia centre and how it can not only be used as an information centre but also as an instrument for their empowerment (iii) the Association will then install the CMC, train the management staff and then launch the programmes (broadcasting), and will also familiarize the population with the use of ICTs.

# 7. MAIN INPUTS TO THE PROJECT

Community Radio equipment

Telecentre equipment (telephone, fax, Internet, scanner, etc.)

Community radio Personnel

House where the Community Radio and CMC will be located

Trainers for CMC management and radio production programmes and maintenance.

# 8. EXTERNAL FACTORS TO BE TAKEN INTO CONSIDERATION

It is hoped that the Sabou population will quickly adopt the CMC concept and will extend it to other regions.

**Risks**: The delivering of the equipments takes more time and slow down the project.

# 9. <u>SPECIAL CONSIDERATIONS</u>

The project will impact especially rural women and encourage the emerging of female leaders at the local level, thus enhance the status of rural women. In general it will empower people from the Sabou region, to be conscious of their situation and lead them to understand that they have the power to change the social realities they are confronted with.

# 10. <u>TIMING AND MODALITIES FOR PROJECT REVIEWS, REPORTING AND EVALUATION</u>

- After 3 months of broadcasting: the first project review
- After 6 months of broadcasting radio programme a survey is carry out to evaluate the impact of the radio programmes on the local population
- Over one year, the CMC is self-sustained, through the funds generated from fee collection for community access to the various services offered for a fee by the telecentre (faxing, scanning, computing etc.)
- After 1 year evaluation of the project.

# 11. **MONITORING**

Project monitoring activities include the monitoring of continued compliance with CSI specifications, the memoranda of understanding signed with the decentralized State departments, and the associations as well as the NGOs active in the area.

In addition, periodic surveys will be conducted to get feedback from the public in order to better match the content of the programme grid to the concerns and aspirations of the target audience, on the one hand, and on specific thematic subjects, on the other, in line with the development objectives to which they relate.

In parallel, the UNESCO Office in Bamako, URTNA and the Burkina Faso Radio Community Associations will engage in monitoring activities during the project execution phase.

# 12. FEASIBILITY STUDY

A study was conducted to assess the communication needs of the population of the Sabou region along with a feasibility study on the setting up of a CMC in the region.

# 13. REPORTING FRAMEWORK

Pengwende Association will submit a detailed report on the most recent developments in project execution every 4 months to the UNESCO Office in Bamako.

# C. ADDITIONAL INFORMATION

# **Preparatory activities**

The following activities were also undertaken prior to submission of the project to the IPDC:

- Submission of the tender dossier
- Obtaining of authorization from the CSI
- Registration of the agreement with the tax authorities
- Search/selection of a site
- Sensitization of village groupings and their populations
- Information of the politico-administrative, traditional and religious authorities

# Additional financial assistance sought

A request was sent to the Danish Cooperation Agency and to AMARC for support.

# D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):				
Technical studio equipment (mixing console, 4 microphones with stands, baffles, headsets, audio amplifier, sound card, cables and connecting devices):	6 619			
PC with professional audio management software and 19" screen:	2 400			
350 VA UPS:	100			
Digital satellite receiver:	300			
Antenna:	50			
Reporting equipment (recorder, headset, microphone):	2 540			
150 W FM stereo transmitter:	4 900			
4 omnidirectional aerials:	1 021			
Feeders(50 m.):	300			
350 VA UPS	100			
5 desktop computers:	10 000			
2 printers:	2 000			
Scanner:	2 500			
Photocopier:	5 000			
Television set:	1 500			
VCR:	670			
TOTAL:	40 000			

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$):				
Submission of technical offer (consulting, assembly of the dossier, reproduction):	610			
Submission of financial offer (consulting, bank guarantee, reproduction): 2 41				
Registration of the agreement (stamp duty):				
Acquisition of the land:				
Furniture and office supplies: 1 8				
TOTAL: 21 60				

# **BURUNDI**

	A. PROJECT I	DENTIFICATION
1.	TITLE	ESTABLISHMENT OF COMMUNITY RADIO STATION AT PEACE DOCUMENTATION RESOURCE CENTRE IN BUJUMBURA (DUSHIREHAMWE LET'S RECONCILE")
2.	NUMBER	PDC/49 BUR/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING AND ICT'S
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA; HUMAN RESOURCE DEVELOPMENT (TRAINING) FOR PEACE
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	RADIO EQUIPMENT; TRAINING
7.	TOTAL COST OF PROJECT	US \$ 56 000
8.	AMOUNT REQUESTED FROM IPDC	US \$ 32 000
9.	BENEFICIARY BODY	DUSHIREHAMWE WOMEN NETWORK
10.	IMPLEMENTING BODY	DUSHIREHAMWE, AMARC and UNESCO
11.	PROJECT LOCATION	BUJUMBURA
12.	PROJECT PREPARED BY	UNESCO/NAIROBI and DUSHIREHAMWE ASSOCIATION
	DECISION O	OF THE BUREAU:

# B. PRÉSENTATION

#### 1. BACKGROUND AND JUSTIFICATION

For Africa, radio continues to be the most accessible and available information and communication technology (ICT). This can be attributed to the strengths of the medium, for example the fact that one does not have to be literate to use it, it is relatively cheaper in terms of affordability and still accessible in very remote areas. This medium is an important source of information particularly for women who are usually busy performing different chores. Radio offers them an opportunity to listen without interfering with their activities.

Community radio is a new sector emerging in Burundi. As such, it will need time to grow to reach sustainability. Before this, it will need support from donors, the government and other agencies interested in seeing the growth of the sector. It is non-profit. While it may adopt commercial approaches to financing and become commercially successful (sustainable), these profits go back into the community broadcaster or into development projects/programmes around the community broadcaster. It is participatory at all levels, i.e. ownership, management and production. This means that it is owned, managed and programmed by those it serves, responding to community's expressed needs and priorities, and it is accountable to community structures. The key words being community involvement and community participation.

The Dushirehamwe women community media network established a peace documentation center with seed funding from UNESCO. It now seeks IPDC support to established a community radio station at the documentation centre to encourage more direct participation of community groups, particularly its women members, in dialogue and decision-making though a variety of braodcst programmes aimed at the promotion of peaceful co-existence.

# 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

The direct beneficiaries of this project are the grassroots women drawn from all Provinces in Burundi, already organised at the vanguard of promoting peace in Burundi – the DUSHIREHAMWE Network. Through them, there will be other secondary beneficiaries, for example the men and youth who will benefit from information received and disseminated by the Community radio.

### 3. <u>IMMEDIATE OBJECTIVES</u>

To establish a self sustaining Community radio in Bujumbura with a strong leadership of women promoting peace and reconstruction.

# 4. DEVELOPMENT OBJECTIVE

The project will provide a platform where women of Burundi will express their divergent views on peace building. These will allow community views and recommendations on peace building to be documented in order to strengthen the current peace building initiatives.

# 5. PROJECT INPUTS

Dushirehamwe women network already has received computer equipment from UNESCO have established a peace documentation centre as a community resource centre. The centre has books, audio visual material, cultural artefacts etc. However Dushirehamwe documentation centre still needs basic pieces of equipment to start the community radio station:

- 500 W FM Transmitter
- FM antenna
- Transmission cable
- Antenna tower
- Audio mixer
- Cassette tape decks (2)
- CD player
- Speakers
- Amplifier
- Microphones
- AVR
- 12-V battery
- Cables and connectors (installation of materials)
- Mini disc recorders
- Digital editing unit (computer and software)
- Telephone and hybrid
- Headphones
- Studio furniture
- Soundproofing
- On air lights (for outside and inside studio)
- Air-conditioning.

# 6. PROJECT OUTPUTS

- Dushirehamwe centre will be equipped with a transmission studio for the community station
- For a start, 20 women will be trained in radio station management, administrative skills, technical and production skills, newsgathering skills, research and fundraising. These 20 will serve as a core group for the Dushirehamwe centre. They will also train others and ensure there is a multiplier effect where more and more women of Dushirehamwe will attain these skills;

# 7. ACTIVITIES

- ➤ Identification of equipment suppliers;
- Purchase and installation of equipment;
- > Equipping of the resource centre;
- > Identification of the core group;
- > Training of the core group in basics of management, production, technical, administrative skills etc.;

# 8. WORK PLAN

Activity	1	2	3	4	5	6	7	8	9	10	11
Preparations	X	X									
Identification of equipment suppliers			X	X	X						
Purchase of equipment						X	X				
Installation and testing of equipment								X	X	X	
Identification of core group		X	X								
Training of core group		X	X	X	X	X	X	X			

# 9. INSTITUTIONAL FRAMEWORK

Grassroots women representing all provinces of Burundi have contributed to peace documentation resource centre and established themselves as the Dushirehamwe Women Network. This network will be used to promote a wide range of development activities: from dealing with issues of refugees replacement, Peace dialogues, reconstruction, healthcare promotion to disease prevention, income generation, poverty eradication, adult literacy campaigns and promotion of education, among others. The Dushirehamwe will respond to local as well cross-borders needs and encourage more direct participation of community groups, particularly its women members, in dialogue and decision-making though a variety of activities aimed at the promotion of peaceful co-existence.

Dushirehamwe Network, in cooperation with the UNESCO office of the Communication Adviser for Eastern Africa, will assist in the implementation of this project in collaboration with the Burundian Authorities.

# 10. SUSTAINABILITY

Dushirehamwe Network has suggested several options for raising revenue to cover running costs. Much, if not all, of the resources needed for operating the community radio come from individuals, institutions and organisations within the community. Private individuals are motivated to contribute. Various fund-raising schemes – raffle draws, benefit dance, selling of FM receiver sets – are held. Institutional advertisements and outright donations are also accepted.

# 11. FRAMEWORK OF MONITORING

The implementing bodies will consider such organisations and institutions like the Kenya Community Media Network (KCOMNET) and EcoNews Africa to monitor implementation of the project on its behalf since the above organisations have experience and have been supporting a number of communities to establish community radios and community telecentres.

# 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-month basis.

# C. ADDITIONAL INFORMATION Previous IPDC support received by the country: Project N Budget codes (US \$) Project title PDC/4BDI/09 350-BDI-41 40,000 Burundi Establishment of regional communication centres

PDC/12BDI/01 352-BDI-21 520-BDI-61 (FIT-France)	87,000 34,856	Modernization of the production facilities of the National Press	1995 - 1998		
<b>PDC/19BDI/01</b> 352-BDI-91	20,000	Development of the Press Club	1999 - 2001		
<b>PDC/23 BDI/01</b> 354 BDI 5031	25,000	Women Using Media for Peace in Burundi (DUSHIREHAMWE «Let's Reconcile» Peace Documentation Centre and CMC)	2004- 2005		
Total Burundi: US\$ 172,000+ US\$ 31,000 (Funds-in-trust)					

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$				
Studio mixing console:	2 445			
Telephone hybrid system:	970			
Surround option:	730			
150 W power amplifier:	500			
Control loudspeakers:	560			
2 studio microphones:	570			
2 professional headphones:	290			
CD player:	710			
Cassette recorder/player:	500			
Professional minidisk recorder:	1 660			
Adjustable microphone stand with arm:	155			
Microphone table stand:	255			
2 "On air" signals:	500			
Cables and connectors:	1 630			
Audio software and interface plus display:	4 050			
500 W FM transmitter:	4 125			
<b>TRAINING FOR 20 CORE GROUP</b> ( <i>Technical and broadcasting skills, audience research, resource mobilisation, management and administrative skills</i> )				
Accommodation for 20 pax: 5 days × 70:	7 000			
Local travel and transport refunds @ 20 × 20 pax:	400			
Training material (stationery, photocopy, production of report etc.):	450			
Resource persons/facilitators @ $350 \times 2$ pax $\times 5$ days:	3 500			
Monitoring:	1 000			
TOTAL:				

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$			
10 volunteer staff: radio station managers (10×US\$ 100 p/m):	24 000		
<u>TOTAL</u> :	24 000		

# **CAMEROON**

	A. PROJECT IDENTIFICATION						
1.	TITLE	MESSOK RURAL COMMUNITY RADIO					
2.	NUMBER	PDC/49 CMR/01					
3.	CATEGORY OF MASS MEDIA	RADIO					
4.	IPDC PRIORITY AREA	COMMUNITY RADIO					
5.	SCOPE (national, regional, interregional)	NATIONAL					
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING					
7.	TOTAL COST OF PROJECT	US\$ 80 860					
8.	AMOUNT REQUESTED FROM IPDC	US\$ 66 000					
9.	BENEFICIARY BODY	MESSOK RURAL COMMUNITY VILLAGES					
10.	IMPLEMENTING BODY	FIGHT AGAINST AIDS AND POVERTY ASSOCIATION (FAAPA) AND THE UNESCO OFFICE IN YAOUNDÉ					
11.	PROJECT LOCATION	MESSOK, HAUT-NYONG DIVISION, EAST PROVINCE					
12.	PROJECT PREPARED BY	FIGHT AGAINST AIDS AND POVERTY ASSOCIATION (FAAPA) AND THE UNESCO OFFICE IN YAOUNDÉ					
	DECISION OF THE BUREAU:						

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

Deregulation of the audiovisual landscape, establishment of private radio stations and the emergence of cable and satellite-TV mean that today all Cameroonians with access to cable can view television programmes of their choice. A favourable institutional environment has boosted media development and thanks to the NICTs, Cameroon is now opened to the outside world. In spite of this liberalization, however, radio coverage remains concentrated in metropolitan areas such as Douala and Yaoundé and is virtually non-existent in rural and border areas because of the high cost of installations. This means that the people of some regions still live in virtual isolation, cut off from the rest of the country and the world.

The community of Massok, situated at the borders with the Central African Republic, is faced with the challenges of a high rate of prostitution, increasing numbers of girls dropping out of school and increasing HIV/AIDS pandemic amongst youths which is largely due to a lack of information and education on the pandemic. The situation is the same in the other communities neighbouring regions in Cameroon and the CAR.

The Massok Municipal Council, in collaboration with UNDP, WHO and the Ministries of Health and Communication, have organized awareness-building workshops for young people and informal chats with the prostitutes of the region on topical issues such as AIDS, prostitution and their social repercussions on the communities.

It is in this context that the Cameroonian government, through the Ministry of Communication, and with strong community involvement, would like to set up a community radio station in this border area. This would provide a medium for multilingual radio programme production and broadcasting in the main local languages as well as in the two official languages; French and English.

The rural radios that have been set up in Cameroon, within the framework of the National Governance Programme, have played a significant role in promoting the cultures of traditional communities, in agricultural extension, in strengthening women's associations and in improving small farmers' access to savings schemes. The successes achieved need to be reinforced .

The present project seeks to harness the experience of that programme to uplift Baka culture and foster youth and women's empowerment through economic integration, education and greater participation in the development process not only of the border areas but of the country as a whole.

## 2. DESCRIPTION OF THE TARGET GROUPS

This project will benefit not only the Baka communities of Cameroon but also the minority Pygmy communities in the border regions with the Central African Republic.

# 3. IMMEDIATE OBJECTIVES

To create a forum where young people are offered the opportunity to discuss and freely express their views on social problems confronting them, such as drug abuse, AIDS, prostitution, early marriage, school dropout and child trafficking.

## 4. DEVELOPMENT OBJECTIVES

Young people and women will be provided with an appropriate medium for fighting the AIDS pandemic, encouraging positive behavioural change among young people and contributing to the advancement of the Baka and pygmy communities of the border region with Central African Republic which happen to share common cultural factors and language.

#### 5. PROJECT INPUTS

#### **Equipment**

Production and transmitting equipment Broadcasting tower Premises for the station

#### **Training**

Training of radio animators to design and produce thematic radio programmes
Training of technicians
Training of members of the Management Committee

#### 6. PROJECT OUTPUT

- 10 radio animators will have been trained at the end of the project,
- 15 members of the management committee trained on radio management
- A series of programmes produced on topics of major interest such as AIDS, drug abuse, prostitution and school dropout among youths, particularly girls.

#### 7. ACTIVITIES

- Purchase and installation of equipment
- Organization of a training workshop for ten radio animators
- Organization of a training workshop for technicians
- Organization of a training workshop for members of the Management Committee
- Design and production of thematic programmes

## 8. WORK PLAN

- **Month 1** Purchase and installation of equipment
- Month 2 Training of maintenance technicians
- **Month 3** Training of young people in radio-programme animation (2 training sessions)
- **Month 4** Training of technicians
- **Month 5** Training of managers
- **Month 6** Start-up of programmes

## 9. INSTITUTIONAL FRAMEWORK

In collaboration with the UNESCO Office in Yaoundé, which is providing technical support, the project was prepared at the initiative of the Non Governmental Organisation, Fight Against AIDS and Poverty (FAAP) the implementing body in collaboration with the Ministry of Communication, which will provide administrative support.

# 10. SUSTAINABILITY

The Association will provide the running and staff costs. Also the Municipal Council of Massok has allocated a budget Head in its 2006 Annual Budget to support the project. Other development partners have indicated financial and material support.

# 11. MONITORING FRAMEWORK

The UNESCO Sub-Regional Office for Central Africa in Yaoundé will monitor project progress.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The beneficiary body undertakes to prepare quarterly progress reports.

# C. ADDITIONAL INFORMATION

## **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/3CMR/20 350-CMR-31 350-CMR-71	23,000 35,000	Cameroon	1982 - 1991
350-CMR-91	66,000	Development of the News Agency	
PDC/8CMR/01 350-CMR-81	40,000	Development of the Ecole Supérieure des Sciences & Techniques de l'Information (ESSTI) in Yaounde	1987 - 1989
<b>PDC/17CMR/01</b> 352-CMR-71	70,000	Completion of the computerisation of the CAMNEWS Agency	1997 - 1998
<b>PDC/18CMR/01</b> 352-CMR-81	70,000	Renewal of ASMAC broadcasting equipment	1998 - 1999
PDC/20CMR/01 353-CMR-01	20,000	Computerization of the documentation service of the Cameroon Radio & Television Company (CRTV)	2000 - 2002
<b>PDC/20CMR/02</b> 353-CMR-02	40,000	Mbalmayo and Meiganga Women's Community Radios	2000 - 2002
PDC/20CMR/03 353-CMR-03	28,000	The Herald Newspaper	2000 - 2002
PDC/21 CMR/03 353CMR5011	25,000	Community radio for women of South Cameroon	2003 - 2004
PDC/23 CMR/01 354CMR5031	20,000	Multimedia centre for the young people of Garoua	2004 - 2005
PDC/23 CMR/02 354CMR5032	23,000	Strengthening the independent newspaper "LE MESSAGER	2004 - 2005
PDC/24 CMR/01 552CMR5000 (Japan)	70,060	Meiganga Community multimedia centre	2004 - 2005
PDC/48 CMR01 354RAF5041	15,000	Capacity-building for independent pluralist media	2005-2006
		Total Cameroon: US\$ 475,000 +US\$ 70,060 (FIT)	

## Preparatory activities completed prior to submission of the project to IPDC

Co-ordination meeting to define strategies

- Implementation of a youth ICT immersion policy
- Inclusion of Pygmy minorities in the development process
- Strengthening the management skills of women and young people
- Project feasibility study and identification of a project site
- Submission of the project to UNESCO and elaboration of budget to be included in the 2006 budget of the Ministry of Communication and the Massok Municipal Council

# Contribution foreseen by the beneficiary agency during the project period

- Rehabilitation of the premises with basic infrastructure (offices, water, electricity, telephone)
- Assignment of staff with the support of the Massok Municipal Council
- Construction and installation of the broadcasting tower
- Labour for the refurbishing of the premises

# Assistance sought other than IPDC

None.

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Acquisition and Installation and testing of production and broadcasting equipment	35 000
Training of animators, technicians and managers	30 000
Project monitoring	1 000
<u>TOTAL</u>	66 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
Fitting-out of premises	3 060	
Assembly and installation of the broadcasting tower		
Furnishings		
Communications		
Overheads (water, electricity, security)		
Progress reports		
<u>TOTAL</u>		

# **CAMEROON**

1.	TITLE	STRENGTHENING THE CAPACITIES OF THE MONTHLY, "AMAND'LA"
2.	NUMBER	PDC/49 CMR/02
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	MEDIA PLURALISM, FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 66 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	"AMAND'LA" GROUP
10.	IMPLEMENTING BODY	"AMAND'LA" GROUP/UNESCO YAOUNDÉ
11.	PROJECT LOCATION	YAOUNDÉ
12.	PROJECT PREPARED BY	"AMAND'LA" GROUP

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

Founded in 1990 on a personal initiative, the monthly, *Amand'la*, appeared for the first time on 4 December 1991. Its aim was to offer the intelligentsia of the South a tribune from which to ensure their active presence in the universal arena of thought, reflection and communication. It was also aimed at proving that peripheral areas could express their generic identity by adding their contribution to universal civilization.

Thus in *Amand'la*, Africans themselves discuss their problems and reflect on the challenges facing them. From the outset, the monthly positioned itself as a tribune where Africa is called upon to reflect on its present and future existence. Hence the avoidance of information on current events and burning topical issues, with preference being given instead to reflection, debate, analysis and constructive proposal, against the backdrop of rigorous standards, both in terms of substance and form.

To that end, as a complement to the monthly, thematic dossiers, special supplements and exclusive features were introduced to provide in-depth explanations of specific aspects of the political, economic, social or cultural life of a particular country or of Africa as a whole.

This work is done using IT equipment and tools that are now very out of step with today's technological advances and which consist of a few computers, printers and other material from a previous generation. We are, therefore, forced to have recourse to very costly outsourcing of the design and production of our publications. Hence the reason for submission of this funding request to the IPDC.

The project is aimed at strengthening production equipment, improving journalists' working conditions, gaining mastery of the entire production chain and setting up a Web site for the electronic edition of our newspapers.

#### 2. DESCRIPTION OF THE TARGET GROUPS

In addition to the net improvement of the publishing company's productions, the primary beneficiaries of the project will be:

- ➤ All of the readers in the countries of the sub-region, whose base will be broadened thanks to the mastery of production costs
- The academic community and national and international researchers

The project is aimed at facilitating and improving the working conditions under which we conduct research, processing and circulation of information and our analyses of events.

## 3. IMMEDIATE OBJECTIVES

The purpose of the project is to renew and strengthen our current IT capital stock that has been rendered obsolete by the rapid pace of change of new information and communication technologies.

#### 4. **DEVELOPMENT OBJECTIVES**

By systematizing and rationalizing production of the newspaper, this project will contribute positively to the advent of an open and plural society in which democracy is consolidated and debate and discourse encouraged on development in the countries of the Central African sub-region.

#### 5. PROJECT INPUTS

#### For production of the printed formats

- ➤ 6 Pentium IV computers, with 15" flat screens
- ➤ 2 Pentium IV laptop computers
- ➤ 2 HP A3 5500 laser printers
- ➤ 2 HP professional 1500 ink jet printers
- ➤ 2 Agfa scanners
- ➤ 2 digital cameras
- ➤ 1 camcorder
- > 2 professional tape recorders
- > 2 TV sets
- ➤ 1 fax
- > 8 UPSs
- ➤ 2 power regulators
- > 8 fixed telephone lines.

#### For the electronic edition

A Web server with the following configuration:

- ➤ Intel Pentium IV multimedia
- ➤ 4GHZ processor
- ➤ 60 GB hard disc
- ➤ 17" monitor
- > Appropriate network card
- Case corresponding to the configuration
- Windows environment software
- ➤ Installation and appropriate configuration
- Radio equipment for the site with Nokia AP 10 YDI 14 mbps lightning conductor
- ➤ Internet bandwidth rental
- > Civil engineering works, setting of the equipment.

#### 6. PROJECT OUTPUT

- > Improvement of our production capacities
- > Enlargement of the readership
- Access to the global international information society thanks to our Web site

#### 7. ACTIVITIES

- Purchase of equipment in collaboration with the UNESCO Office
- > Configuration and setting of the equipment
- Installation of the equipment on acquisition and following approval of the project

#### 8. WORK PLAN

**April 2006** Acquisition of the equipment from the UNESCO suppliers

June 2006 Rehabilitation of the premises

**July 2006** Delivery of the equipment to the beneficiary

August 2006 Wiring of the offices

August - Sept. 2006 Configuration and setting of the equipment September 2006 Launch of the activities of the newspaper

November 2006 Evaluation of the project

# 9. INSTITUTIONAL FRAMEWORK

The present project falls within the framework of the *Amand'la* Group and its execution will come under its responsibility.

## 10. SUSTAINABILITY

Amand'la has been in existence for some 14 years, proof of longevity as it has stood the test of time despite numerous challenges. The experience acquired during this time will be put at the service of the project and its stability. The seriousness and credibility enjoyed by the title will be leveraged to ensure the long-term viability of the project.

#### 11. FRAMEWORK OF MONITORING

In its implementation phase, the project will be monitored by the following bodies

- ➤ The local UNESCO Office
- ➤ The Cameroonian National Commission for UNESCO
- The Union of Newspaper Editors of Central Africa (UEPAC)

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

*Amand'la* undertakes, as beneficiary of the project, to submit to the IPDC via the UNESCO Office, an activity report on completion of the project.

# C. ADDITIONAL INFORMATION

## **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/3CMR/20 350-CMR-31 350-CMR-71	23,000 35,000	Cameroon	1982 - 1991
350-CMR-91	66,000	Development of the News Agency	
PDC/8CMR/01 350-CMR-81	40,000	Development of the Ecole Supérieure des Sciences & Techniques de l'Information (ESSTI) in Yaounde	1987 - 1989
PDC/17CMR/01 352-CMR-71	70,000	Completion of the computerisation of the CAMNEWS Agency	1997 - 1998
PDC/18CMR/01 352-CMR-81	70,000	Renewal of ASMAC broadcasting equipment	1998 - 1999
PDC/20CMR/01 353-CMR-01	20,000	Computerization of the documentation service of the Cameroon Radio & Television Company (CRTV)	2000 - 2002
PDC/20CMR/02 353-CMR-02	40,000	Mbalmayo and Meiganga Women's Community Radios	2000 - 2002
<b>PDC/20CMR/03</b> 353-CMR-03	28,000	The Herald Newspaper	2000 - 2002
<b>PDC/21 CMR/03</b> 353CMR5011	25,000	Community radio for women of South Cameroon	2003 - 2004
<b>PDC/23 CMR/01</b> 354CMR5031	20,000	Multimedia centre for the young people of Garoua	2004 - 2005
PDC/23 CMR/02 354CMR5032	23,000	Strengthening the independent newspaper "LE MESSAGER	2004 - 2005
PDC/24 CMR/01 552CMR5000 (Japan)	70,060	Meiganga Community multimedia centre	2004 - 2005
PDC/48 CMR01 354RAF5041	15,000	Capacity-building for independent pluralist media	2005-2006
		Total Cameroon: US\$ 475,000 +US\$ 70,060 (FIT)	

# Preparatory activities completed prior to submission of the project to IPDC

We conducted an assessment of our needs and activities, as we do every year, before submitting this request for support to the IPDC.

# Contribution foreseen by the beneficiary agency during the project period

We undertake to meet the charges related to preparatory arrangements and implementation of the project. We also undertake to finance the civil engineering works, various installations, setting and upkeep of the equipment.

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
Production equipment		
6 Pentium-4 computers with 15",flat screen monitors		
2 Pentium-4 laptop computers		
4 HP A-3 5500 laser printers		
2 Agfa scanners		
2 digital cameras		
1 camcorder		
2 professional tape recorders		
2 TV sets		
1 fax		
8 UPSs	23 000	
<b>Equipment for the on-line edition</b>		
Intel <i>Pentium-4</i> multimedia, 4 GHz processor, 60 GB hard disc, 17" monitor, network card, case compatible with the configuration, Windows environment software, installation and configuration, radio equipment with Nokia AP 10, YDI 14 mbps, lightning conductor, Internet rental, civil engineering works, setting of the equipment	11 500	
Training	4 500	
Monitoring	1 000	
<u>TOTAL</u>	40 000	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$			
Staff of the newspaper	6 500		
Implementation of the project	3 100		
Refurbishing of premises			
Acquisition of newsprint			
IT equipment	4 750		
Communications			
Regular reports	1 000		
TOTAL	26 000		

# CAPE VERDE

	A. PROJECT IDENTIFICATION				
1.	TITLE	CAP VERDE: DIGITIZATION OF TELEVISION ARCHIVES			
2.	NUMBER	PDC/49CVI/01			
3.	CATEGORY OF MASS MEDIA	AUDIOVISUAL MEDIA			
4.	IPDC PRIORITY AREA	CONSERVATION OF ARCHIVES			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL			
7.	TOTAL COST OF PROJECT	US\$ 158 000			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 130 000			
9.	BENEFICIARY BODY	NATIONAL RADIO & TELEVISION BROADCASTING COMPANY			
10.	IMPLEMENTING BODY	NATIONAL RADIO & TELEVISION BROADCASTING COMPANY			
11.	PROJECT LOCATION	PRAIA			
12.	PROJECT PREPARED BY	NATIONAL RADIO & TELEVISION BROADCASTING COMPANY			
	DECISION OF THE BUREAU				

## B. PRESENTATION

#### 1. BACKGROUND AND JUSTIFICATION

The Cape Verdian Radio & Television Broadcasting Company is a publicly-funded, limited liability company. The television station started broadcasting in early 1984. In 1986, the Praia Production Centre set up a national broadcasting network with the help of French Cooperation.

Twenty years later, Cape Verde Television's basic infrastructure still consists of the same analogue equipment now technologically outdated and worn out from years of use. The continued use of these obsolete technologies poses considerable difficulties. For instance, it is almost impossible to find spare parts for the equipment and when they are available, prices are exorbitant. There are also problems related to the use of audiovisual archives, which form part of the national heritage. All in all, the use of degraded technical supports has resulted in declining quality of service.

Considerable financial efforts have been made to provide national television coverage, with the installation of new transmitters, but the cost of transmission of programmes via the telecommunications company's fibre optics network is exorbitant. This makes it difficult to raise the necessary capital to invest in modernization of the production structures, particularly regarding digitization of the various services – audiovisual archives, programme assembly, and processing of news dispatches using workstations integrated into a network.

One of the problems facing the development and modernization of Cape Verde Television (TCV) is the digitization of archives. All the audiovisual documents preserved by TCV since 1984 are recorded on U-Matic or Betacam cassettes. This represents more than twenty years of TV activity in Cape Verde and, therefore, constitutes irreplaceable national heritage. Digitization of these archives is the only means of preserving this cultural and historical treasure for TCV and the entire country. The badly deteriorated cassettes will be transferred onto digital supports, such as hard discs and DVDs, ensuring their long-term preservation and easy duplication onto other types of supports.

The audiovisual documents recorded on U-Matic and Betacam supports will be digitized using a Snell & Wilcox-type station (*Ingest station*). They will then be transferred to DVDs and hard discs. The system will be completed by synchronization devices, decoders, an analogue/digital converter, video monitors, interfaces and the necessary routers.

## 2. DESCRIPTION OF THE TARGET GROUPS

Digitization of TCV's audiovisual archives will be of direct benefit to the entire Cape Verdian society. These documents, containing the first images of the country's independence, its transition to media pluralism and the current development challenges in the context of globalization, to name but a few, are of inestimable national historical value.

#### 3. IMMEDIATE OBJECTIVES

The immediate objective of this project is to preserve TCV's audiovisual archives, thus helping to improve the conditions of television production and the conservation of documents recording the country's history.

#### 4. **DEVELOPMENT OBJECTIVES**

One of the essential steps towards the development and modernization of TCV is the digitization of its various units – the newsroom (the virtual assembly unit, work stations integrated into a network), the broadcasting studio and the archives service. In view of the problems of funding and rapid technological change, and the simultaneous need to ensure a rapid and secure transition from analogue to digital mode, digital recording of the archives is of the highest priority.

#### 5. PROJECT INPUTS

Implementation of this project involves mainly supplying appropriate equipment and training for TCV archives services staff, including mastery of *Photoshop* software

#### 6. PROJECT OUTPUTS

- Rapid search and retrieval of archived documents
- ➤ Shorter programme preparation times
- Conservation of archives
- > Protection of audiovisual heritage
- ➤ Enhancement of the skills of the staff of the archives unit (5 persons) and all of TCV's journalists (around twenty)
- > Development and modernization of the station

## 7. ACTIVITIES

- > Study of the parameters of the project
- Choice of the technical solutions
- > Tenders for supply of the equipment
- ➤ Installation and start-up
- Training the archives staff to operate the system

#### 8. WORK PLAN

- > Finalization of the schedule of activities
- ➤ Choice of the best technical options
- > Purchase of the equipment and installation of the system
- > Training sessions for staff of the archives unit

#### 9. INSTITUTIONAL FRAMEWORK

Responsibility for implementation of the project will fall to the Cape Verdian Radio & Television Broadcasting Company through its Television Division, Research and Planning Office, Technical Division and Financial Division. The Research and Planning Office was asked to plan the project and propose adequate technical solutions to the Financial Division, which will oversee acquisition of the equipment. Equipment installation and start-up will be within the purview of the Technical Division, while the Television Division will assume overall responsibility for operating the system.

#### 10. SUSTAINABILITY

Digitization of the archives, which falls within the framework of the development and modernization plan for TCV, will yield long-term benefits as it involves applying one of the new information and communication technologies (NICTs).

# 11. FRAMEWORK OF MONITORING

UNESCO might want to select a professional organization of its choosing to monitor progress of the project, as there is no appropriate entity in the country that could assume that role.

# 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The beneficiary agency undertakes to produce an activity report every four months.

# C. ADDITIONAL INFORMATION

# **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/7CVI/01 350-CVI-71	35,000	Cape Verde	1986 - 1988
		Development of communication	
<b>PDC/18CVI/01</b> 352-CVI-81	60,000	Computerization of the Newsroom of the National Radio	1998 – 1999
PDC/19CVI/01 352-CVI-91	25,000	Documentation Centre	1999 – 2003
PDC/19CVI/02 352-CVI-92	25,000	Strengthening of the independent newspaper "A Semana"	1999 – 2002
PDC/20CVI/0 548-CVI-5061 FIT-Luxembourg	28,000	Development of the magazine "Artiletra"	2003 – 2004
PDC/21 CVI/01 353CVI5011	10,000	Installation of an internal communication network at the Inforpress news agency	2003 – 2003
<b>PDC/48 CVI/01</b> 354CVI5041	25,000	Media law reform	2005-2006
		Total Cape Verde: US\$ 180,000+ 28,000 (FIT)	

# D. BUDGET

# BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Betacam SP player, U-Matic player

DVD authoring workstation, with Adobe Photoshop, 2 17" TFT video monitors 2 baffles, Gigabit plaque

VCR demagnetizer

Snell & Wilcox Ingest station

MPEG-2 quality analytical software

2 analogue/digital converters

Synchronizer, decoder, black burst generator, 2 routers, video monitor interface,

3 kVA UPS, switching panel, accessories

IPDC monitoring

<u>TOTAL</u>	130 000	
BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
Installation and start-up of the equipment	13 000	
Training of the staff concerned		
TOTAL	28 000	

# CENTRAL AFRICAN REPUBLIC

	A. PROJECT I	DENTIFICATION		
1.	TITLE	CAPACITY BUILDING OF THE HIGH COUNCIL FOR COMMUNICATION		
2.	NUMBER	PDC/25 CAF/01		
3.	CATEGORY OF MASS MEDIA	Audiovisual and print media		
4.	IPDC PRIORITY AREA	Freedom of the press and of expression; media pluralism		
5.	SCOPE (national, regional, interregional)	National		
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training		
7.	TOTAL COST OF PROJECT	US\$ 97 000		
8.	AMOUNT REQUESTED FROM IPDC	US\$ 82 000		
9.	BENEFICIARY BODY	Regulation authority, Public and private media, media associations.		
10.	IMPLEMENTING BODY	High Council for Communication; UNESCO Office Yaoundé		
11.	PROJECT LOCATION	Bangui		
12.	PROJECT PREPARED BY	HCC, in cooperation with UNESCO Office Yaoundé and the Ministry of Communication and National Reconciliation		
	DECISION OF THE BUREAU:			

## **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

The authorities of the Central African Republic have identified communication as the key element of the country's economic, social and cultural development strategies. A national policy on communication for development was approved and promulgated in 2004. This policy was informed by field research, an assessment of the country's existing resources and the political will to involve the general population in the process of mass media development.

In November 2004, press freedom was recognized in Article 13 of the Constitution. On 26 November 2004, the National Assembly passed a bill decriminalizing press offences and a new media law «about the freedom of communication» approved.

In February 2005, *Ordonnance n.4* established the High Council of Communication (HCC), an organ autonomous from the government (with a status of independence from the executive power similar to the one granted to the judiciary) and in cooperation with the media professionals' associations according to a co-management model together with the media professional organizations. According to the law, the HCC has the task to guarantee «the exercise of the freedom of the audiovisual communication, the independence of the public and private media and the respect of the deontology». The nine members of the HCC (four of which are elected directly by media professionals) are now guided by a former minister of communication (Mr. Vermont Tchendo) and are almost all seasoned journalists. They have the power to allocate frequencies and to decide fees as well as «guaranteeing freedom of information».

## 11. DESCRIPTION OF THE TARGET GROUPS

HCC commissioners will be the first level targeted group. Central African media professionals and the public at large will be the main beneficiaries of the project.

## 12. <u>IMMEDIATE OBJECTIVES</u>

The project's immediate objective is to fully implement *ordonnance n.4* and to provide the HCC with the necessary expertise and rules and regulations to carry out its mission of being an independent media regulating body co-managed by media professionals associations, thus contributing to the consolidation of social peace and the deepening of achievements in the areas of democracy and the promotion of a culture of peace, and freedom of expression.

#### 13. <u>DEVELOPMENT OBJECTIVES</u>

The establishment of a rule-of law in the communication field is essential and for this purpose it is necessary to have an independent HCC and a raised and shared awareness about new media legislation among civil-servants, police and military officers, the judiciary and the general public.

In a transition country a free and pluralist media can play an essential role for the pacification, reconciliation, national unity building, establishment of good governance, maintenance of democracy, as well as improvement of formal and informal education for social behavioural change, achievement of a sustainable development.

## 14. PROJECT INPUTS

#### **Equipment:**

- ► 6 computers
- > 3 printers
- ➤ 6 UPSs
- Photocopier
- > Server
- > Television set
- > VCR

# **Training:**

- Facilitating workshops targeting commissioners providing technical assistance to the HCC in drafting its terms of reference and guidelines in cooperation with media professional associations, for instance determining HCC procedures for allocation of frequencies to private, independent and community broadcasters, or as guaranteeing institution of an editorially independent public service broadcasting system;
- Training missions for commissioners to meet with colleagues from similar institutions in Africa.
- ➤ Information workshops for civil-servants, the judiciary, police and military officers on the new communication laws, press freedom, freedom of expression and human rights.

## 15. PROJECT OUTPUT

- ➤ Strengthening the capacity of the High Council for Communication;
- ➤ Drafting, in cooperation with media professional organizations, HCC rules and regulations implementing *ordonnace n. 4*, for instance determining HCC procedures for allocation of frequencies to private, independent and community broadcasters, or as guaranteeing institution of an editorially independent public service broadcasting system;
- ➤ Raising awareness among the judiciary, civil-servants, police and military officials on the essential role of the media in safeguarding democratic achievements and strengthening a culture of tolerance:
- Actively involving communicators in the consolidation of social peace, deepening of democratic achievements and the strengthening of a culture of tolerance

# 16. <u>ACTIVITIES</u>

- > Purchase and installation of the equipment
- > Training and workshops for commissioners
- ➤ Publishing the laws on freedom of communication and making them available to the Central African media community
- Drafting of reports

#### 17. WORK PLAN

March. - May 2006: Review of the project objectives in line with the funds allocated to the

project; fitting out of the premises.

May - June 2006: Ordering of equipment, start technical assistance for the drafting of HCC

rules and regulations.

<u>July - August 2006:</u> Delivery and installation of equipment; continuing technical assistance;

commissioners learning missions; publication of laws on freedom of

communication and of expression.

Sept. - Nov. 2006: Organization of workshops raising awareness among civil servants, the

judiciary, police and military officers; finalize rules and procedures and

diffuse them among media professionals.

#### 18. INSTITUTIONAL FRAMEWORK

The High Council for Communication is a governmental body established in 2005 and placed under the high authority of the Prime Minister and Head of Government with a special independent status assimilated to the one granted to the judiciary system.

## 19. SUSTAINABILITY

The CAR government will meet the project operating costs for administrative staff, electricity, water, telephone and other recurring costs by way of contribution to the budget.

# 20. FRAMEWORK OF MONITORING

The ministry of Economy, Planning and International Cooperation, and the ministry of Communication, National Reconciliation, Democracy and Human Rights will monitor progress of the project in conjunction with the UNESCO sub-regional Office in Yaoundé and UNDP.

#### 21. EVALUATIONS CARRIED OUT

A prior evaluation of media activities in the Central African Republic was conducted. Its findings showed that efforts were need to build the capacity of the HCC to act accordingly to its mission.

#### 22. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The executive body of the High Council for Communication will prepare and submit a quarterly progress report to the UNESCO Office in Yaoundé.

## C. ADDITIONAL INFORMATION

# Preparatory activities completed prior to submission of the project to IPDC

- > Review of the whole body of communication laws in view of reinforcing theirs implementation
- Establishment of the HCC

## Contribution foreseen by the beneficiary agency during the project period

The Central African government will provide the necessary human resources to co-ordinate and implement the project as well as the personnel and resources needed to run and upkeep the premises.

#### Assistance sought other than IPDC

None

# D. BUDGET

BUDGET BREAKDOWN IN USD		
Equipment		
6 Pentium-4 computers with accessories and software	8 500	
6 printers	3000	
6 UPSs	1500	
Sony TV set	1 000	
Sony VCR	500	
Photocopier	3 000	
Server and LAN	4 500	
Internet connection	5 000	
Installation of equipment	1 000	
Training		
Technical assistance to Commissioners in drafting HCC terms of reference	12 000	
Training missions for commissioners to meet with colleagues from similar institutions in Africa.	14 000	
Raising awareness workshops for the judiciary, the police and the military officers on media law.	12 000	
Raising awareness workshops for civil servants and local government officials	12 000	
Publication of a compilation of communication laws and of HCC's rules and regulations	3 000	
Project monitoring and backstopping	1 000	
<u>TOTAL</u> :	82 000	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$				
Staff (salaries and other allowances)	3 600			
Premises and office supplies				
Communications	1 100			
Upkeep	1 500			
Progress Reports 10				
TOTAL:	15 000			

# **CHAD**

	A. PROJECT IDENTIFICATION						
1.	TITLE	CHAD: PROMOTING ENROLMENT OF GIRLS IN SCHOOLS AND WOMEN'S RIGHTS THROUGH COMMUNITY MEDIA					
2.	NUMBER	PDC/49 CHD/01					
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA					
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA, PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM					
5.	SCOPE (national, regional, interregional)	NATIONAL					
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING					
7.	TOTAL COST OF PROJECT	US\$ 70 300					
8.	AMOUNT REQUESTED FROM IPDC	US\$ 50 000					
9.	BENEFICIARY BODY	BRAKOSS COMMUNITY RADIO					
10.	IMPLEMENTING BODY	BRAKOSS COMMUNITY RADIO					
11.	PROJECT LOCATION	MOISSALA, Prefecture of Barh Sara					
12.	PROJECT PREPARED BY	BRAKOSS COMMUNITY RADIO					
	DECISION OF THE BUREAU:						

#### **B. PRESENTATION**

# 1. BACKGROUND AND JUSTIFICATION

Officially recognized in March 1995, the Association for the Protection of the Environment and Nature (APEN) is a national, apolitical organization active in the Sudanese part of the country. The NGO was set up by a group of concerned people in response to the increasing depletion of natural resources

It was out of a desire to secure a national interest in activities in environmental protection and nature conservation as well as in other areas such as *fundamental freedoms*, *human rights*, *the rights of the child, women's rights* and *local and community development* that *Radio Brakoss* was created and granted authorization to broadcast in 1996. Chad's first community radio, *Radio Brakoss* operates independently and is run by an elected Management Committee. Although the radio obtained its broadcasting licence in 1996, it was not until 11 June 2000 that its inaugural programmes were aired with an editorial line focusing on providing local and national audiences with objective information on human rights violations, occurring mainly in the region, but also in other parts of the world.

Moissala region, where *Radio Brakoss*, is located lies in southern Chad and is one of the country's most isolated regions in terms of communication and infrastructure. The illiteracy rate among this essentially peasant farming community stands at 70% and the population faces human rights violations on a daily basis. These take many forms, including killings, arbitrary arrests, and kidnappings, destruction of property, destruction of harvests, low school enrolment and lack of access to basic government services. The principal activities in the area are farming, traditional fishing and small businesses.

Women, who make up 52% of the region's population, are illiterate. Girls' school attendance is very low and, as a result, they are largely marginalized and confined to household chores. In addition, those who do attend school are often forced to drop out as a result of early marriage and other cultural constraints.

It should also be mentioned that *Radio Brakoss*, which means "the hardy farmer's Radio", broadcasts in 5 languages, 4 of which are local and one foreign (French). As the station is on a hill, listeners in 11 sub-prefectures in the Sudanese area can tune in to its programmes.

This project was designed with the aim of strengthening technical and material capacities of the radio with a view to raising public awareness in the region on the issues of girls not being enrolled in schools and poor attendance and the recognition of fundamental rights and freedoms. *Radio Brakoss* still remains the region's only sensitization and information tool. Its implementation will be extremely useful to the direct beneficiaries, as well as to the population as a whole.

## 2. DESCRIPTION OF THE TARGET GROUPS

The project is targeting two groups. The main priority group (52%) comprises young unschooled girls and school dropouts, unwed mothers and young married women, who are excluded from taking part in decision-making. They need to be sensitized and informed about their rights and duties.

The second target group comprises local traditional and religious authorities and women's organizations, which play quite a significant role at community level. Some are very conservative and can be a hindrance to women empowerment. It is, therefore, vital within the framework of this project to undertake sensitization activities vis-à-vis these influential groupings.

#### 3. IMMEDIATE OBJECTIVES

- Inform girls and raise their awareness on the need to attend school
- ➤ Inform and raise the awareness of local traditional authorities of the need for girls to be enrolled and attend school regularly
- > Train radio animators in the programme production

## 4. <u>DEVELOPMENT OBJECTIVES</u>

To improve access to basic education, increase the number of girls in school and teach them about girls' and women's rights and responsibilities.

# 5. PROJECT OUTPUT

- ➤ Increased numbers of girls attending school across the 11 sub-prefectures of the region
- > Train of 25 radio animators and managers
- Raise the level of awareness on women's rights and duties (status) by at least 70% of the target group
- > Create 10 female listeners' clubs
- ➤ Produce radio programmes on the need to enrol girls in schools, on human rights, and more particularly women's rights, as well as on HIV/AIDS prevention.

#### 6. ACTIVITIES

- > Training of radio animators and managers.
- > Production and broadcasting of programmes (spots, microprogrammes) on the enrolment of girls in school and women's rights and responsibilities.
- Organization of sensitization activities geared towards local authorities
- > Setting up of *Radio Brakoss* female listeners' clubs
- ➤ Monitoring and evaluation of activities

## 7. WORKPLAN

Activities	Month 1	2	3	4	5	6	7	8	9	10	11	12
Grant of funds												
Acquisition of equipment												
Transport and installation of equipment												
Staff training												
Production of programmes												
Working with target groups												
Setting up of female listeners' clubs												
Monitoring of activities												
Evaluation												

# 8. <u>INSTITUTIONAL FRAMEWORK</u>

This project falls within the institutional framework of APEN and will be implemented under its responsibility in collaboration with the Ministries of Education, Social Affairs and Human Rights.

# 9. <u>SUSTAINABILITY</u>

The long-term sustainability of this project is guaranteed as it was designed as an integral part of APEN's activities with its personnel and running costs included in APEN's overall budget. As community support for the project grows, communication practitioners will be better able to solicit and obtain the kinds of backing they would need to ensure continuity of the station's activities.

# 10. FRAMEWORK OF MONITORING

Progress of the project will be monitored by the National Communication Council and the Chadian National Commission for UNESCO, in collaboration with the UNESCO Office in Yaoundé, which will provide technical support.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

APEN, the project beneficiary agency, undertakes to submit a progress report once every four months.

# C. ADDITIONAL INFORMATION

# **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4CHD/14 350-CHD-41	40.000	Chad	1983 -1985
	10,000	Rehabilitation of the Mass Media	
PDC/11CHD/01 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
PDC/15CHD/01 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
PDC/24 CHD/01 354 CHD 5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
PDC/48 CHD/01 354CHD5041	25,000	Capacity-building of the Chadian media	2005-2006
		Total Chad: US\$ 155,000+ US\$ 106,000 (Funds-in-trust)	

## Preparatory activities completed prior to submission of the project to IPDC

The project development meetings were held, financial implications assessed and the project document elaborated and submitted to IPDC

# Contribution foreseen by the beneficiary agency during the project period

As the project beneficiary agency, APEN will cover all costs related to preparatory activities and launch of project and will fund the necessary refurbishing works and installation of equipment

## Assistance sought other than IPDC

None.

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
9-track audio Console			
6 field reporting microphones,			
4 studio microphones			
Boom microphone stand			
2 CD players			
3 cassette players			
4 headsets			
Fully-loaded PC with editing software			
CD recorder			
Audio Location mixer			
2 AM/FM radio receivers			
200 RW CD-ROMs			
100 C60 audio cassettes			
2 × 10W Amplifier with 2 baffles			
Cables and connectors.			
<u>Sub-total</u> :	25 000		
18 24W solar batteries	10 000		
12 100W solar panels	9 000		
100 AM/FM radio receivers for the female listeners' clubs	1 500		
Freight and insurance:	1 000		
Training of 25 facilitators:	2 500		
Project monitoring	1 000		
TOTAL:	50 000		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$			
Facilitators' salaries	10 400		
Purchase of 10 bicycles			
Administrative and communications costs			
Regular reporting	1 000		
<u>TOTAL</u> :	20 300		

# **CHAD**

	A. PROJECT IDENTIFICATION						
1.	TITLE	STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"					
2.	NUMBER	PDC/ 49 CHD/02					
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA					
4.	IPDC PRIORITY AREA	PROMOTION FREEDOM OF EXPRESSION					
5.	SCOPE (national, regional, interregional)	NATIONAL					
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING					
7.	TOTAL COST OF PROJECT	US\$ 63 000					
8.	AMOUNT REQUESTED FROM IPDC	US\$ 43 000					
9.	BENEFICIARY BODY	"N'DJAMENA HEBDO"					
10.	IMPLEMENTING BODY	"N'DJAMENA HEBDO"					
11.	PROJECT LOCATION	N'DJAMENA					
12.	PROJECT PREPARED BY	"N'DJAMENA HEBDO"					
	DECISION OF THE BUREAU:						

#### **B. PRESENTATION**

# 1. BACKGROUND AND JUSTIFICATION

Established in October 1989, *N'Djamena Hebdo* is the first independent general information newspaper to appear alongside a private, catholic magazine. Up until January 1991, *N'Djamena Hebdo* appeared monthly in A5-format and was sold at newsstands and by newspaper hawkers. Today, the French-language publication is printed in A4-format.

As one might expect, under totalitarian rule a privately owned newspaper could but be viewed with suspicion. Unsurprisingly, the authorities laid down guidelines to be followed: *cover only advertising material, sporting and cultural events and news-in-brief and stay clear of political matters*. In spite of this restriction, in 1989 *N'Djamena Hebdo* took the bold step of opening up its columns to a political event of major importance taking place in the country, namely general elections. For its audacity, the publication was called to order on various occasions by the then powers-that-be, but the newspaper's founders were in no way deterred from pursuing their goal of running a genuine public information tool.

When Idriss Deby rose to power in 1990, and when the President himself in an address to the Chadian people on December 1<sup>st</sup> declared "that he was bringing them neither gold nor silver, but rather freedom", N'Djamena Hebdo seized the opportunity. Notwithstanding that statement, the newspaper continued to suffer threats and censorship. It refused to be cowed, however, and its perseverance was rewarded with a growing readership. Thus, after starting off as a monthly, the newspaper appeared twice monthly between January 1991 and January 1993. Then, following the Sovereign National Conference held in January 1993, N'Djamena Hebdo became a weekly and, since October 2000, has progressed to twice-weekly publication. The newspaper has long held ambitions of becoming a tri-weekly or even a daily paper, but lacks the necessary material, financial and human resources, hence this capacity-building project.

*N'Djamena Bi-Hebdo* has fewer than a dozen or so computers, most of which are used by the technical services of the DTP production unit. This equipment was acquired some time ago and therefore no longer meets the needs of a quality newspaper. In fact, given the pace of technological change, this equipment is now quite outdated and the lack of digital capacity limits our expansion possibilities.

This project is, thus, aimed at strengthening our newspaper through the purchase of modern IT equipment and a high-performance generating set to offset the electricity load-sharing difficulties we continue to be subjected to by the sole national utility company. Acquisition of this equipment would make it possible for us to meet some major challenges, such as improving the quality and increasing the frequency of the newspaper, extending geographical coverage of the country and building a Web site around an interactive electronic edition so as to attract more readers among the growing number of Internet users. Our several attempts to become established on the Web have failed for lack of the necessary material and human resources. The newspaper does have a home page on the Web but it is not updated. We would, therefore like to provide skills training for our staff members to enable them to upload information regularly and keep the Web site current and secure.

It is worthy of mention that in 1993, N'Djamena Hebdo won the Lorenzo NATALI Prize, awarded by the European Commission, and, in 1997, was also the laureate of the Press and

**Democracy** Prize, which is awarded by the Swiss daily, *La Tribune of Genève*, and the weekly, *Hebdo*, of Lausanne, Switzerland.

#### 23. DESCRIPTION OF THE TARGET GROUPS

The main target groups of the project are Chadians at home and abroad. Our project aims to afford these groups an opportunity to access pluralistic information, independently of the State-run media. It is our conviction that with unbiased information, from a plurality of both public and private sources, people are better able to form their own opinion of events. This observation holds for the printed press as well as for online publishing.

#### 24. IMMEDIATE OBJECTIVES

The immediate project objective is to facilitate vital equipment renewal in response to the challenge of delivering rapid, modern and high-quality information processing in a competitive environment.

## 25. DEVELOPMENT OBJECTIVES

Strengthening the capacities of the newspaper, *N'Djamena Hebdo*, and enhancing the training of its staff will contribute to furthering the ideals of democracy and peace by supporting the publication of reliable, pluralistic information in Chad.

#### 26. PROJECT INPUTS

Inputs will centre on purchase and installation of the following equipment:

For production of the bi-weekly with prospects for a tri-weekly

- ➤ 2 Mac G5s
- > 5 Pentium 550s with 17" monitors
- ➤ 1 HP A3 colour/monochrome laser printer
- ➤ 2 HP A4 laser printers—of which 1 colour printer
- ➤ 2 Agfa scanners
- 4 digital cameras
- ➤ 1 10 kVA generating set

For the electronic edition, a Web server with the following configuration:

Hardware: Intel Pentium III (Multimedia)

- ➤ 1GHz Processor
- > 30GB Hard drive
- ➤ 17" Monitor
- ➤ 10/100 Network Card
- ➤ ATX Full Tower Case

#### Software for Windows NT Environment

- ➤ Installation and configuration SPJ IIS 5.0 site network
- ➤ Internet radio software
- Nokia AP10
- ➤ YDI 11Mbps
- ➤ Amplifier
- Cabling and connectors
- ➤ Internet 64K bandwidth leased line

> Civil engineering works, installation and setting of the equipment.

#### 27. PROJECT OUTPUT

Successful implementation of this project is expected to produce the following output:

- > Enhancement of our production capacity
- > Expansion of our readership
- Establishment of genuine synergy between Chadians of the diaspora and their country
- > Completion of a training programme to upgrade the skills of the newspaper's journalists
- > Provide an incentive to other local newspapers to emulate our achievement and improve their professionalism, thus contributing to an overall improvement of the Chadian media landscape.

# 28. <u>ACTIVITIES</u>

The activities to be completed, excluding cabling works, will consist mainly in the purchase, configuration and installation of the equipment, once the funds requested are made available. In addition, a training programme will be organized for the staff of the newspaper.

# 29. WORK PLAN

- > Cabling works: one week
- > Purchase of equipment: two weeks
- > Setting and installation: two weeks.

#### 30. INSTITUTIONAL FRAMEWORK

The *N'Djamena Hebdo* group will be responsible for project implementation. The High Council for Communication in N'Djamena will monitor activities in collaboration with the UNESCO Office in Yaoundé.

#### 31. SUSTAINABILITY

*N'Djamena Hebdo* has persevered for the past 16 years in an economic environment that is not very conducive to the free press. Bolstered by its strengthened capacities, the newspaper intends to capitalize on its proven track record to ensure the project's long-term sustainability.

# 32. FRAMEWORK OF MONITORING

Monitoring of the project will fall under the responsibility of the High Council for Communication and the Chadian Union of Journalists, in collaboration with the UNESCO Office in Yaoundé, which will provide technical support.

#### 33. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

As the project beneficiary agency, N'Djamena Hebdo undertakes to submit a progress report every four months.

# C. ADDITIONAL INFORMATION

## **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4CHD/14 350-CHD-41	40.000	Chad	1983 -1985
	10,000	Rehabilitation of the Mass Media	
PDC/11CHD/01 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
PDC/15CHD/01 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
PDC/24 CHD/01 354 CHD 5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
PDC/48 CHD/01 354CHD5041	25,000	Capacity-building of the Chadian media	2005-2006
	11-	Total Chad: US\$ 155,000+ US\$ 106,000 (Funds-in-trust)	-

# Preparatory activities completed prior to submission of the project to IPDC

Project analysis, financial assessment and preparation of the financing request.

# Contribution foreseen by the beneficiary agency during the project period

As the project beneficiary, *N'Djamena Hebdo* will cover all expenses related to preparatory arrangements and initial start-up of the project. The newspaper will also finance the civil engineering works, installation and setting of the equipment.

## Assistance sought other than IPDC

None.

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Computer equipment for the daily	24 000
Computer and radio equipment for the Web site	10 000
10 kVA Generating set	2 000
Training	6 000
Monitoring of the project	1 000
TOTAL	43 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$)				
Administrative and wage costs	5 500			
Refurbishing of the premises				
Computer equipment				
Regular reports				
<u>TOTAL</u> 20 000				

# **CONGO (DEMOCRATIC REPUBLIC OF)**

	A. PROJECT IDENTIFICATION					
1.	TITLE	ARCO-KINSHASA COMMUNITY MEDIA CENTRE				
2.	NUMBER	PDC//ZAR/01				
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA				
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA, FREEDOM OF EXPRESSION				
5.	SCOPE (national, regional, interregional)	NATIONAL				
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL				
7.	TOTAL COST OF PROJECT	US\$ 43 000				
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 000				
9.	BENEFICIARY BODY	ARCO WESTERN POOL: KINSHASA				
10.	PROJECT LOCATION	KINSHASA				
12.	PROJECT PREPARED BY	ARCO				
DECISION OF THE BUREAU:						

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

April 24 1990 marked the start of the democratisation process in the Democratic Republic of the Congo. Various media operators have taken advantage of the provisions of Act 002/96 of 22 January 1996, which governs pluralism and guarantees freedom of the press in this country. Article 51 of this Law stipulates that audiovisual structures can be freely established in the DRC.

After a flagrant violation of this Law on 14 September 2000, when the public authorities suspended 6 radio stations and 4 private TV channels, a coalition was formed and led to the organization, in March 2001, of a seminar on Radio stations in Central Africa. Communication professionals from the DRC, Cameroon, Gabon, the Republic of the Congo and France took part in the event, which constituted a major milestone in the process of media liberalization and independence in Central Africa, and the DRC more particularly.

One of the outcomes of this gathering of radiobroadcasters in Central Africa was the birth of ARCO, an association of associative and community radios. From a membership of ten radio stations at its inception, the association today comprises 139 stations spread across the country. ARCO is now very much a part of the Congolese media landscape and participates actively in the development of general information and communication strategies. For instance, ARCO took an active part in the Conference on the revival of the national press union and several of its active members are also involved in the DRC Media Observatory, which was set up in the wake of that event.

In its five years of existence, ARCO has successfully organized four national congresses. The last one, in March 2004, had as its theme: "The Role and Mission of Community Radios Before, During and After the Elections".

Given the vastness of the country, ARCO functions in 3 pools:

The Eastern Pool (Eastern, North Kivu, South Kivu and Maniema Provinces)

The Southern Pool (Katanga, Eastern Kasaï and Western Kasaï Provinces)

The Western Pool, (Bas-Congo, Bandundu and Equator Provinces and the capital- Province of Kinshasa).

This CMC project concerns the latter Pool, and particularly the city of Kinshasa, which is home to six community radios and close to ten million people. The Matonge district, in which ARCO would like to set up the CMC, is not only a thriving centre of activity, but also a commercial centre, a transit point and a hub of various social institutions (schools, higher education institutes, health centres, NGOs, churches, etc.).

Establishment of the CMC will serve to increase Internet access and will also foster greater freedom of expression, already foreshadowed by the informal discussion groups that gather at newspaper outlets and which are known locally as *parlements debout (upright parliaments)*. In addition, the CMC will complement the services already provided by the 6 community radios in the area of neighbourhood news and information. In short, the setting up of this Community Media Centre will make an important contribution to the promotion of democratic culture and to the

participation of urban and peri-urban women and young people in social discourse and in the making of decisions that affect their daily lives.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The project focuses essentially on young people, who make up the majority of the population of Kinshasa. In the district earmarked for the CMC, there are many youngsters attending secondary and higher education institutes, frequenting local NGOs and churches or engaged in a variety of activities.

## 3. IMMEDIATE OBJECTIVES

- Installation of an Internet access point to enhance the access of school and student populations as well as of various civil society operators to an extensive range of information.
- ➤ Installation of an ARCO community radio station to stimulate communication and exchange of ideas, first and foremost within the target community, and also between the community and the rest of the country. Programme content will revolve around community development and environmental issues of relevance to the communities concerned. These will include education for responsible citizenship, matters relating to environmental and public health management, such as STDs, HIV/AIDS and tuberculosis, promotion of a sense of tolerance and combating violence in all its forms.
- ➤ Enhancement of the knowledge base and competencies of urban youth in the NICTs through a participatory approach and by making short Internet training sessions available free of charge to as many young people as possible.
- ➤ Establishment of a virtual documentation centre to facilitate access by young people to documented information on such societal problems as STDs, AIDS, drugs and prostitution, *interalia*.

## 4. DEVELOPMENT OBJECTIVES

- Make the CMC a reference point for information and education for all
- > Train young people to use and produce multimedia tools
- > Set up a broadcasting training studio for NGOs and educational institutes
- ➤ Provide Internet access for distance learning programmes in secondary schools and higher education institutes (*School web*) as well as for NGOs in the vicinity

## 5. PROJECT INPUTS

#### A. Training

- ➤ Training of hosts, technicians and managers of the community radios and the Western Pool Kinshasa CMC
- Training of young people in NICTs and in the hosting of radio programmes
- Training in the design and preparation of radio programmes and shows
- > Training of maintenance technicians

## **B.** Equipment

➤ Broadcasting kit, computers (for the administrator and users), printers, software, scanner, modem, hub and Internet connexion (VSAT system), photocopying service and digital processing of photographs

# 6. PROJECT OUTPUT

- > Strengthening of neighbourhood news and information in the Matonge district and environs
- > Strengthening the capacity of young people (including children in difficulty) to access information using radio and the Internet
- > Strengthening the pedagogical skills of teachers and social workers
- ➤ Skills training for CMC professionals in the processing of neighbourhood news and information to address the needs of the population and contribute to problem-solving

# 7. WORK PLAN

PHASES	ACTIVITIES	TIMEFRAME	
1	Meetings of the ARCO steering committee and partners (local NGOs and institutions)	September to December 2005	
2	Fitting out of the premises	As soon as the project is approved	
3	Purchase of equipment	Preferably in March 2006	
4	Installation of equipment	25 working days after purchase	
5	Connexion to the Internet via VSAT	As soon as installation of the Centre is complete	
6	Launch of the activities of the CMC: training workshops for the Centre	idem	
7	ICT training sessions	Every three months	

#### 8. INSTITUTIONAL FRAMEWORK

Several public institutions and partner organizations will be involved in the setting up of the CMC:

- the Press and Information Ministry for obtainment of the operating licence
- ➤ the PTT Ministry for the issuing of frequencies
- > the Town Hall of Kalamu, where the CMC will be based
- > UNPC, for staff training

# 9. <u>SUSTAINABILITY</u>

The following features of the CMC/ARCO-KIN project will ensure its sustainability:

Its inclusiveness given the fact of ARCO's associative nature and its partnership with stable social entities such as academic institutions, the town hall and other civil society associations.

The permanence of ARCO as a body coupled with the involvement of qualified, competent people in the management and running of the CMC.

The legal framework governing the media and associations in the DRC.

### 10. FRAMEWORK OF MONITORING

A follow-up committee, whose membership will include a representative from UNESCO, will be set up to carry out the annual evaluations.

#### 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

ARCO/DRC has submitted a complete report on the financial and technical aspects of the project to the UNESCO Representation via its «Communication and Information» Office in Kinshasa.

### C. ADDITIONAL INFORMATION

### **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period	
PDC/8ZAI/01 350-ZAI-81	32,500	Dem. Rep. of Congo	1987 - 1991	
		Planned programme for the training & development of human resources in the book industry		
PDC/21 ZAI/02 353DRC5011	7,000	Equipment for the newsletter "Tribune de la Femme"	2003 - 2003	
Total Dem. Rep. of Congo: US\$ 39,500				

## D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
Training workshops for the staff of the community radios and the CMC attached to the Western Pool-Kinshasa			
Training in CMC management	4 000		
Training of hosts and young people in NICTs	7 000		
Training of hosts in the design and making of radio programmes	4 000		
Training of maintenance technicians	3 000		
C. Equipment			
30 W FM transmitter (broadcasting kit)	4 470		
Computer server for the director of the Centre	1 100		
4 PCs for the Centre's users	5 800		
Modem	100		
LAN Hub and connexion	200		
Printers	500		
Scanner	200		
Standard software	2 250		
Digital camera	480		
Digital Projector	1 900		
Project monitoring	1 000		
TOTAL:	36 000		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$				
Rental of premises (2-year lease)	3 600			
Salaries of maintenance personnel (over 2 years)	1 200			
Recurring costs (over 2 years)				
Transport				
TOTAL:	7 000			

# **CONGO (DEMOCRATIC REPUBLIC OF)**

	A. PROJECT IDENTIFICATION				
1.	TITLE	STRENGTHENING OF PROFESSIONAL ETHICS AND FREEDOM OF EXPRESSION IN KATANGA AND EASTERN KASAÏ			
2.	NUMBER	PDC//ZAR/02			
3.	CATEGORY OF MASS MEDIA	AUDIOVISUAL, PRINT MEDIA, INTERNET			
4.	IPDC PRIORITY AREA	ACCESS TO INFORMATION, FREEDOM OF EXPRESSION			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ASSISTANCE			
7.	TOTAL COST OF PROJECT	US\$ 38 200			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 32 200			
9.	BENEFICIARY BODY	OBSERVATORY OF CONGOLESE MEDIA (OMEC)			
10.	IMPLEMENTING BODY	OMEC			
11.	PROJECT LOCATION	LUBUMBASHI (KATANGA) AND MBUJI-MAYI (EASTERN KASAÏ)			
12.	PROJECT PREPARED BY	OBSERVATORY OF CONGOLESE MEDIA			
DECISION OF THE BUREAU:					

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

Since 1990, the year in which the democratization process started in Africa, evidence of media liberalization in the Democratic Republic of the Congo has been increasingly apparent. At present, there are more than 160 newspapers and some 60 privately-owned radio and television stations on the air across the nation. Community and rural radio stations have also developed quite significantly. The passing of the June 1996 Press Law went some way towards facilitating this expansion as it provided the media community with sufficient guarantees for the safeguard and judicious exercise of public liberties.

Given the serious disruption to the economic fabric brought about by decades of crisis, exacerbated by seven years of war from which the country is barely emerging, it is patently obvious that the needs of media professionals in the Democratic Republic of the Congo are huge. These needs are felt in the areas of infrastructure and equipment as well as in those of human and financial resources.

In response to the numerous challenges that have faced the Congolese press over the years, a journalism congress was held in March 2004 in Kinshasa and brought together over 300 Congolese media professionals from all across the country. The congress was aimed primarily at revitalizing the profession and one of its major outcomes was the creation of a self-regulatory body, the *Observatory of Congolese Media* (OMEC), endowed with moral authority.

The core mission of the Observatory is as follows:

- To oversee compliance with the code of ethics and standards of the journalism profession
- > To promote and defend press freedom
- > To protect the right of the public to free, honest and complete information
- To protect the safety of journalists in the exercise of their profession
- To take note of and report all infringements of the rules of professional ethics and standards and make recommendations to the media concerned
- ➤ To oversee conciliation efforts between media companies and any persons claiming to have suffered prejudice as a result of a print media article or a radio or television programme or of any other media
- > To conduct and publish research and analyses on the evolution of media and their impact on society
- To ensure the publicization of statutes and other media regulatory instruments
- > To conduct studies on the progression of laws and recommend their updating where necessary
- > To encourage journalists and media entities that improve their professionalism

This mission statement clearly demonstrates that Congolese journalists have decided to take things in hand and put an end to improvisation in the exercise of their profession. They have woken up to the fact that the public is increasingly critical, discerning and demanding of accurate, honest and balanced information.

In a country torn apart by seven years of war, and in which an electoral process could severely strain compliance with ethical codes, journalists have a duty to remain vigilant. They need to be guided, in the exercise of their profession, by full knowledge of its basic tenets and by mastery of sound information gathering and processing techniques.

Progress of the OMEC project is also hampered by the problem of lack of appropriate infrastructure and equipment to facilitate smooth interconnection between the OMEC headquarters and its provincial structures.

#### 12. DESCRIPTION OF THE TARGET GROUPS

The main beneficiaries of this project are media professionals and the population as a whole. Indeed, enhancing the professional ethics and skills of the media community will make a significant contribution to the stability and democratization of the country, particularly in this electoral period. By supporting independent and pluralistic media, this project will also have an indirect impact on large segments of civil society.

#### 13. IMMEDIATE OBJECTIVES

- > To strengthen two OMEC antennas in the Katanga and Eastern Kasaï provinces
- To circulate the professional code of ethics to over 150 media companies and community radio stations by the end of December 2006
- ➤ To conduct visits and training activities in the provinces of Katanga and Eastern Kasaï so as to start building a network of local contacts
- > To circulate legal texts on the media sector within the framework of the national legislative reform
- ➤ To disseminate knowledge of professional standards to more than 300 journalists

#### 14. DEVELOPMENT OBJECTIVES

With a view to facilitating communication and rapid circulation of information as well as to strengthening information flow between journalists in the Katanga and Eastern Kasai provinces and those in Kinshasa, two of OMEC's provincial antennas would need to be equipped with a VSAT system to enable:

- > efficient monitoring from headquarters and timely diffusion of information from the provinces
- dismantling of information barriers
- > information exchange with headquarters
- > access to information and documentation available on the Web.

To that end, there is a need to:

- acquire equipment conducive to strengthening the communication and operational capacities of OMEC
- encourage and promote freedom of the press, democratic principles and the right of the public to free, honest and complete information
- > facilitate access to sources of documentation
- provide professional training for journalists from Katanga and Eastern Kasaï
- > circulate the codes of ethics and laws governing the profession.

#### 15. PROJECT INPUTS

#### **Training**

- > Training in professional standards of journalism: four provincial workshops and one in Kinshasa
- > Training in ethics: six provincial workshops

#### **Equipment**

> Strengthening the capacities of OMEC in the provinces and improving information circulation: IT equipment, hub and Internet connection in the two provinces concerned

#### 16. PROJECT OUTPUT

- ➤ Capacity strengthened at two OMEC provincial structures
- > Staff of OMEC's provincial antennas upgrade their skills in the NICTs
- > Faster and more transparent information flow between OMEC headquarters and the 2 provincial antennas concerned
- Knowledge of journalism standards and ethics improved and self-regulation of the profession introduced

#### 17. ACTIVITIES

- Purchase of IT equipment
- > Training of journalists in professional standards and ethics
- > Installation of equipment and connection to the Internet
- ➤ Initial training in the use of the equipment (training of facilitators)

#### 18. WORK PLAN

	Purchase of equipment	15 days
$\triangleright$	Transport of equipment to the provinces	15 days
$\triangleright$	Installation	15 days
$\triangleright$	Connection to the Internet	5 days
$\triangleright$	Initial start-up	10 days
$\triangleright$	Training workshops	10 months

#### 19. INSTITUTIONAL FRAMEWORK

OMEC will assume sole responsibility for implementation of the project in keeping with the work plan. Nevertheless, the Observatory will seek practical support from the Congolese National Press Union (UNPC), the High Authority on Media (HAM) and other media and communication professionals' associations.

#### 20. SUSTAINABILITY

OMEC is a self-regulatory body, a moral authority or tribunal of peers, created by the journalism congress, *Congrès de la Refondation de l'UNPC*. It is, therefore, a standing entity, which guarantees the long-term viability of the project.

#### 21. FRAMEWORK OF MONITORING

OMEC will monitor project progress, in conjunction with Congolese professional organizations such as UNPC and HAM.

#### 22. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

OMEC will submit a progress report every two months.

## C. ADDITIONAL INFORMATION

## **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period	
PDC/8ZAI/01 350-ZAI-81	32,500	Dem. Rep. of Congo	1987 - 1991	
		Planned programme for the training & development of human resources in the book industry		
PDC/21 ZAI/02 353DRC5011	7,000	Equipment for the newsletter "Tribune de la Femme"	2003 - 2003	
Total Dem. Rep. of Congo: US\$ 39,500				

## Preparatory activities completed prior to submission of the project to IPDC

Preparation of the request: August 2005. Submission of the project: September 2005.

### Contribution foreseen by the beneficiary agency during the project period

OMEC contribution: US\$5,000 (transport of equipment to the provinces, basic staff training).

## D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$				
Training				
4 workshops per province and 1 in Kinshasa	12 000			
6 PCs for the provincial antennas	8 200			
2 modems	200			
VSAT	6 000			
2 printers	1 000			
2 flatbed scanners	400			
Appropriate software packages				
Hub	200			
Monitoring				
TOTAL	34 000			

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$				
Transport of equipment to the provinces	5 000			
TOTAL	5 000			

## **ETHIOPIA**

A. PROJECT IDENTIFICATION				
1.	TITLE	CREATING AWARENESS IN FIGHTING HIV / AIDS		
2.	NUMBER	PDC/49 ETH/01		
3.	CATEGORY OF MASS MEDIA	TELEVISION		
4.	IPDC PRIORITY AREA	HEALTH PROGRAMMES BY TELEVISION		
5.	SCOPE (national, regional, interregional)	NATIONAL		
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING		
7.	TOTAL COST OF PROJECT	US\$ 65 000		
8.	AMOUNT REQUESTED FROM IPDC	US\$ 45 000		
9.	BENEFICIARY BODY	RISK GROUPS		
10.	IMPLEMENTING BODY	ETHIOPIAN TELEVISION		
11.	PROJECT LOCATION	ADDDIS ABABA		
12.	PROJECT PREPARED BY	ETHIOPIAN TELEVISION		
DECISION OF THE BUREAU				

#### **B.** PRESENTATION

#### 1. BACKGROUND AND JUSTIFICATION

The situation of HIV/AIDS is becoming extremely serious in Ethiopia. According to the ministry of Health (2004), 900 000 people have died since the start of the epidemic and more than 1.5 million people are currently living with HIV/AIDS in the country. The current prevalence rate of infection is estimated at 4.4% nationally with an average of 12.6% for urban areas and 2.6% for rural areas. In addition to the widespread cultural obstacles, misconceptions and inadequate knowledge about HIV/AIDS among the community had contributed for the high prevalence of the epidemic.

In spite of the magnitude of the epidemic in the country and the relatively high level of awareness about HIV/AIDS, there is little evidence that changes in behaviour have been achieved among the public. Furthermore, much has to be done for the society to begin dialogues on HIV/AIDS, and relating social issues such as Voluntary Counselling and Testing, women vulnerability, faith-based impacts, men's responsibility, stigma and discrimination, which makes it difficult to effectively address the HIV/AIDS epidemic.

So far, media interventions have mainly focused on the dissemination of information about HIV/AIDS. The media however, can play a crucial role in creating an enabling and supportive environment where some of the 'taboo' issues and underlying driving forces of the epidemic can be addressed.

Therefore, the Ethiopian Television has planned to create more awareness among the public so as to bring changes in behaviour by arranging regular and continuous dialogues, talk shows and public discussions on HIV/AIDS issues.

Ethiopian Television has about 1 000 employees; 30% of them are journalists, expected to create awareness among the public. However, the knowledge and the awareness level of the employees and journalists is not adequate enough to teach the population.

The following seem to be some of the problems the organisation faced in fighting HIV/AIDS:

- ➤ Journalists and the staff in general do not have adequate knowledge about the epidemic to create awareness among the public;
- ➤ Journalists do not have adequate skills on how to report on HIV/AIDS;
- ➤ Journalists do not have skills on how to approach PLWHA (people living with HIV/AIDS) so as to minimise stigma and discrimination;
- ➤ The HIV/AIDS resource centre is not organised to help journalists to get relevant and up-to-date information on the pandemic.

Generally, media coverage of HIV/AIDS is low, superficial, and not adequately sustained over a long period of time to create the necessary impact in terms of awareness and change in behaviour among the population.

Considering all these problems, the Ethiopian Television believes that actions need to be urgently taken in fighting the spread of the pandemic.

#### **Current Commitment & Contribution**

It is obvious that the media is a powerful source of information for the Ethiopian people and can also be a powerful tool in the fight against AIDS. Journalists have a particularly important role to play in:

- Providing the public with accurate information about the causes, spread, impact and prevention of the disease.
- Helping to de-stigmatize the epidemic.
- Monitoring and pressurizing those in positions of power- in government, business and elsewhere to deal adequately with HIV/AIDS
- Presenting a human face to the epidemic by reporting on Ethiopian stories.
- Presenting informed debate and panel discussions on difficult ethical questions.
- Providing information on living positively with HIV/AIDS
- Influencing public opinion against behavior and trends that help to spread HIV/AIDS.

ETV has a health desk in Amharic, Oromiffa and Tigrigna, the three major languages of Ethiopia. In addition to this desk, last year, ETV organized a committee that is working on HIV/AIDS. Journalists who are working on health programs are members of this committee. Given its size and audience, this year the organization has planned to establish a full fledged HIV/AIDS Department for a more efficient and effective approach to the treatment of HIV/AIDS through television.

Knowledge about HIV/AIDS is growing constantly as researchers bring new facts to light. For this reason, it is important for journalists to ensure that their information is up to date and accurate. The best way to do so is to establish an AIDS Resource Centre in ETV so that journalists can update their knowledge and have access to new information to produce various programs particularly on HIV/AIDS and health in general. Once the center is established the organization will take over the responsibility of funding and other activities related to its sustainability.

Generally, the project helps ETV in successful accomplishment of its objectives in fighting HIV/AIDS. This largely contributes to the overall development of the country.

Recognizing the above, last year, ETV organized different trainings for some of its journalists on HIV/AIDS in collaboration with ARC (AIDS Resource Center), Federal HAPCO (HIV/AIDS Prevention and Control Office), John Hopkins University, and Internews. The trained journalists have

gained almost adequate knowledge but with no specific specialization.

ETV therefore proposes to conduct a 5-10 days in-house training that will introduce or highlight specific approaches to television documentary programs and panel discussions. Trainers will be recruited (invited) on part time basis from Mass Media Training Institute or other institutions and therefore the project will not create any discrepancy over the mandate of the Media Training Institute in Addis Ababa.

To this end, four documentary films and five panel discussions on HIV/AIDS will be prepared and presented to the public. Beyond this, one AIDS resource centre for journalists will be established in the organisation so that they can have access to up-to-date information on HIV/AIDS.

#### 2. DESCRIPTION OF THE TARGET GROUPS

Ethiopian Television is the only largest and free public electronic media existing in the country; it covers nearly 50 % of the country's territory. Television broadcasting is mainly concentrated in

urban areas, where the prevalence of HIV/AIDS is high. This enables the majority of the public, particularly the risk groups, to gather information on the pandemic. Therefore, the people who are living in the high prevalence areas of HIV/AIDS and those considered to be risk groups to the virus are the immediate beneficiaries of this project.

#### **IMMEDIATE OBJECTIVES**

- Preparing four documentary films and five panel discussions on HIV/AIDS;
- Establishing an AIDS resource centre for journalists.

#### 4. **DEVELOPMENT OBJECTIVE**

The achievements of the above immediate objectives will enable the public to receive adequate and up-to-date information on HIV/AIDS, so as to reduce the spread of the pandemic. It also helps journalists to get and organise recent information on HIV/AIDS from one centre.

#### 5. PROJECT INPUTS

The following are the project elements needed to achieve the immediate objectives:

Equipment (for the resource centre and training)

- 4 desktop computers
- 1 LCD projector
- 1 printer
- 100 VHS cassettes
- 1 laptop computer
- 10 guest chairs
- 2 shelves
- 4 UPS

- 1 photocopy machine
- 5 guest tables
- 4 computer tables and chairs
- books, handouts, posters

1 digital video camera (DVCAM)

#### **Training**

10 selected journalists will be trained on preparation of documentary films and organisation of panel discussions on HIV/AIDS.

#### Manpower

1 employee will be recruited for the AIDS resource centre.

#### **PROJECT OUTPUTS**

- A new AIDS resource centre will be equipped and operational;
- > 10 journalists will be trained to produce television documentary films and panel discussions on HIV/AIDS;
- A handbook will be produced for journalists to minimise stigma and discrimination
- Four TV documentary films and five panel discussions on HIV/AIDS will be produced.

#### 7. **ACTIVITIES**

- 7.1: Identifying and prioritising the most serious HIV/AIDS issues (topics);
- 7.2: Selecting 10 journalists who have some awareness on HIV/AIDS or those who are currently producing programmes on HIV/AIDS or health;
- 7.3: Providing 10-15 days HIV/AIDS training for the selected journalists;
- 7.4: Purchasing the necessary equipment to produce the documentary programmes;
- Producing the documentary programmes on HIV/AIDS; 7.5:
- Organising panel discussions; 7.6:
- Equipping the AIDS resource centre with appropriate materials and equipment; 7.7:
- 7.8: Recruiting one employee to work in the AIDS resource centre.

#### 8. WORK PLAN

	TIME FRAME (2006)				
Activities	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter	
7.1					
7.2					
7.3					
7.4					
7.5					
7.6					
7.7					
7.8					

#### 9. INSTITUTIONAL FRAMEWORK

This project will be implemented, monitored and evaluated with the participation of various departments of the Ethiopian Television. Particularly, the focal department or person to be assigned to run this issue will be highly responsible to follow up the day-to-day activities of the project. Once the fund is allocated to the organisation, every payment will be effected by the approval of the general manager or deputy general manager. In addition, Ethiopian Television will give free, regular and continuous television airtime for the programmes on HIV/AIDS. Internet lines will be connected to the requested computers so that journalists can get access to the Internet in the AIDS resource centre.

#### 10. SUSTAINABILITY

The duration of this project will be one year. In order to ensure the continuity of the programme, several activities will be linked to the NGOs and other organisations working on the issues of HIV/AIDS. At the end of the project, Ethiopian Television will take over the responsibility of funding the activities. To that end, the necessary budget arrangements will be made with the concerned government body.

#### 11. FRAMEWORK OF MONITORING

The project progress will be reported on a four-month basis.

# C. ADDITIONAL INFORMATION

## **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period	
PDC/4ETH/10 350-ETH-41	31,000	Ethiopia	1982 - 1991	
350-ETH-71 350-ETH-91	45,000 43,000	Establishment of mass media training centre		
<b>PDC/10ETH/01</b> 352-ETH-01	165,000	Establishment of community radio stations	1990 - 1992	
PDC/15ETH/01 352-ETH-51	27,500	Assistance to the women's monthly magazine "Gennet"	1995 - 1997	
PDC/16ETH/01 352-ETH-61	150,000	Mass media Training Centre	1996 - 1998	
PDC/48 ETH/01 354ETH5041	12,000	FM-radio support as an integral part for radio journalism program trainings at the EMMTI	2005-2006	
Total Ethiopia: US\$ 473,500				

## D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$				
Equipment (for the AIDS Resource Centre)				
4 desktop computers:	6 940			
Laptop computer:	2 890			
LCD projector:	3 470			
Photocopier:	5 000			
Printer:	1 070			
Digital video camera:	2 500			
100 VHS video cassettes:	575			
4 UPS, dividers:	230			
4 computer tables and chairs:	700			
A handbook for journalists	6 000			
Books, handouts and posters:	750			
Training				
Trainers allowance, stationery etc.:	500			
Preparation of the programmes				
Production of 4 documentary films:	9 600			
5 panel discussions:	2 000			
Personnel				
One employee (one year at US\$ 100/month):	1 200			
Contingencies:	403			
Monitoring:	1 000			
<u>TOTAL</u> : 45 000				

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
The Ethiopian Television will arrange one office for the resource centre, including Internet lines for the requested computers with their monthly service charges, and free TV air time for the programmes:	20 000
TOTAL	20 000

## **GAMBIA**

	A. PROJECT IDENTIFICATION				
1.	TITLE	EXPANDING ACCESS TO INFORMATION THROUGH MULTIMEDIA CENTRES			
2.	NUMBER	PDC/49 GAM/01			
3.	CATEGORY OF MASS MEDIA	RADIO AND TELEVISION			
4.	IPDC PRIORITY AREA	DEVELOPING THE INFORMATION FLOW			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, TRAINING			
7.	TOTAL COST OF PROJECT	US \$ 245 700			
8.	AMOUNT REQUESTED FROM IPDC	US \$ 226 700			
9.	BENEFICIARY BODY	THE GAMBIA RADIO AND TELEVISION SERVICES (GRTS)			
10.	IMPLEMENTING BODY	THE GAMBIA RADIO AND TELEVISION SERVICES (GRTS)			
11.	PROJECT LOCATION	GRTS BUILDING, KANIFING			
12.	PROJECT PREPARED BY	THE GAMBIA RADIO AND TELEVISION SERVICES (GRTS)			
	DECISION OF THE BUREAU				

#### B. PRESENTATION

#### 1. <u>BACKGROUND AND JUSTIFICATION</u>

The GRTS radio first began broadcasting in 1962, three years before the granting of independence to the Gambia by the British colonial administration. With almost ten years' operation, the Gambia Radio and Television Services (GRTS) have developed extensively, both in terms of scope of operations and human resource capacity. In the Gambia, over half the population live in rural areas where income levels and standards of living are low, and as such, access to information through the modern media of television and the more advanced facilities of the Internet are largely inconceivable for the majority of the people. This is compounded by the generally low level of literacy in the villages and rural communities, as well as the absence of affordable electricity supply to power basic information technology equipment for delivery.

This proposal essentially seeks to offset this imbalance and create opportunities for a greater proportion of the population to access information and benefit from the considerable development and progress in the technologies of information dissemination, and the natural attendant benefits of universal access to information and education, with its extended result of greater freedom for all.

This project seeks to use the modest facilities of community video centres available throughout the country to introduce, implement and develop the modern facilities of television viewing (with the added possibility of access to video viewing through the use of video cassette players); the provision of Internet and related telecommunications access and connectivity through the introduction and development of community social services cum fund-raising business initiatives (community care centres and Internet cafes); the provision of limited coverage community radio (briefcase-size) stations for 12 rural communities to be run and administered by the community for the purpose of informing, educating and entertaining the local communities on matters of agriculture, public health, adult and civic education; and capacity-building to enable greater initiative and sustainability through youth education and orientation programmes geared principally towards training in basic micro-finance and community project management to support and sustain all initiatives undertaken within this project.

Considering the obsolescence of The Gambia's TV equipment, and the need to extend its coverage for the benefit of the population, this proposal aims at establishing low-range (briefcase-size) community radio transmitters in an attempt to not only expand the information access opportunities, but also in an effort in decentralising information gathering, processing and dissemination. Further, it is a way of expanding the outreach of the National Radio with the possibilities of the community radio stations re-broadcasting the national programmes.

The availability of new technologies (public TV viewing halls, community low-outreach radio stations, Internet cafes and telecentres) offers the GRTS possibilities of acquiring efficient equipment to increase information access potential in the communities throughout the country.

#### 2. DESCRIPTION OF THE TARGET GROUPS

- > 75 % of the citizenry of The Gambia that live in the rural areas and that do not have access to national television services because they cannot afford the cost of acquiring and maintaining television sets;
- Rural communities that have very low income-earning capacities and are unable to access information from the more advanced and modern sources of television and the Internet;
- ➤ The entire population of one and a half million Gambians to benefit directly or indirectly from the conjunction of communication facilities (Internet and telecentres) in the rural communities and community radio stations;

➤ The youth of rural Gambia who, by virtue of the circumstances, are disadvantaged by unemployment and the absence of opportunities of meaningful self-development, largely due to low/no education and lack of access to information.

#### 3. <u>IMMEDIATE OBJECTIVE</u>

- > To broaden the values of freedom of expression and access to universal education and choice for all:
- To enhance the diversity of information access and use by providing alternative sources and avenues to a greater mass of the population;
- > To empower the marginalized and less fortunate strata of the society (low income-earning and disadvantaged rural communities, particularly the youth) through access to modern and advanced sources on information and communication for increased and fair opportunities in both personal and community development.

#### 4. **DEVELOPMENT OBJECTIVE**

Building the capacity at that the local level, particularly in the all-important area of diversifying access to information and communication facilities in a sustainable manner leading to a more informed and empowered society, is a sure way of building total national capacity and helping to strengthen the ultimate objective of nurturing and maintaining an enlightened and liberated population.

#### 5. PROJECT INPUTS

- For the community television/video viewing halls and low-outreach community radio stations: TV monitor sets, video cassette players, quality reception antenna systems and accessories, technical training, briefcase-size (low-range) single operator/announcer radio stations;
- For the Internet cafes: computers, power generators, Internet connectivity/rental, technical training;
- > For improved communication access (telecentres): line rentals, furniture, technical training.

#### 6. ACTIVITIES AND INSTITUTIONAL FRAMEWORK

The Gambia Radio and Television Services (GRTS), the national broadcaster of the Gambia, will manage the project. The engineering department of GRTS television has been involved in the planning and formulation of this project proposal. The equipment stipulated has been specified by our team of engineers who will also be responsible for the ordering, installation, testing and putting the equipment into service. The Internet cafes component of the project shall be sourced out to incountry Internet service providers, who will provide the required technical support backup and training.

#### 7. WORK PLAN

Months 1-2: Ordering of equipment (finalisation of specifications, drafting and signing of

contracts):

**Months 3-4:** Delivery and testing of equipment;

Months 5-6: Installation and commissioning of the equipment;

Months 7-8: Training and capacity building; Month 9 onwards: Full operation of all facilities.

#### 8. **SUSTAINABILITY**

- ➤ The technical installation, operations and maintenance of the equipment shall be the duty and responsibility of GRTS and partner engineers from the Gambia Telecommunications Company Ltd. (GAMTEL) and UNIQUE SOLUTIONS (GAMBIA) Ltd. The Women's Bureau of The Gambia will also be a partner in this project for support in identifying the suitable communities where the basic infrastructure for development exists, as highlighted above;
- ➤ The telecentres, Internet cafes and even the community TV/video viewing halls should be largely self-sustainable, considering that all these facilities should charge the minimum cost of overheads;
- Sustainability will also be guaranteed by the GRTS and other partner annual inputs, as shall be provided for in the yearly budget plans of all stakeholders.

#### 9. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

GRTS undertakes to report to UNESCO through the Gambia National Commission for UNESCO on a monthly basis.

## C. ADDITIONAL INFORMATION

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/5GAM/04 350-GAM-51	40,000	Gambia	1984 - 1986
		Audio-Visual Centre	
PDC/6GAM/01 350-GAM-61 350-GAM-91	60,000 50,000	Establishment of a daily newspaper	1985 - 1992
<b>PDC/10GAM/01</b> 352-GAM-01 352-GAM-21	77,000 85,000	Communication training for social change in Gambia	1990 - 1995
PDC/18GAM/01 352-GAM-81	30,000	Strengthening existing media institution for rural press operations; launching countrywide newspaper distribution services	1998 - 1999
PDC/24 GAM/01 354 GAM 5031	40 000	Archiving for GRTS Radio	2004-2005
	Total Gambia: US\$ 382,000		

#### Preparatory activities completed prior to submission of the project

Equipment suppliers contacted and quotes obtained; engineering and installation team in place.

#### Contribution foreseen by the beneficiary agency during the project period

Manpower in the form of installation, training and maintenance engineers; housing structures installation and test gear.

#### **Assistance sought other than IPDC**

None.

## D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
12 community television/viewing halls and low-outreach community radio stations		
12 TV monitor sets (minimum 21"):	2 400	
12 videocassette recorders/players:	1 800	
12 external antennas and accessories for quality reception:	1 200	
Civil engineering (for 12 centres):	1 800	
Administrative overheads:	2 400	
12 solar power modules (50 W.) with batteries, cables and accessories:	36 000	
Manpower:	2 000	
Technical training:	6 000	
12 briefcase-size low-range radio stations (single operator/announcer studio and transmitter equipment):	60 000	
12 Internet cafés		
12 sets of IBM-compatible computers:	48 000	
12 power generators (alternate power supply units, 5-7 KVA per centre):	7 200	
Connectors, cables and accessories:	1 800	
Civil engineering (for 12 centres):	2 400	
Administrative overheads:	4 800	
Internet connectivity / rental (2 Internet lines per centre):	1 800	
Manpower:	1 200	
Technical training:	9 000	
Improved communications access for 12 telecentres		
Line rental (3 telephone lines in each centre):	8 400	
Furniture:	2 100	
Connectors, cables and accessories:	2 400	
Civil engineering:	12 000	
Manpower:	4 000	
Technical training:	8 000	
TOTAL:	226 700	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
Installation commissioning and maintenance (2 engineers, one year):	7 500	
2 operation and maintenance technicians (one year):	2 500	
12 completely built structures:		
<u>TOTAL</u> :	19 000	

## **GHANA**

1.	A. PROJECT	SOGAKOPE COMMUNITY MULTIMEDIA CENTRE
2.	NUMBER	PDC/49 CHA/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 42 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 000
9.	BENEFICIARY BODY	TOYACE, SOGAKOPE COMMUNITY-BASED NGO
10.	IMPLEMENTING BODY	TOYACE, SOGAKOPE COMMUNITY-BASED NGO
11.	PROJECT LOCATION	SOGAKOPE RURAL TOWN
12.	PROJECT PREPARED BY	APOSTLE J.P. KWAME, SOGAKOPE

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

The advent of democratic governance and rule of law backed by the 1992 Constitution in Ghana and the subsequent liberalisation of the media has actually brought about an important change and relief into the media landscape. The Constitution allows freedom of speech and media practice, thereby empowering the media in the socio-economical-political development of the people. In all these, the power of radio has been championing the changing life of the people in a considerable way. This entailed a sudden rise of FM stations all over the country, and to a greater extent, contributed wonderfully to the socio-economic and political life of the citizens.

The 3 tiers of radio broadcasting in Ghana are: a state-owned radio, commercial radios stations, community radios. The state-owned and commercial radios are mainly located in the urban centres. The state-owned radio only projects the government of the day, with little attention to the development needs of the rural population.

The communities do have access to the state-owned and other FM radios, but since the programmes are mostly transmitted in English and in the Akan languages, the communities do not understand them. They also have access to TV, state-owned newspapers and privately-owned newspapers. As programmes are broadcast in English and Akan against the background of Ewe, which is the major and primary language of the Tongu community, we hope that, when this community radio is established, the people will then be well informed in their local language, that is Ewe.

Seven community radios have formed the *Ghana Community Radio Network* (*GCRN*) with its headquarters in Accra. The network will assist us in acquiring our license to operate; it will assist in personnel training, meetings and workshops and will also link us to other community multimedia centres in the country.

The vital development problems faced by the mass medium covered by this project is enormous. It seeks to reach a specific marginalized community which shall pursue a participatory social development agenda. The age-long problems are with farming, fishing, petty trading, dressmaking, illiteracy, poor school attendance, high school dropout, inadequate health facilities, high threat of HIV/AIDS, serious rural/urban drift etc.

The community radio will automatically mobilise the people for development and access to air their views on certain issues that affect their socio-economic life. It will also serve as a "voice to the voiceless", so as to enhance a participatory development at the local level. It will empower women and the youth for development, in particular using modern methods and practices for increased yields from farms and their animal husbandries.

The community multimedia Centre (CMC) will train the youth and improve computer literacy among students, women and other categories of the public. It will also introduce Internet service as soon as telephone lines are installed in the area.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The total population of the community is about 80 000. The target groups shall be the populations living in the South and Central Tongu districts, primarily peasant marginalized farmers, fishermen, women, the youth etc.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

- To establish a sustained community multi-media Centre;
- ➤ To share information and develop local content/programme in the Ewe language;
- ➤ To introduce at least 100 people to basic ICT skills, especially the youth and women.

#### 4. <u>DEVELOPMENT OBJECTIVE</u>

- ➤ The main problems faced by the South and Central Tongu districts are the worsening water pollution, increasing deforestation, high HIV/AIDS menace, high illiteracy rate, especially among women in South Tongu, where it amounts to 45% against 20% among men (source: Non-formal education division of Ghana ministry of Education 2005).
- ➤ Due to water pollution, the Volta river is no longer used for domestic consumption, as it is overgrown with aquatic weeds. 40 to 50% of the water from small rivers is either overrun with weeds or polluted by cattle, and cannot be used for domestic consumption.
- ➤ The project intends to improve on the dissemination of information on immunisation, pollution management, HIV/AIDS, literacy programmes etc, since the community is not adequately informed about initiatives on these issues, a predicament which contributes to poor participation in democratic practice.
- ➤ It also aims at promoting pluralism of expression by sharing local knowledge, and intends to introduce computer skills within the community.

#### 5. PROJECT INPUTS

The required inputs are the following:

One 100-Watt "Suitcase broadcast station"; stabiliser; 8 UPS; PC server; 7 computers and accessories; transmission mast; radio monitor; 2 printers; scanner; digital camera; digital projector; LAN hub and cabling; software package; furniture (there already exists a building with a library). The initial staff will be composed of 5 members.

#### 6. PROJECT OUTPUTS

- ➤ 15 stringers to be trained;
- > 5 trained programme producers and presenters;
- > CMC with radio and 8 computers;
- > 100 trained students in ICTs;
- Community access to radio (about 80 000 people).

#### 9. ACTIVITIES

- > Renovation of building;
- Acquisition of broadcasting license;
- > Acquisition and installation of equipment;
- > Training of personnel:
  - Radio producers and presenters;
  - Computer technicians;
- > Content production.

#### 10. WORK PLAN (2006)

March: Renovation of building;
April: Acquisition of license;
May: Acquisition of equipment;
June: Training of personnel;
July: Installation of equipment;

Aug. / Sept.: Test transmission;

**Oct.:** Formal inauguration of project.

#### 9. INSTITUTIONAL FRAMEWORK

The project is the initiative of TOYACE and the Tongu Community. A Board of Governors will see to its implementation. The UNESCO Accra office will supervise the overall implementation.

#### 10. SUSTAINABILITY

The Board of Governors shall put in place prudent policies to sustain the project. As much as possible, mismanagement and misapplication of scarce resources and machines will be avoided.

TOYACE, in collaboration with the community, shall bear the salaries of a permanent staff of 5 from the 2<sup>nd</sup> year of their employment, after serving voluntarily for the first year. Funding will come through programme sponsorship and contribution from the community for services rendered. The CMC will also generate funds from ICT training and Internet activities.

Participation of 15 community volunteer staff shall be solicited for.

#### 11. FRAMEWORK OF MONITORING

The UNESCO Office, Accra will monitor the project.

#### 12. EVALUATIONS CARRIED OUT

None.

#### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

TOYACE will submit all reports on the project to the UNESCO Office, Accra, on a four-month basis.

## C. ADDITIONAL INFORMATION

## **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/5GHA/03 350-GHA-51	30,000	Ghana	1984 - 1994
350-GHA-71 350-GHA-81 352-GHA-11	40,000 40,000 74,000	Developing of human resources for the book industry	
PDC/13GHA/01 352-GHA-31	80,000	The Ghanaian Chronicle	1992 - 1994
PDC/15GHA/01 352-GHA-51	40,000	Strengthening the capacity of the Ghana Journalists' Association	1994 - 1996
<b>PDC/17GHA/01</b> 352-GHA-71	60,000	Ada Community Radio Station	1997 – 1998
PDC/18GHA/01 352-GHA-81	50,000	Grassroots, rural communication radio for districts of central Ghana	1998 – 1999
PDC/19GHA/01 352-GHA-91	40,000	Training programme pairing beginning journalists with NGO specialists	1999 – 2002
PDC/21 GHA/02 353GHA5011	25,000	Strengthening "Radio Univers"	2003 -2004
PDC/48 GHA/01 354GHA5041	22,000	Community multimedia centre for Ajumako Bisease	2005-2006
	•	Total Ghana: US\$ 501,000	

#### Contribution foreseen by the beneficiary agency during the project period

Building with library; 3 computers with accessories.

## Assistance sought other than IPDC

Citizens of Tongu living in Europe and America will be contacted to support the project in cash and kind.

## D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
100-Watt FM "Suitcase broadcast station" and shipment:	6 000	
PC server:	1 100	
4 computers:	4 400	
5 UPS:	1 250	
Stabiliser:	300	
LAN hub and cabling:	200	
2 printers:	600	
Scanner:	300	
Software package:	250	
Digital camera:	500	
Digital projector:	1 600	
Mast:	1 000	
Installation of equipment:	500	
Training:	5 000	
Monitoring:	1 000	
<u>TOTAL</u> : 24 00		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
Renovation of building:	5 000	
Furniture and fittings:	6 000	
3 computers with accessories:	3 300	
3 UPS:	750	
Stabiliser:	300	
Staff salaries (per month):	1 000	
Utilities (communications, water, electricity,):		
Stationery and computer consumables:		
<u>TOTAL</u> : 18 00		

## **KENYA**

	A. PROJECT IDENTIFICATION				
1.	TITLE	KENYA: SHINYALU COMMUNITY MULTIMEDIA CENTRES Kakamega District			
2.	NUMBER	PDC/49 KEN/01			
3.	CATEGORY OF MASS MEDIA	MULTIMEDIA			
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA, HUMAN RESOURCES DEVELOPMENT			
5.	SCOPE (national, regional, interregional)	National			
6.	TYPE OF ASSISTANCE REQUESTED	ADVISORY SERVICES EQUIPMENT			
7.	TOTAL COST OF PROJECT	US\$ 69 000			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000			
9.	BENEFICIARY BODY	SHINYALU COMMUNITY			
10.	IMPLEMENTING BODY	SHINYALU COMMUNITY INFORMATION PROVIDERS			
11.	PROJECT LOCATION	KAKAMEGA DISTRICT			
12.	PROJECT PREPARED BY	SHINYALU COMMUNITY INFORMATION PROVIDERS			
DECISION OF THE BUREAU:					

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

We plan to set up and run a community radio station combined with community Multimedia Centres (CMCS) in Shinyalu constituency.. The project proposes to foster literacy activities so as to enhance the reduction of knowledge divide and promote socio—economic welfare of poverty-devastated people.

The constituency comprises five locations: Ilesi, Kambili, Khayega, Murhanda and Shivuye, with a total population of some 104 000 people. The physical infrastructures include:

- i) Two tarmac roads: Kakamega to Kitale and Kakamega to Kisumu bordering the constituency. There are also several all weather roads and bridges facilitating convenience of transport system;
- ii) Health facilities include the Kakamega Provincial Hospital, a few private hospitals run by missionaries and individuals, as well as some dispensaries;
- iii) Well-attended markets and church services;
- iv) 39 primary schools with an enrolment of 24 226 pupils, 23 secondary schools with an enrolment of 960 students, and the Sigalagala Technical Institute which has a student population of over 2 000.
- v) A mobile library service initiated by the Kenya National Library Services stopped functioning about 20 years ago.

Hence, the Community Radio + Community Multimedia Centres being proposed to be set up and run in Shinyalu Constituency is intended to provide access to adequate and relevant sources of information materials by the people of the constituency. This will assist them improve their knowledge creation for socio-economic development of the welfare of the area. Subsequently, it is a viable project for wealth creation, which deserves fund support.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The project will target Community-based groups, NGOs, school-going children – both girls and boys including children with special education needs – commonly referred to as "the disabled", poor and semi-illiterates, with a special focus on women and youth groups that serve as catalysts in the development of the socio-economic, cultural, educational, political and scientific initiatives of the community.

#### 3. IMMEDIATE OBJECTIVES

➤ To establish and operationalise a sustainable community radio combined with a community multi media centre in Shinyalu constituency by December 2006.

#### 4. DEVELOPMENT OBJECTIVES

To strengthen the democratic participation of rural communities and enabling them to make informed decisions through access to information and knowledge.

#### 5. **PROJECT INPUTS**

#### <u>Equipment</u>

- FM radio studio: mixing console, monitor speakers (pair) with built-in amplifiers, headphones, 2-way headphones amplifier, studio condenser microphone, sound card, line driver, microphone stands and CD player;
- > "World Space" digital receiver and antenna;
- ➤ 300 W transmitter, guyed antenna mast, single-phase 1KVA UPS and accessories;
- ➤ Computers with Local Area Network (LAN) and Wide Area Network (WAN) to facilitate connectivity within the community markets through the Centres;
- ➤ Laser printer;
- ➤ Mobile phones with stands;
- ➤ Photocopying machines;
- > TV sets:
- > Fax machine;
- ➤ 4 portable recorder kits, headphones, reporter microphones.

#### Training

- Training sessions on MS software packages and more advanced training on Internet, e-mail and CD-Rom application;
- Exposure training on community information needs and services, information access through Internet services and downloading.

#### Trainers

> Trainers will be highly knowledgeable professionals in ICT applications and volunteers who will have been trained in earlier sessions.

#### 6. PROJECT OUTPUT

- A rural information network connecting the Community Multimedia Centres in the four markets:
- ➤ 12 staff members with training in ICT skills that include library and information science with more training on the research on the Internet searches;
- ➤ Relevant radio programmes produced and broadcast on a daily basis from the day of commissioning and inaugural broadcast;
- A community radio website;
- A database of CMCs and other Centres in Africa;
- ➤ Creating electronic information bulletins on information needs on specific development needs in Shinyalu, adapting it to the diverse local realities.

#### 7. ACTIVITIES

The Community Multimedia Telecentre activities include:

- Preparatory activities for the identification of working methodologies;
- ➤ Selection of CMC sites for the Community Multimedia Centres;
- > Recruitment of staff;
- > Purchase of equipment;
- Training sessions on basic MS software packages, more advanced training on Internet, e-mail and CD-Rom applications;
- ➤ Exposure training on community information needs through the Internet service and downloading;
- Creation of LAN and WAN for CMC markets;
- > Establishing income-generating activities through telephoning, Internet services, photocopying services and fax services;
- > Creation of a database of CMC Centres in Africa;
- > Monitoring and evaluation.

#### 8. WORK PLAN (24 months operation)

YEAR 1	YEAR 2
Identification of methodologies	Creation of Website
Selection of CMC sites	Creating database
Recruitment of staff	Audience survey
Equipment purchase and installation	Expanding the Shinyalu CMCs
Radio programmes produced and	Monitoring and evaluation
broadcast	
Monitoring and evaluation	

#### 9. INSTITUTIONAL FRAMEWORK

- Shinyalu Community Information Providers (SCIP) will implement this project under UNESCO supervision;
- Shinyalu Community Information Providers will be the primary community organiser, which will staff and oversee the day-to-day operation of the Shinyalu Country Multimedia Centres.

#### 10. SUSTAINABILITY

- > Through regular training sessions and the training of community trainers, Shinyalu Community Multimedia Centres will have access to a constant supply of staff, volunteers and facilitators willing to share information and strategies for socio-economic, political and scientific development and poverty alleviation;
- ➤ Income-generating activities will be ensured trough IGT and ICT services such as telephone, fax, e-mail, Internet, photocopying and ICT training;
- ➤ Other donors and funds suppliers will be approached, including IDRC, USID, SIDA, the Ford Foundation and UNDP.

#### 11. FRAMEWORK OF MONITORING

The innovative nature of the CMCs of Shinyalu, the implementation of its components with a series of activities require considerable monitoring and evaluation in order to ensure the success of the project. Monitoring and evaluation reports will be presented to UNESCO on a quarterly basis.

#### 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The Shinyalu Community Information Providers will prepare two reports each year, based on activities following the project components to the UNESCO's consultant. The latter will consolidate the reports into one overall report provided to UNESCO. The consultants will undertake supervision visits to Shinyalu (mid-term evaluation) every six months to review project progress.

# C. ADDITIONAL INFORMATION

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4KEN/11 350-KEN-41	15,000	Kenya	1983 - 1987
523-KEN-11 (FIT-USA)	196,600	Training of Trainers for the Institute of Mass Communication	
PDC/5KEN/05 350-KEN-51	40,000	Communication training for trainers in rural communication	1984 - 1991
507-KEN-62 (FIT-Germany)	1212,206		
PDC/7KEN/01 350-KEN-71	45,000	Reading materials for the blind	1986 - 1992
350-KEN-81 350-KEN-91	40,000 64,000		
PDC/21 KEN/01 353KEN5011	20,000	Development of free press institutions	2003-2004
PDC/24 KEN/01 552KEN5000	62,514	Audio visual media training	2004-2005
(Japan)	,		
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
		Total Kenya: US\$ 246,000+US\$ 1,471,301(Funds-in-trust)	_

### Preparatory activities completed prior to submission of the project to IPDC

Preparatory Board of Shinyalu Community Information Providers listed under section 9 has had a series of meetings to discuss the strategy and way forward of the project.

#### Contribution foreseen by the beneficiary agency during the project period

A successful meeting has been held with the Kenya National Library Services on possible linkage of the Community Tele Centres with the KNLS network.

#### Assistance sought other than IPDC

Feelers have been sent to other possible donors for the project e.g. IDR, the British Council etc.

## D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$								
Equipment								
8-channel studio mixing console:	3 000							
Monitor speakers with built-in amplifiers:	2 000							
2 headphones:	70							
Headphone amplifier:								
2 studio condenser microphones:								
2 sound cards:	200							
Line driver:	130							
2 microphone stands:	90							
Professional CD player:	200							
"World Space" digital receiver with antenna:	350							
UPS:	500							
8 reporter kits:								
4 headphones:								
4 reporter microphones:	300							
300 W stereo FM transmitter with built-in processor and limiter:								
4-element transmitter antenna bay:								
Feeder cable (100 m.) with connectors:								
1-KVA UPS:								
Construction of a 60 m. guyed mast:	7 700							
Photocopier:	2 000							
Printer:	1 000							
Fax machine:	300							
TV receiver:	500							
Training								
Training materials:	1 000							
Accommodation ( $30 \times 7 \times 12$ representatives of management staff):	2 520							
Local travel:	300							
Trainers fees, travel and accommodation:								
Miscellaneous:								
TOTAL:								

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$						
4 acres of land,						
Radio station,						
Telecentres rent,						
Radio station manager,						
Telecentre managers						
TOTAL:	29 000					

## **KENYA**

•	TITLE	ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS					
2.	NUMBER	PDC/49 KEN/02					
3.	CATEGORY OF MASS MEDIA	MEDIA DEVELOPMENT AGENCY					
4.	IPDC PRIORITY AREA	CAPACITY BUILDING, FREEDOM OF EXPRESSION AND PLURALISM					
5.	SCOPE (national, regional, interregional)	NATIONAL					
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL					
7.	TOTAL COST OF PROJECT	US\$ 40 700					
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37 000					
9.	BENEFICIARY BODY	THE MEDIA COUNCIL OF KENYA					
10.	IMPLEMENTING BODY	THE MEDIA COUNCIL OF KENYA					
11.	PROJECT LOCATION	NAIROBI					
12.	PROJECT PREPARED BY	ESTHER WANJUGU KAMWERU, EXECUTIVE DIRECTOR					

#### **B. PRESENTATION**

#### 1. <u>BACKGROUND AND JUSTIFICATION</u>

The media in Kenya are relatively free, and this accounts for their vibrant nature and high standards. This can be traced to the repeal of Section 2a of the 1982 Constitution. However, one cannot say that the media in Kenya are completely free: harsh legislation still exists, that can and is used to silence them.

Realising that press freedom must go hand in hand with responsibility, the media industry set up the Media Council of Kenya in 2002 as a self-regulatory system. Despite this, the government has issued threats that will establish another Media regulatory body. This action is seen as an attempt by government to control the media.

The first category of the media supported by this project is the rural correspondents. A survey conducted in 2000 found out that 70% of media content is contributed by correspondents. Many of them are based in the rural areas, and rarely benefit from training workshops held in the capital city.

The second category of beneficiaries will be the FM radio newscasters and presenters. In most cases, they have not been to a journalism school, but are very good at presenting. They have not been trained on news values, yet they analyse news for listeners often non-professionally.

The journalists, correspondents and newscasters have to face numerous problems:

<u>News analyses</u>: since in many cases, they have not been trained in news values, ethics and media law, analysis is a problem;

Defamation and libel: once again, due to lack of training;

<u>Unethical reporting</u>: tenants of ethical journalist practice such as balance reporting, accuracy and fairness, right of reply etc. are ignored.

Providing a solution to these problems is very significant since it will remove the threat hanging over the media that the government will move in to regulate them.

It is proposed that the Media Council of Kenya organize a series of training workshops on ethics and media law for correspondents and news presenters. It is also proposed that the workshops be held where the correspondents and presenters work, i.e. in Kisumu, Kakamega, Nakuru, Nyeri, Machakos, Mombasa and Nairobi.

#### 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

<u>Correspondents</u> contribute about 70% of newspaper content. Some of them live in remote areas without enough facilities to perform their work professionally. Research has shown that in many cases, they accept facilities such as car rides to functions from news sources. In addition, these sources may offer them lunch, fax and telephone facilities, which are liable to exert some strain on their ethics and professionalism.

Many of the radio <u>news presenters</u> are employed on the basis of the quality of their voices and/or their popularity as singers or entertainers.

#### 3. IMMEDIATE OBJECTIVES

- To train 40 correspondents in Kisumu, Kakamega, Nyeri, Nakuru, Mombasa, Machakos in media law and ethics:
- To train 10 radio presenters in media law and ethics in a three-day workshop to be held in Nairobi.

#### 4. <u>DEVELOPMENT OBJECTIVE</u>

Training correspondents and news presenters in media law and ethics will equip them with the skills to analyse more astutely the various events and situations. They will be able to steer away from the kind of reporting that is jeopardizing press freedom in Kenya.

#### 5. PROJECT INPUTS

In order to be effective, this project will need the following inputs:

Seminar rooms in the five identified areas; accommodation; training equipment and material; trainers; writing materials; travel costs.

#### 6. PROJECT OUTPUTS

40 correspondents and 10 news presenters will be trained in media law and ethics.

#### 7. <u>ACTIVITIES</u>

#### Pre-workshop activities:

Development of training curriculum; identification and engagement of resource persons; preparation of training equipment; identification and booking of training venues;

#### During the workshops:

Training; monitoring of the workshop;

#### <u>Post-workshop activities</u>:

Evaluation of project; report writing; monitoring of participant progress in newspapers and FM radio stations.

#### 8. WORK PLAN

Activity	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Develop training curriculum		xxx										
Identify resource persons		XXX	XXX									
Prepare training equipment				xxx	xxx	xxx	xxx	xxx				
Venues.					XXX	XXX	XXX	XXX				
Training					XXX	XXX	XXX	XXX	XXX			
Monitoring evaluation of projects					xxx	xxx	xxx	xxx	xxx	xxx	xxx	XXX
Report writing										XXX	XXX	
Monitoring of participant progress										xxx	xxx	xxx

#### 9. <u>INSTITUTIONAL FRAMEWORK</u>

Two organizations will be directly involved in this project: the Media Council of Kenya (MCK) and the Kenya Correspondents Association (KCA).

#### 10. SUSTAINABILITY

The training of correspondents and news presenters on FM radio stations will go a long way in building the credibility of the Media Council of Kenya. Current thinking is that the media needs to be more responsible of its behaviour and conduct. Legislators and Cabinet ministers have declared publicly that if the media does not improve on its conduct, then they will enforce laws that will do so.

#### 11. FRAMEWORK OF MONITORING

It is proposed that the School of journalism of the University of Nairobi be assigned to monitor project progress.

#### 12. EVALUATIONS CARRIED OUT

Evaluations will be carried out every three months as detailed below.

#### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Media Council of Kenya will submit reports in March, June, September and December.

#### C. ADDITIONAL INFORMATION

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	Kenya  Training of Trainers for the Institute of Mass Communication	1983 - 1987
PDC/5KEN/05 350-KEN-51 507-KEN-62 (FIT-Germany)	40,000 1212,206	Communication training for trainers in rural communication	1984 - 1991
PDC/7KEN/01 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	1986 - 1992
PDC/21 KEN/01 353KEN5011	20,000	Development of free press institutions	2003-2004
PDC/24 KEN/01 552KEN5000 (Japan)	62,514	Audio visual media training	2004-2005
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
		Total Kenya: US\$ 246,000+US\$ 1,471,301(Funds-in-trust)	

#### Preparatory activities completed prior to submission of the project to IPDC

A staff retreat to discuss the activities of the Media Council and to identify areas of concern and future workshops took place in Naivasha in early June. Discussions have been held with the Kenya Correspondents Association on a collaborative effort in the training of correspondents on ethical issues.

#### Contribution foreseen by the beneficiary agency during the project period

The Media Council will contribute the following:

Secretariat facilities such as computers, telephone, resource materials such as the Code of Conduct, resource materials on press freedom and responsibility, secretariat staff.

#### Assistance sought other than IPDC

- Assistance for awareness creation, research, publicity and education provided by the Ford Foundation.
- Assistance in awareness provided by *Friedrich Ebert Stiftung*.
- ➤ In addition, infrastructure support is being sought to make the Media Council more independent.

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
Training programmes (2 days):	300		
3 trainers (20 days):	7200		
Rapporteur (20 days):	1 300		
Accommodation (8 days, 30 persons):	11 200		
Travel:	1 500		
Report writing (5 days):	500		
Per diem for 50 persons, 20 days:	13 000		
Stationery, photocopy, office expenses:	400		
Secretariat costs:	600		
Monitoring:	1 000		
<u>TOTAL</u> :	37 000		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Computer time (8 months):	1 000
Communications, utilities (12 months):	600
Internet research (4 months):	500
Secretariat staff (12 months):	1 600
<u>TOTAL</u> :	3 700

### **KENYA**

	A. PROJECT IDENTIFICATION					
1.	TITLE	RADIO FOR THE KOINONIA YOUTH MEDIA CENTRE				
2.	NUMBER	PDC/49 KEN/03				
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA				
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA, DEVELOPMENT OF HUMAN RESOURCES AND OF INTERNATIONAL PARTNERSHIP				
5.	SCOPE (national, regional, interregional)	NATIONAL				
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL				
7.	TOTAL COST OF PROJECT	US\$ 54 500				
8.	AMOUNT REQUESTED FROM IPDC	US\$ 46 500				
9.	BENEFICIARY BODY	KOINONIA MEDIA CENTRE				
10.	IMPLEMENTING BODY	KOINONIA MEDIA CENTRE				
11.	PROJECT LOCATION	NAIROBI				
12.	PROJECT PREPARED BY	KOINONIA MEDIA CENTRE CLEMENT NJOROGE, MANAGING EDITOR ZACHARY OCHIENG, ASSOCIATE EDITOR NAIROBI				
	DECISION O	F THE BUREAU:				

#### **B. PRESENTATION**

#### 1. <u>BACKGROUND AND JUSTIFICATION</u>

This project will be based in Nairobi. In August 2003, the government declared that all TV stations would have to devote 20 % of their airtime to locally-produced programmes starting January 2004. The radio stations, on the other hand, would have to give 30 % of their broadcast time to local programmes and music.

According to the recent proposal contained in the *National Information and Communications Technology Policy, December 2004*, the Communication Commission of Kenya will, in consultation with media professionals and public, set quotas for local content for the various types of programming, including films, drama, children's programmes, documentaries and local music. The standards to be addressed relate to broadcasting explicit conduct, offensive language, audience advisories and the need to exercise care in dealing with private lives of individuals.

This directive is set to put the government on a collision course with media houses, whose recording facilities are meagre. The new rules, the government said, were aimed at creating jobs for Kenyans, promoting and protecting the country's creative arts as well as benefiting Kenyan production companies and advertising agencies.

By August 2003, there were 200 applicants, and to date there are 40 channels for TV and 22 for radio in Nairobi. Out of the 22 radio channels, 19 had already been allocated frequencies unfairly by the former government. The policy report says that so far 16 television stations and 27 FM radio stations have been licensed.

Recently, radio has become one of the major tools of reaching out to the youth in Kenya. It is estimated that over 90 % of the young Kenyans spend most of their time listening to their favourite programmes or music on the radio.

Following the government liberalisation of the airwaves, many FM stations have sprung up. The current political environment is also encouraging more players and investment in the information and communication sector.

But due to lack of professionalism and limited resources, many of the station's programmes are poorly produced, are of low quality and do not respond to the expectations of the youth. It is against this background that KMC intends to set up a radio production centre that will focus on the youth. It is hoped that the centre will be upgraded to an FM station for the youth.

The centre will provide a platform for training in media-related skills, a cultural exchange with young journalist from abroad and offer the youth an opportunity to produce programmes of their own that will articulate their aspirations and inculcate positive behaviour change.

Above all, the Centre intends to mobilise and utilise the creativity of the youth by promoting and addressing problems affecting them. It will provide a platform for the youth to showcase their potential and talent with an aim to empower them economically and socially.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The Kenya youth form about 65 % of the total population. The majority continue to struggle with numerous problems including unemployment, susceptibility to crime, drug abuse, HIV/AIDS, eroding cultural values and exposure to immorality, among many other challenges.

The youth grapple with questions about who they are and who they are becoming; what they do and do not believe, and what they want to be in the future.

There is need for all stakeholders working with the youth: government, Church, civil society, media and other corporate institutions to unite their efforts in working together with the youth so as to mould them into socially acceptable and mature citizens.

This projects targets the majority of youth from economically poor background, academically gifted and interested in pursuing a career in the media industry.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

- > Training young and upcoming professionals in media-related skills, i.e. production, reporting, management skills. Training will involve 25 participants. 75 youths will benefit from the training after 12 months. The trainees will be expected to produce, run and manage the community media centre.
- Installation of radio equipment for a production unit.

#### 4. DEVELOPMENT OBJECTIVE

- To empower the upcoming talented youth in communication skills through media training so that they are able to produce programmes blended by positive cultural and social values;
- This project will empower young professionals economically by equipping them with skills enabling them to develop media products that can be sold to other media organisations;
- The skills will geared towards preparing them to secure jobs in the media industry.

#### 5. PROJECT INPUTS

#### **Training**

News gathering, writing for broadcast, interviewing, recording techniques, editing, community media management, training in Information Communication Technologies (ICTs).

#### **Equipment**

Studio mixing console, monitor speakers, with amplifiers, 2-way headphones amplifier, headphones, studio condenser microphones, sound card, line driver, microphone stands, CD player; one 300 W. transmitter, anchored mast, 1 KVA UPS and accessories; reporting equipment (microphone, headphones); TV set.

#### 6. PROJECT OUTPUTS

> 75 youths will be trained as technicians, producers, presenters, reporters and equipped with management skills. Trainees will be encouraged to produce programmes to be distributed to other radio stations at a fee. The income realised from the sale of such will be divided between the producer and the production centre;

- > Development of a website;
- ➤ One exchange programme for 10 young journalists from Europe to last two weeks will be organised with partners in Europe.

#### 11. ACTIVITIES

- > Search for funding;
- Recruitment of potential trainees;
- Procurement and installation of equipment;
- Development of a website;
- > Training in radio production;
- ➤ Training in ICTs;
- Organisation of an exchange programme;
- Marketing the productions of the to potential clients.

#### 12. WORK PLAN

Activity	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Registration												
process, ordering		XXX	rep									
equipment												
Training of trainers			XXX	rep								
Pilot production				XXX	rep							
Advertisement and					XXX	XXX	XXX	XXX	rep			
marketing									_			
Creation of website					XXX							
Actual production							XXX	XXX	rep			
Monitoring and											XXX	XXX
evaluation												

#### 9. INSTITUTIONAL FRAMEWORK

The Koinonia Media Centre will implement this project and oversee the daily management.

Network with the youth arm of religious organisations in Kenya such as the National Council of Churches of Kenya, the Supreme Council of Kenya Muslims, the Inter-Religious Council of Kenya, which is The World Conference on Religion and Peace – Kenya Chapter, the Catholic Justice and Peace Commission, the Hindu Council and the Bahai community. Each will be given an chance to propose a trainee.

Radio Waumini 88.5FM shall offer 2 hours per week to air programmes produced by trainees.

Community youth organisations i.e. Undugu, Don Bosco, Kivuli Youth Centre will be offered an opportunity to send a trainee.

The Kivuli Youth Centre shall provide an ICT laboratory equipped with 20 computers.

Amani Onlus, Italy will organise an exchange programme for young journalists with an interest in African media.

Avtec Systems Ltd. specialising in broadcast equipment shall be contracted to supply and set up the production studio.

#### 10. SUSTAINABILITY

Income will be realised through the sale of radio programmes, media training and exchange of programmes. The radio production centre will be diversified to offer services in ICT training.

#### 11. FRAMEWORK OF MONITORING

We propose KARDS, a community development consultancy firm, with the assistance of UNESCO, to monitor the project progress.

Evaluation will be conducted on a monthly basis and the preparation of monitoring reports on an annual basis. An appropriate monitoring tool will be developed.

Monitoring and evaluation will be performed through the following steps:

- ➤ Monthly staff meetings;
- ➤ Administrative records;
- ➤ Interviews;
- ➤ Monthly progress reports;
- > Organisation of a participatory evaluation forum;
- ➤ Monitoring and evaluation will involve the project head, centre staffs, donors and the community.

#### 12. EVALUATIONS CARRIED OUT

KARDS and UNESCO will proceed to a final evaluation after the completion the project.

#### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-month basis.

#### C. ADDITIONAL INFORMATION

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	Kenya  Training of Trainers for the Institute of Mass Communication	1983 - 1987
PDC/5KEN/05 350-KEN-51 507-KEN-62 (FIT-Germany)	40,000 1212,206	Communication training for trainers in rural communication	1984 - 1991
PDC/7KEN/01 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	1986 - 1992
PDC/21 KEN/01 353KEN5011	20,000	Development of free press institutions	2003-2004
PDC/24 KEN/01 552KEN5000 (Japan)	62,514	Audio visual media training	2004-2005
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
		Total Kenya: US\$ 246,000+US\$ 1,471,301(Funds-in-trust)	

### Contribution foreseen by the beneficiary agency during the project period

Together with Radio Waumini, the Kinonia Media Centre will provide classrooms and space to set up cater a production centre, an office equipped with the most essential hardware: 3 computers, all connected to the Internet, a scanner, laser printer, fax, and two telephone lines. It is also equipped with modern filing equipment as well as a small documentation centre on peace and conflict management.

The Koinonia Community will meet electricity expenses besides providing stationery. Conference facilities (free of charge) where various training sessions and meetings will take place, are already available. The programme will also heavily draw from the existing human and technical resources.

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Pentium-4 computer (Windows XP) with all accessories, soundcard, monitor:	1 400
Tascam studio playback and editing software:	1 200
16-channel studio mixing console with built-in effects processor:	2 200
Digital graphic equaliser:	400
2 bi-ampli studio monitors with 28 bit technology:	2 100
Tascam professional CD recorder/player:	1 190
Tascam stereo double deck cassette recorder:	900
2 studio headphones:	250
Tascam mini disk recorder/player:	1 000
Alesis line signal distributor:	620
Cabling connectors, patch bays trunking:	1 100
19" rack mount for control equipment:	1 440
Training	
25 students × 4:	6 000
4 trainers:	25 600
Monitoring:	1 000
<u>TOTAL</u> :	46 500

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
2 polar pattern condenser microphones with "spider" suspensions:	1 300	
4 AKG voice condenser microphones:	1 200	
12-channel microphone cable:	1 900	
4 heavy microphone floor stands with boom:		
2 microphone table stands:		
Installation materials, training, testing and commissioning:		
Surge protector:	250	
TOTAL:	8 000	

### **MALAWI**

1.	TITLE	REVIVAL OF THE MEDIA COUNCIL OF MALAWI
2.	NUMBER	PDC/49MLW /01
3.	CATEGORY OF MASS MEDIA	ELECTRONIC AND PRINT
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION; ESTABLISHMENT OF INTERNATIONAL PARTNERSHIPS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	CONSULTANCY, WORKSHOP AND EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 31 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 000
9.	BENEFICIARY BODY	THE MEDIA COUNCIL OF MALAWI
10.	IMPLEMENTING BODY	THE MALAWI NATIONAL COMMISSION FOR UNESCO
11.	PROJECT LOCATION	LILONGWE
12.	PROJECT PREPARED BY	E. B. Z. KONDOWE MALAWI NATIONAL COMMISSION FOR UNESCO

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

Like most democratic states, freedom of expression is enshrined in the Malawian Constitution. The fact that freedom of expression is provided for in the Constitution has made the existence of an environment where the media are able to work freely.

However, past experiences does not permit the media the luxury of being non-vigilant against the potential of a return to an environment where media freedom would be manifestly completely removed or subtle ways would be employed to stifle it. A few examples will suffice: a former minister of Information once banned all government advertising in the *Daily Times*, following what government considered "irresponsible reporting". The Malawi Communications Regulatory Authority (MACRA) in June 2002 warned the Malawi Institute of Journalism radio that it risked losing its broadcasting license because of anomalies and bias in its reporting. On 25 September 2002, the president then in charge accused the *Chronicle* and *Daily Times* newspapers of "biased reporting". On 29 May 2001, the owner of *Karora Printers and Publishing* and the Editor of the *Dispatch* newspaper were charged by police with "publishing false information likely to cause public fear and alarm".

Charges of irresponsible reporting are usually made every time people in the story feel that the reporting has not been in their favour. This is an indicator of a clear and ever present danger to the media.

About nine years ago, the Media Council of Malawi was established out of fear that government had been showing signs of wanting to introduce an entity that would have power to discipline journalists and close down media outlets for alleged breaches of the law.

The Media Council published a Code of Ethics which various media houses, organisations and journalists, be they governmental or non-governmental, were supposed to observe as one way of minimising misunderstanding and conflicts between the media and other sectors of society.

The relationship between the government and the media then made the operations of the Media Council difficult for the Council to fulfil its operations properly.

The state of affairs has considerably changed, now eleven years, into multiparty democracy. Government is willing to dialogue with the media and support media-sponsored initiatives to establish structures that will promote professionalism just like a statutory press council without having close ties to the state. Journalists' attitude towards government has reasonably thawed. The tenure of the current government would be an opportune time to revive the functions of the Media Council of Malawi. It is an important structure in ensuring that journalism in Malawi realises the objective of journalism all over the world, that of providing citizens with accurate and reliable information they need to function in a free society. The current arrangement of operating within a mishmash of self-regulatory systems has shown that it is not the best for journalism.

The reactivation of a single national accreditation and registration body for journalists such as the Media Council of Malawi would protect the profession from unethical journalists within their own ranks, who bring journalism into disrepute and further erode public confidence in the overwhelming

majority of ethical journalists. It would also help journalists and media houses establish international partnerships.

#### 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

The immediate beneficiary will be the Media Council of Malawi. It was established after a series of consultative seminars and workshops. It already has a Code of Ethics and a Constitution which will need to be reviewed to make the reactivation of the Institution effective.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

- ➤ Hold a national constitutional conference of the Media Council of Malawi;
- ➤ Hold a consultation with local development partners to solicit support for the revitalised Media Council.

#### 4. <u>DEVELOPMENT OBJECTIVE</u>

- ➤ Once the Media Council is revived, Malawian journalists will have a system of professional accreditation and a common set of enforceable standards that will enhance their credibility.
- ➤ Malawian journalists will also be able to better deliver information on issues of democracy, human rights and development, as they will no longer be encumbered with by lack of professionalism.

#### 5. PROJECT INPUTS

- ➤ National consultation workshop on the Media Council of Malawi;
- > Purchase of computer equipment, fax machine and photocopier for the Council.

#### 6. PROJECT OUTPUTS

- ➤ A reviewed Constitution of the Media Council of Malawi;
- > Improved of the relationships between journalists and their leaders, viewers and listeners;
- Provision of a unified advocacy body to represent all Malawian journalists;
- Establishment of an enforceable and unified Code of conduct.

#### 7. <u>ACTIVITIES</u>

- Submission of project to IPDC;
- > Approval of the project;
- Consultancy for review of Constitution of the Media Council;
- Consultative workshop on the Media Council of Malawi;
- Purchase of computer equipment;
- Production of enforceable standards;
- > Support-seeking consultation with local donors;
- > Implementation of the enforceable and unified Code of practice.

#### 8. WORK PLAN

Nov. / Dec. 2005: Submission of the project document;

May / July 2006: Consultancy to review constitution of the Media Council of Malawi;

<u>September 2006</u>: Consultative workshop; <u>October 2006</u>: Purchase of equipment;

**November 2006:** Production of enforceable standards; **December 2006:** Consultation with local donors:

**January 2007:** Implementation of the enforceable and unified code of Practice.

#### 9. <u>INSTITUTIONAL FRAMEWORK</u>

The Media Council of Malawi is a legally registered organisation formed by media professionals working in both the print and electronic media. Membership to the organisation is both individual and institutional that is individual journalists are members and newspapers, radio stations, television stations and other organisations working in the media are also free to join. The Media Council of Malawi exists independent of government machinery. Its constitution provides for elected positions to an executive body composed of a chairman, a vice chairman, a secretary-general, a vice secretary-general, a treasurer, a vice treasurer and 5 other members. These are elected every 3 years at an annual general meeting.

After the approval of the project, the Malawi National Commission for UNESCO will identify a consultant to review the constitution of the Media Council of Malawi. The National Commission will also be responsible for organising the consultative workshop where the Media Council will be revitalised. After the consultation workshop the Media Council of Malawi will have a Secretariat and will start operations.

#### 10. SUSTAINABILITY

- ➤ The Council, though dormant at the moment, already has established operational structures. The current good rapport between government and journalists will facilitate positive contact with a number of locally-based development partners. The Institution will enter into periodic agreements with development partners for support of its programmes;
- > The programmes to be run by the Institution will be of an ongoing nature;
- ➤ The Media Council of Malawi will be collecting an annual fee from all members (individual or institutional) to support administrative needs.

#### 11. FRAMEWORK OF MONITORING

The National Media Institute (NAMISA), which is the Malawi Chapter of the Media Institute of Southern Africa (MISA), will monitor implementation of the project.

#### 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will report on project implementation at the completion of each planned activity.

### C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/11MLW/01 352-MLW-11	139,000	Malawi	1990 - 1992
		Technical assistance to the Department of Information	
PDC/16MLW/01 352-MLW-61	50,000	Computerization of Radio Malawi newsroom	1996 - 1998
520-MLW-60 (FIT-France)	30,000		
PDC/17MLW/01 352-MLW-71	55,000	Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997 - 1998 -
PDC/18MLW/01 352-MLW-81	30,000	Equipping the Polytechnic for journalism training	1998 – 1999
PDC/20MLW/01 353-MLW-01	40,000	Strengthening the capacity of Television Malawi	2001 – 2003
PDC/21 MLW/01 353MLW5011	25,000	Training of Malawi's News Agency	2003 -2004
PDC/23 MLW/01 354 MLW 5031	22 000	Capacity Building for Private and Community Radios	2004 -2005
	_	Total Malawi: US\$ 361,000	_

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Review of the Constitution of the Media Council:	2 000
National consultative workshop:	12 000
Purchase of computer and other equipment:	8 000
Production and printing of a set of enforceable standards:	3 500
Miscellaneous:	1 500
Monitoring:	1 000
<u>TOTAL</u> :	26 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Office rental (one year):	4 000
Reporting:	1 000
TOTAL:	5 000

## MALI

A PROJECT IDENTIFICATION					
1.	TITLE	SUPPORT FOR THE CONSERVATION OF THE AUDIOVISUAL HERITAGE OF THE NATIONAL BROADCASTING COMPANY (O.R.T.M.).			
2.	NUMBER	PDC49 MAL/01			
3.	CATEGORY OF MASS MEDIA	RADIO & TELEVISION BROADCASTING			
4.	IPDC PRIORITY AREA	CONSERVATION OF ARCHIVES			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING			
7.	TOTAL COST OF PROJECT	US \$ 350 000			
8.	AMOUNT REQUESTED FROM IPDC	US \$ 200 000			
9.	BENEFICIARY BODY	THE RADIO AND TELEVISION BROADCASTING COMPANYOF MALI (O.R.T.M.)			
10.	IMPLEMENTING BODY	THE RADIO AND TELEVISION BROADCASTING COMPANYOF MALI (O.R.T.M.)			
11.	PROJECT LOCATION	BAMAKO			
12.	PROJECT PREPARED BY	THE RADIO AND TELEVISION BROADCASTING COMPANY OF MALI (O.R.T.M.)			
DECISION OF THE BUREAU					

#### B. PRESENTATION

#### 1. BACKGROUND AND JUSTIFICATION

From the birth of Radio-Sudan in 1957 to the present time, a considerable volume of magnetic tape and cassette recordings has been accumulated. Added to that is video material in a wide variety of formats, such as 1" tapes, U-Matic cassettes, HI-8 cassettes, Beta SP cassettes, and more recently, DVC-Pro and DVCAM formats. Given the age of the equipment and the serious problems of conservation, degradation is worsening on a daily basis. An audiovisual heritage conservation and archiving project was of therefore started with funding from the national budget.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The staff of the conservation department of the National Radio & Television Broadcasting Company of Mali.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

To digitize, preserve and archive the entire audiovisual heritage of National Radio & Television Broadcasting Company of Mali.

#### 4. PROJECT INPUTS

- ➤ To acquire a server with an autonomy of 3,000 hours at broadcast compression rate
- ➤ 2 broadcast quality DVD players/recorders
- ➤ 2 DVC-Pro players/recorders
- > Viewing and control colour monitors
- ➤ Audio listening equipment
- > Computer with universal file management software and accessories

#### 5. WORK PLAN

**1**<sup>st</sup> half of 2006 Acquisition and installation of the equipment

2<sup>nd</sup> half of 2006 Start-up and training of operating and maintenance staff.

#### 6. INSTITUTIONAL FRAMEWORK

The National Radio & Television Broadcasting Company is a public establishment of an administrative nature provided with financial autonomy. It frequently assists numerous electronic media companies in the country with training and maintenance.

#### 7. **SUSTAINABILITY**

With support from KFW (Germany), the audio production studios have been equipped with "Digital audio tape" (DAT) digital recorders. Various other pieces of equipment have been acquired through national funding. Basic training in digital audio archiving was also provided. Other training workshops are to take place under the auspices of CIRTEF and various training activities abroad are organized with the help of development partners.

#### C. ADDITIONAL INFORMATION

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period		
PDC/6MLI/01 350-MLI-61	20,000	Mali	1985 - 1986		
330-WILI-01	20,000	Seminar on cinematographic techniques			
PDC/7MLI/02 350-MLI-71	35,000	Audio-visual production unit	1986 - 1988		
PDC/11MLI/01 352-MLI-11	81,000	Improving the production facilities of the National Press	1990 - 1993		
<b>PDC/14MLI/01</b> 352-MLI-51	58,000	Mobile production equipment and installation of solar-powered television receivers in rural areas	1996 - 1998		
PDC/17MLI/01 352-MLI-71 548-MLI-60 FIT-Luxembourg	50,000 96,000	Reinforcement of the Independent Women's Press	1997 - 1999		
PDC/18MLI/01 352-MLI-81	50,000	Communication studies at the University of Mali	1998 – 1999		
PDC/19MLI/01 352-MLI-91	44,000	Institutional support for professional organizations	1999 – 2003		
PDC/20MLI/01 353-MLI-01	65,000	ENG and video production equipment	2000 – 2003		
PDC/21 MLI/01 353MLI5011	25,000	Community radio in the service of local development	2003 -2004		
<b>PDC/24 MLI/02</b> 354 MLI 5031	24 000	Learning about Newspapers and Citizenship	2004 -2005		
Total Mali: US\$ 452,000					

#### Preparatory activities completed prior to submission of the project to IPDC

Several training seminars in archiving have already taken place (SEFOR) and other seminars are in the pipeline with the assistance of CIRTEF.

#### Contribution foreseen by the beneficiary agency during the project period

- > Subvention from the national budget to put up a purpose-designed building for archiving and general administration
- Financial assistance from interested local partners.

#### Assistance sought other than IPDC

Contacts with various external partners are to be further explored.

#### D. BUDGET

# BREAKDOWN OF IPDC CONTRIBUTION IN US\$

#### **Equipment**

Server with an autonomy of 3,000 hours and broadcast compression rate

2 DVD broadcast players/recorders

2 DVC-Pro players/recorders with jog control

Colour control monitors

Computer with specialized file management software

Colour corrector

Complete audio monitoring equipment

Cables, connectors and miscellaneous accessories

2 sets of operating and maintenance manuals (English/French)

#### **Training**

In situ training sessions for the operating and maintenance staff

**IPDC** Monitoring

<u>TOTAL</u> 200 000

# BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Purpose-built, air-conditioned archiving building

Operating and maintenance staff

Miscellaneous costs

<u>TOTAL</u> 150 000

## **MAURITIUS**

1.	TITLE	MAURITIUS: CREATION OF A SCHOOL OF PROFESSIONAL JOURNALISM
2.	NUMBER	PDC/49MAR/01
3.	CATEGORY OF MASS MEDIA	MEDIA DEVELOPMENT AGENCY
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT, PROMOTION OF FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 110 700
8.	AMOUNT REQUESTED FROM IPDC	US\$ 56 000
9.	BENEFICIARY BODY	MEDIA TRUST
10.	IMPLEMENTING BODY	MEDIA TRUST
11.	PROJECT LOCATION	MAURITIUS
12.	PROJECT PREPARED BY	MEDIA TRUST

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

The Media Trust is a corporate body established by an Act of Parliament in June 1994. Its main objective is to receive and manage funds from the government and other organisation to organise seminars, conferences, workshops and training courses for the benefit of journalists of the electronic and print media. It also runs a media and documentation centre for journalists and also has for objective to foster relations with international media organisations. The Media Trust, which is for the time being essentially a government-aided organisation for the development of the media in Mauritius, is hereby proposing a project for a Training Centre and a new publication. It has two components:

- Training of journalists from Mauritius and from the Indian Ocean region with special focus in investigative journalism. Though it has since a long time been independent, the press still remains focused on reporting in Mauritius. Journalists are most of the time reporters and very rarely investigators. The press tends to rely on official statements and some subjective appreciations of journalists rather than on investigation to know the reason behind issues. Training of journalists and even more so in such specialised skills as investigation is therefore a prime concern for higher professionalism.
- Creation of a publication with focus on advocacy and watchdog action for the Indian Ocean region. A watchdog organisation such as the Office of the Ombudsman, the Human Rights Commission, and the Independent Commission Against Corruption have a role to play to preserve democratic and social balance in the country. The Media Trust proposes to develop a publication which will include articles written by the journalists who have received training through the Training Centre mentioned above, and other journalists and citizens have a contribution to make. This publication will point to major issues in Mauritius and the region, but will also be a channel through which journalists and other knowledgeable citizens can voice their opinion and propose concrete measures to be undertaken for change. This publication would be a tool for advocacy. This project will therefore promote freedom of expression and pluralism.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project will be journalists from Mauritius for the first year of operation. The Centre will be open to journalists from the Indian Ocean region during the second year of operation.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

The main objective of this project is to develop investigative journalism in Mauritius and the Indian Ocean region through the creation of a Training Centre and of a publication.

#### 4. <u>DEVELOPMENT OBJECTIVE</u>

Increase Mauritius journalists' professional skills, especially in the area of investigative journalism.

#### 5. PROJECT INPUTS

5 qualified trainers from the United States of America, the United Kingdom, France and India to deliver the courses.

They will be provided on top of their honorarium, with free accommodation and meals and transport facilities.

The trainers will be responsible for the development as well as the delivery of the course materials.

#### 6. PROJECT OUTPUTS

30 journalists will be trained in investigative journalism per annum. They will be given the opportunity to contribute to a new monthly publication which will, *inter alia*, be a tool for advocacy and play the role of a real watchdog for the democracy in Mauritius.

#### 13. ACTIVITIES

The activities of this project will start as soon as funds are made available by IPDC:

- a. Recruitment of the trainers;
- b. Development of course content;
- c. Registering new courses with MQA;
- d. Marketing of courses;
- e. Preparation of course materials;
- f. Delivery of courses;
- g. Preparation of the new publication;
- h. Evaluation of courses;
- i. Marketing of the new publication;
- j. Printing and sale of new publication.

#### 14. WORK PLAN

Activities	M	M	M	M	M	M	M	M	M	M	M	M
Activities	1	2	3	4	5	6	7	8	9	10	11	12
Recruitment of the trainers												
Development of course content												
Registering new courses with MQA												
Marketing of courses												
Preparation of course materials												
Delivery of courses												
Preparation of the new publication												
Evaluation of courses												
Marketing of the new publication												
Printing and sale of the new publication												

#### 9. <u>INSTITUTIONAL FRAMEWORK</u>

The Media Trust itself will implement the project. However, the Media Trust will seek the help of the American, British, French and Indian embassies for the recruitment of trainers as well as the facilitation of their coming to Mauritius.

#### 10. SUSTAINABILITY

The project's sustainability will be ensured in three ways:

- Trainees attending the course will be asked to pay a course fee or to be sponsored by an existing news group;
- The sale of the publication will also generate income for the project;
- The advertising in the publication will also generate income.

#### 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The evaluation of the project will be made at two stages:

<u>Stage 1</u>: At the end of the training courses (month 8), the trainees as well as the trainers will be asked to give their appreciation of the course and their suggestions for improvement

<u>Stage 2</u>: At the end of month 12, where the sale of the first publication and response of the public will be evaluated.

The Media Trust undertakes to report to IPDC on the progress of the project on a four-month basis.

# C. ADDITIONAL INFORMATION

#### **Previous IPDC support received by the country**

Project N Funds Budget codes (US \$)		Project title	Period	
PDC/20MAR/01 353-MAR-01 40,000		Mauritius	2000 – 2001	
		Setting up of an Educational Audio-visual Archives		
Total Mauritius: US\$ 40,000				

#### **Assistance sought other than IPDC**

Media Trust is in contact with the American, British, French and Indian embassies for the recruitment of trainers as well as for the facilitation of their coming to Mauritius. It will also ask them to provide the air tickets for trainers.



BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
Honoraria, accommodation and other costs for the trainers:	34 500		
Preparation of course materials (printing etc.):			
Advertising of new publication:			
Printing of 10 000 copies:			
Monitoring:			
TOTAL:	56 000		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$				
Administrative Secretary:	8 600			
Cleaner/messenger:	2 000			
Rental of Training Centre:	18 600			
Upgrading of existing PCs:	4 500			
Purchase of new PCs and teaching aid (LCD projector):	12 500			
Stationery and miscellaneous: 8 500				
<u>TOTAL</u> :	54 700			

## **MAURITIUS**

PORTAL SITE OF THE MAURITIAN PRESS: DEMOCRATIZATION OF ACCESS TO A PLURALITY OF INFORMATION AND OPINION  2. NUMBER  PDC/49MAR/02  3. CATEGORY OF MASS MEDIA  INTERNET  4. IPDC PRIORITY AREA  FREEDOM OF EXPRESSION AND MEDIA PLURALISM  SCOPE (national, regional, interregional)  NATIONAL  6. TYPE OF ASSISTANCE REQUESTED  TOTAL COST OF PROJECT  US\$ 33 000  8. AMOUNT REQUESTED FROM IPDC  US\$ 29 500  9. BENEFICIARY BODY  MAURITIAN MEDIA OBSERVATORY  10. IMPLEMENTING BODY  MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION  BEAU BASSIN  12. PROJECT PREPARED BY  MR SHAFIK OSMAN		A. PROJECT II	DENTIFICATION			
3. CATEGORY OF MASS MEDIA  IPDC PRIORITY AREA  FREEDOM OF EXPRESSION AND MEDIA PLURALISM  SCOPE (national, regional, interregional)  NATIONAL  TYPE OF ASSISTANCE REQUESTED  FINANCIAL AND EQUIPMENT  TOTAL COST OF PROJECT  US\$ 33 000  R. AMOUNT REQUESTED FROM IPDC  US\$ 29 500  MAURITIAN MEDIA OBSERVATORY  IO. IMPLEMENTING BODY  MAURITIAN MEDIA OBSERVATORY  II. PROJECT LOCATION  BEAU BASSIN  MR SHAFIK OSMAN	1.	TITLE	PRESS: DEMOCRATIZATION OF ACCESS TO A PLURALITY OF			
4. IPDC PRIORITY AREA FREEDOM OF EXPRESSION AND MEDIA PLURALISM  5. SCOPE (national, regional, interregional) NATIONAL  6. TYPE OF ASSISTANCE REQUESTED FINANCIAL AND EQUIPMENT  7. TOTAL COST OF PROJECT US\$ 33 000  8. AMOUNT REQUESTED FROM IPDC US\$ 29 500  9. BENEFICIARY BODY MAURITIAN MEDIA OBSERVATORY  10. IMPLEMENTING BODY MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION BEAU BASSIN  12. PROJECT PREPARED BY MR SHAFIK OSMAN	2.	NUMBER	PDC/49MAR/02			
4. IPDC PRIORITY AREA PLURALISM  5. SCOPE (national, regional, interregional)  6. TYPE OF ASSISTANCE REQUESTED FINANCIAL AND EQUIPMENT  7. TOTAL COST OF PROJECT US\$ 33 000  8. AMOUNT REQUESTED FROM IPDC US\$ 29 500  9. BENEFICIARY BODY MAURITIAN MEDIA OBSERVATORY  10. IMPLEMENTING BODY MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION BEAU BASSIN  12. PROJECT PREPARED BY MR SHAFIK OSMAN	3.	CATEGORY OF MASS MEDIA	INTERNET			
5. (national, regional, interregional)  6. TYPE OF ASSISTANCE REQUESTED  7. TOTAL COST OF PROJECT  8. AMOUNT REQUESTED FROM IPDC  9. BENEFICIARY BODY  10. IMPLEMENTING BODY  11. PROJECT LOCATION  12. PROJECT PREPARED BY  MAINIONAL  FINANCIAL AND EQUIPMENT  US\$ 33 000  US\$ 29 500  MAURITIAN MEDIA OBSERVATORY  MAURITIAN MEDIA OBSERVATORY  MR SHAFIK OSMAN	4.	IPDC PRIORITY AREA				
7. TOTAL COST OF PROJECT  US\$ 33 000  8. AMOUNT REQUESTED FROM IPDC  US\$ 29 500  9. BENEFICIARY BODY  MAURITIAN MEDIA OBSERVATORY  10. IMPLEMENTING BODY  MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION  BEAU BASSIN  12. PROJECT PREPARED BY  MR SHAFIK OSMAN	5.		NATIONAL			
8. AMOUNT REQUESTED FROM IPDC US\$ 29 500  9. BENEFICIARY BODY MAURITIAN MEDIA OBSERVATORY  10. IMPLEMENTING BODY MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION BEAU BASSIN  12. PROJECT PREPARED BY MR SHAFIK OSMAN	6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL AND EQUIPMENT			
9. BENEFICIARY BODY MAURITIAN MEDIA OBSERVATORY  10. IMPLEMENTING BODY MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION BEAU BASSIN  12. PROJECT PREPARED BY MR SHAFIK OSMAN	7.	TOTAL COST OF PROJECT	US\$ 33 000			
10. IMPLEMENTING BODY MAURITIAN MEDIA OBSERVATORY  11. PROJECT LOCATION BEAU BASSIN  12. PROJECT PREPARED BY MR SHAFIK OSMAN	8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 500			
11. PROJECT LOCATION BEAU BASSIN  12. PROJECT PREPARED BY MR SHAFIK OSMAN	9.	BENEFICIARY BODY	MAURITIAN MEDIA OBSERVATORY			
12. PROJECT PREPARED BY MR SHAFIK OSMAN	10.	IMPLEMENTING BODY	MAURITIAN MEDIA OBSERVATORY			
	11.	PROJECT LOCATION	BEAU BASSIN			
DECIGION OF THE BUREAU	12.	PROJECT PREPARED BY	MR SHAFIK OSMAN			
DECISION OF THE BUREAU	DECISION OF THE BUREAU					

#### **B. PRESENTATION**

#### 1. <u>BACKGROUND AND JUSTIFIC</u>ATION

The Mauritian press as an institution has a long track record dating back more than 250 years to the time of the French colonization of the island. It is a rich and varied press, recognized in the African arena as a model of the genre noted for its freedom of tone and plural expression. Nonetheless, like in all democratic societies, there are some titles that are significant in terms of their distribution and turnover and others that are generally considered to be of lesser importance but which are equally rich in information – and opinion. The latter, unfortunately, are not distributed as widely and in as well-organized a fashion as the big circulation titles. It is this context that informs the present project on democratization of access to a plurality of information and opinion.

The Mauritian press is free, and conveys a wide variety of opinions and sensitivities. There are, however, still some outstanding issues regarding public service access to information, the growing trend towards concentration (with the recent buyout of several titles by press groups), the position of the dominant press, the training of journalists, consensus within the press corps, the precedence of communication over information, etc.

This project aims to put in place a Mauritian press portal. It has two main objectives. The first is to provide access to all of the Mauritian press on the Web via a single address, and the second is to facilitate access to the Internet for those newspapers not yet on the Web. Opening up the possibility for everyone to consult all of the Mauritian press online represents a milestone towards equality in the distribution of Mauritian information and opinion.

Although links to the sites of radios and the national television station will be included on the portal, we are concentrating here on the printed press, as we do not yet have the appropriate technology for the distribution of live radio via the Web. A second project along those lines could, however, be submitted subsequently.

This process of democratization via the Web is of great importance to Mauritius. High-speed Internet access is now available at post offices free of charge, the number of surfers has risen to 120,000, i.e., 10 % of the population, and the government has announced that permanent Internet access is soon to be made available to all the island's schools and libraries.

In order to start up the project, basic IT equipment needs to be purchased. We will limit ourselves to the IT equipment and furnishings, leaving aside overheads and general pre-launch expenses.

#### 2. DESCRIPTION OF THE TARGET GROUPS

14 out of 25 Mauritian newspapers are already on the Web, i.e., 56 %. The project, therefore, covers 11 newspapers based on the island of Mauritius and the six titles from the island of Rodrigues

Le Dimanche, 20,000/22,000 copies; Impact News, 4,500 copies; L'Hebdo, 10,000/12,000 copies; Le Défi Plus, 60,000 copies; Le Défi Jeunes, 10,000/12,000 copies; Le Militant, 3,500 copies; La Gazette de Maurice, 5,000 copies; La Voix Kreol, 2,000/2,500 copies; News on Sunday, 7 000 copies;

Le Quotidien, 1,500/2,000 copies; Le Socialiste, 2,500 copies; Le Plus, 2,500 copies;

Le Vrai Rodriguais, 3.000 copies; Nouveau Rodriguais, 2,000 copies; Ici Rodrigues, 1,000/1,500 copies;

Tribune, 2,000 copies; Nouveau Plus, 1,000/1,500 copies

Having all the Mauritian newspapers available on the Web is also a significant achievement not only for the large Mauritian diaspora (around 400,000 to 500,000 persons, i.e., almost one-third of the present population), but also for researchers who will thus have a wide range of newspapers at their disposal. In fact, this project is of direct interest to the entire Mauritian population with Internet access.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

- To create the possibility of online access for those Mauritian and Rodriguan newspapers not yet on the Web
- To establish a Mauritian press portal with all the existing newspapers

#### 4. **DEVELOPMENT OBJECTIVES**

The planned site will make it possible for decision-makers, researchers and the general public to consult not only the titles currently available on the Web but all of the Mauritian press. The "small" newspapers, which are not widely available at newsstands will, thus, be put on an equal footing with the big circulation publications that have been present on the Web for many years.

#### 5. PROJECT INPUTS

A two-station, high-speed IT server with peripherals: printers, A3 scanner, external hard disc, etc. If the 17 newspapers collaborate on the project, two persons assigned to its activities full time should be able to assemble the various editions of the newspapers and put them on line. One person working full time can handle eight newspapers. What we are seeking is funding to meet the salary costs of these two persons for the first year of operations to allow the service time to generate its own revenue.

The cost of high-speed Internet access is fairly high in Mauritius, with a 1 MB ADSL connection costing around US\$240 a month. As in the case of the salaries, we are also seeking financial support to meet the cost of ADSL connection for the first year. Another budget line will cover the promotion and maintenance of the portal. Within the framework of discussions with the newspapers concerned, we will be negotiating with them advertising space for the marketing of the Web site: <a href="https://www.mauritius-press.com">www.mauritius-press.com</a>.

The total funding request for this project aimed at putting all the Mauritian press on line amounts to US\$ 29,550.

#### 6. PROJECT OUTPUT

Two unemployed persons, in a precarious situation or coming from underprivileged region, will be trained and employed on a full-time basis by the project once it is set up.

This portal would serve as a showcase for other countries or organizations actively engaged in expanding media access in developing countries.

#### 7. ACTIVITIES

- 1. Contacting the newspapers concerned and presenting the portal project to them with the attendant costs and advantages
- 2. Signing of the contracts
- 3. Putting in place of the IT infrastructure
- 4. Recruiting the staff
- 5. Reserving domain names and creating demo sites for the newspapers concerned
- 6. In-house staff training and putting administrative arrangements in place
- 7. Examining and finalizing the sites of the newspapers concerned and first monthly invoicing
- 8. Start-up of putting the newspapers on line
- 9. Design and realization of the portal
- 10. Launch and promotion of the portal and the newly online newspapers

#### 8. WORK PLAN

16 weeks from the date of approval of the project by the IPDC

Activities 1/2: 4 weeks
Activities 3/4: 3 weeks
Activities 5/6: 3 weeks
Activities 7/8: 2 weeks
Activities 9/10 4 weeks

#### 9. <u>INSTITUTIONAL FRAMEWORK</u>

The project will be put in place by the future *Mauritian Media Observatory* (OMM). It will have the status of an association and will comprise, *inter alia*, teachers, researchers, heads of NGOs, media professionals and decision-makers. Its mission will be to keep a permanent watch on the media (press, advertising, television) and regularly disseminate its comments and observations. It will also hold seminars and conferences dealing with media issues and will publish the results of research in this field. The Mauritian press portal will probably be the Observatory's first activity. It is also possible that the Observatory will later be attached to a research centre or to an institution of higher learning.

#### 10. SUSTAINABILITY

If the IPDC finances this project as requested, the newspapers concerned will be called upon to disburse only small sums in the first year. In that instance, a monthly lump sum fee of US\$34 will be charged to the "small" publications concerned. We, however, think it reasonable to charge the weekly, *Le Dimanche*, which has a print run of 20,000/22,000 copies, a fee of US\$68, while the weeklies *Le Challenge Plus* and *Le Challenge Jeunes* will be billed US\$172. The resulting sum of around US\$8,690 which is expected to be generated in the first year will be reinvested to consolidate finances for the second year of operations.

The project could fund itself and become self-sufficient as of the second year. The US\$8,690 collected in the first year could then constitute a reserve fund for contingencies or new investments, or be used as working capital.

#### 11. FRAMEWORK OF MONITORING

We recommend the local UNDP Office.

#### 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

An activity report will be presented every four months.



#### **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period		
<b>PDC/20MAR/01</b> 353-MAR-01 40,000		Mauritius	2000 – 2001		
	·	Setting up of an Educational Audio-visual Archives			
	Total Mauritius: US\$ 40,000				

#### Preparatory activities completed prior to submission of the project to IPDC

The authors of the project drew on the IPDC Web site as a source of information.

#### Contribution foreseen by the beneficiary agency during the project period

This contribution amounts to US\$3,500, and the breakdown is provided in the budget below.

#### Assistance sought other than IPDC

None for the moment, but at a later stage, assistance will be sought from the *Media Trust*, the future Media Commission (which may replace the existing *Independent Broadcasting Authority*), local tertiary sector institutions, international bodies, and official and private donors.

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$				
Server with all the associated software	1 500			
2 work stations	2 000			
Peripherals	1 000			
Installation of the network and initial costs of the high-speed connection	700			
Annual ADSL subscription	2 900			
Electrical protection and office supplies	600			
Annual salary for two employees	13 000			
Project supervision	3 000			
3-day mission to the island of Rodrigues	600			
Promotion and launch of the portal	2 000			
Portal maintenance and hosting costs	1 200			
Monitoring	1 000			
TOTAL	29 500			

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$			
Pre-launch activities and costs	600		
Local transport	240		
Electricity and telephone			
Usage of the premises	360		
In-house training			
Administrative and communications costs			
Preparation and submission of activity reports:			
<u>TOTAL</u>	3 500		

## **NIGER**

A. PROJECT IDENTIFICATION					
1.	TITLE	NAFOUTA COMMUNITY RADIO			
2.	NUMBER	PDC/49 NER/01			
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA			
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA DEVELOPMENT, PROMOTION OF FREEDOM OF EXPRESSION			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING			
7.	TOTAL COST OF PROJECT	US\$ 30 400			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 000			
9.	BENEFICIARY BODY	COMMUNITY RADIO OF NAFOUTA - TESSAOUA			
10.	IMPLEMENTING BODY	ASSOCIATION FOR THE PROMOTION OF COMMUNITY RADIO NAFOUTA – TESSAOUA			
11.	PROJECT LOCATION	NAFOUTA - TESSAOUA			
12.	PROJECT PREPARED BY	ASSOCIATION FOR THE PROMOTION OF COMMUNITY RADIO (APRC – ZINARIYA)			
DECISION OF THE BUREAU:					

#### **B. PRESENTATION**

#### 1. BACKGROUND AND JUSTIFICATION

In June 2000, the General Assembly of the Association for the Promotion of Community Radio (APRC) ruled on the creation, in Nafouta-Tessaoua, of Radio Zinariya, which means "gold" in the Hausa language. The radio was officially recognized by the Interior and Decentralization Ministry in December of the same year. The Nafouta community then joined together to build a locale for the station. Its structure comprises two rooms—a technical studio and a broadcasting room—and includes a video film projection area for young people. At its April 2005 meeting, the General Assembly decided to submit the present project to UNESCO for support in acquiring the technical equipment needed.

Niger's national communication development plan gives priority to the setting up of community radio stations. The CPRP (*Neighbourhood Radios' Steering Committee*) has been entrusted with general oversight of these vital local development promotion tools. Implementation of this project is expected to help strengthen the role of community radios in Niger. Indeed, since the decentralization process in Niger moved into the operational phase, following the July 2004 municipal elections, the value of community radio stations as instruments for facilitating effective communication of news and information content of local relevance has become increasingly apparent.

#### 2. DESCRIPTION OF THE TARGET GROUPS

Radio Zinariya will beam its signal over a 30km radius, thus reaching more than 60 villages with a total population of over 150,000 inhabitants in the environs of the village of Nafouta. Cohabitation between different ethnic groups with different economic practices often gives rise to land disputes. Community radio could play an important role in sensitizing the inhabitants of the region and in contributing to conflict resolution. It could serve both as a means of raising the community's esteem for its cultural diversity and as a vehicle for encouraging greater popular participation in the decentralization process through civic education. It is also hoped that, by promoting respect for human rights, the radio's programmes would contribute to fostering positive change in certain behaviours prejudicial to development.

#### 3. <u>IMMEDIATE OBJECTIVES</u>

To provide equipment for the Radio Zinariya station.

#### 4. **DEVELOPMENT OBJECTIVES**

The long-term objective of the project is to help promote local community development in the canton of Tessaoua in a climate of peace, security and respect for cultural diversity and human rights.

#### 5. PROJECT INPUTS

In order to ensure the proper functioning of the community radio, training needs to be provided for:

- > 5 radio hosts and hostesses
- ➤ 2 technicians
- ➤ 8 community radio Management Committee members

The equipment requested will be for:

- ➤ The studio (production and reception)
- > Field reporting
- > The FM transmitter centre

#### 6. PROJECT OUTPUT

- ➤ Radio Zinariya will be equipped and operational
- Five radio hosts and hostesses will have acquired journalism skills and techniques which they would be able to put into practice
- > Two technicians will have been trained to install and operate the equipment
- ➤ Eight Management Committee members would have the capacity to run the station properly

#### 7. ACTIVITIES

- Purchase and installation of equipment
- Training of 5 presenters, 2 technicians and of 8 Management Committee members
- ➤ Monitoring and verification of works

#### 8. WORK PLAN

Activities	Period
Purchase and installation of equipment	February – March 2006
Training of 5 presenters	April 2006
Training of 2 technicians	April 2006
Training of 8 Management Committee members	March 2006
Monitoring and verification, acceptance and evaluation of works	February to May 2006

#### 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Association for the Promotion of Community Radio (APRC–Zinariya). APRC–Zinariya will appoint a project co-ordinator to oversee all of the various activities. The project co-ordinator will be responsible for preparing, consulting with and selecting providers and suppliers of goods and services. The President of APRC–Zinariya will be a cosignatory to all service contracts and documents relating to financial management along with the project co-ordinator who will be the second cosignatory. The Ministry of Communication, in its capacity as supervisory body for community radio stations, and the Steering Committee of Neighbourhood Radios (CPRP) will be responsible for technical supervision of the activities.

#### 10. SUSTAINABILITY

Capacity building for the main local actors, namely the presenters, technicians and members of the Management Committee, underpins the long-term viability of this project. Further, the oversight role played by APRC- Zinariya, which has very sound knowledge of the local realities, is a guarantee of the sustainability of the activities that will be conducted under its full responsibility.

The Association already collects subscription fees from its members and the earnings from incomegenerating activities, which the radio station's Management Committee intends to develop, will supplement these resources. In addition, the station will provide services to other projects and NGOs based in the department of Tessaoua. All of these measures will serve to ensure the viability of the installations and the operating equipment.

#### 11. FRAMEWORK OF MONITORING

The Management Committee of Radio Zinariya will be responsible for monitoring progress of the activities to be implemented. The project co-ordinator will work under the responsibility of ARPC–Zinariya.

The Ministry of Communication and the Steering Committee will provide technical supervision of activities through bimonthly field visits. As the CPRP is funded by UNDP, its missions will come under the Poverty Reduction Framework Programme (PCLCP/UNDP). UNESCO procedures will be followed for the purchase of goods and services. UNESCO will also conduct project follow-up and assessment missions.

The inauguration ceremony for the station is scheduled to take place in early May 2006 and will bring together all of the partners most directly involved in implementing the project, i.e., the people of the canton of Tessaoua, UNESCO, UNDP, CPRP and the Ministry of Communication, plus the NGOs and the business interests in the canton of Tessaoua. The ceremony will be organized and financed by APRC–Zinariya.

#### 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The Association will submit a project progress report to the UNESCO Office in Bamako once every 4 months.

# C. ADDITIONAL INFORMATION

#### **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/13NER/01 352-NER-31	100,000	Niger	1993 - 1995
		Development of the National Publishing and Press Office : Le Sahel (daily) and Le Sahel-Dimanche (weekly)	
<b>PDC/14NER/01</b> 352-NER-41	40,000	Assistance to radio clubs (rural radio)	
<b>PDC/16NER/01</b> 352-NER-61	40,000	Equipment and training for DTP and computerized management	1996 - 1999
Total Niger: US\$ 220,000			

#### Preparatory activities completed prior to submission of the project to IPDC

APRC–Zinariya obtained the necessary authorization from the Higher Communication Council.

The Association also sought and obtained funding from PCLCP/UNDP, which was pleased to support this community initiative, to cover the cost of the monitoring missions to be undertaken by the Ministry of Communication and the CPRP.

APRC–Zinariya also mobilized the people of Nafouta to build premises for the station. In addition to this contribution in kind, the Nafouta diaspora living in Niamey raised around US\$2,000 for the purchase of doors, corrugated iron sheets for roofing and cement to complete the construction of the premises. An appropriate structure is now available to house the station. Through its subscriptions, the Association has raised US\$2,500, which it can contribute to the project for hosting the inauguration ceremony and the enclosure of the premises as a complement to its contributions in kind.

The Association has requested support from the ADB's Poverty Reduction Project for the purchase of chairs and benches for shows.

#### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
Studio Equipment		
Mixing console equipped with a telephone interface 3		
4 studio condenser microphones	480	
4 microphone stands		
2 monitoring baffles with built-in amplifiers	2 000	
6 headsets	210	
Headset amplifier	144	
2 Pentium-4 PCs with 80 GB HD, 19" screen and audio editing software		
Sound card		
350 VA UPS		
Cables, connectors and miscellaneous accessories		
Field Broadcasting Equipment		
4 portable recorders	1 880	
4 headsets	360	
4 field microphones	300	
Satellite Reception		
"Worldspace" digital receiver with antenna		
Broadcasting Centre		
150 W FM stereo transmitter	4 900	
4-element omni directional antenna		
50m feeder	300	

350 VA UPS	100	
Training		
For 5 presenters (1 trainer × 5 days)	500	
For 2 technicians (1 trainer × 5 days)		
For the 8 members of the Management Committee (1 trainer × 5 days)		
Monitoring, verification, acceptance and evaluation of activities		
Monitoring	1 000	
TOTAL	21 000	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
Subscription from members of the Association		
Purchase of the land	100	
Demarcation costs	100	
Land occupation tax	100	
Registration tax	50	
Land registration	50	
Construction of premises	3 000	
Furnishings	1 500	
Monitoring, verification, acceptance and evaluation of works	2 000	
<u>TOTAL</u>	9 400	

## **SOUTH AFRICA**

	A. PROJECT IDENTIFICATION		
1.	TITLE	STORIES FROM THE MARGINS: COMMUNITY SOUND PORTRAITS ON ISSUES OF GENDER AND POVERTY	
2.	NUMBER	PDC/49 SAF/01	
3.	CATEGORY OF MASS MEDIA	RADIO (AND INTERNET)	
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND PLURALISM; DEVELOPMENT OF COMMUNITY MEDIA	
5.	SCOPE (national, regional, interregional)	NATIONAL	
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL	
7.	TOTAL COST OF PROJECT	US \$ 101 600	
8.	AMOUNT REQUESTED FROM IPDC	US \$ 50 800	
9.	BENEFICIARY BODY	WOMEN'SNET	
10.	IMPLEMENTING BODY	WOMEN'SNET	
11.	PROJECT LOCATION	SOUTH AFRICA	
12.	PROJECT PREPARED BY	NATASHA PRIMO (EXEC. DIRECTOR) SALLY-JEAN SHACKLETON (INFORMATION/PROGRAMME COORDINATION)	
DECISION OF THE BUREAU			

### **B.** PRESENTATION

### 1. <u>BACKGROUND AND JUSTIFICATION</u>

Women'sNet experience in working within the community radio sector revealed that due to high staff turn over – itself a function of how the sector is legislatively framed – capacity for consistent quality programming on gender issues is tightly circumscribed. Furthermore, widespread misconceptions around the notion of gender issues and women's empowerment have generated programming that – rather than challenge gender inequalities – act to reinforce narrow roles for women and girls as well as men and boys. In this environment, quality content that challenges gender stereotypes, unequal social relations between men and women, and blatant sexism ranges from limited to non-existent.

Very little new broadcasting is aimed at women, the poor, or at rural communities' information needs. While the radio sector in South Africa has become more diverse, the issues of women's empowerment and those concerning other marginalised groups remain left out of the radio scene.

This project seeks to contribute to efforts to build capacity in the community radio sector to broadcast quality gender-aware and pro-poor content by facilitating content production on the relevant issues, involving gender programmers and presenters at the community radio stations, NGOs, CBOs (Community-based organisations) and gender activists in the local communities, with a view to increasing the visibility of women's voices, gender concerns as well concerns of the poor, including service delivery issues, in community radio broadcasts. Related to this is the ongoing development and sourcing of content from other parts of the world that can inform and strengthen local debates on women's empowerment and gender transformation.

The project will employ a range of life history / oral testimony and individual interviews as techniques for gathering women and girls' - as well as men and boys'- viewpoints and expressions on urgent issues of the day and how they impact on and are experienced. Technical resources like a portable community radio unit, or "Radio-in-a-box" will allow Women'sNet staff to move around and easily produce content on diverse issues and involving a range of different people, in remote and rural locations.

This project will combine the production of content for use by traditional media (in this case radio) with dissemination strategies that includes new ICTs like e-mail and the Internet. The dissemination strategy will also include boxed CD sets sent out on a quarterly basis to community radio stations without Internet access.

This project builds on previous and current work by Women'sNet:

- ➤ With the Gender Network within the National Community Radio Forum (NCRF) to build capacity for programming on gender issues, especially the Open Society Foundation supported Recording Women project;
- ➤ With UNICEF and the South African Girl-Child Alliance around the production of radio-ready audio-spots by the participating girls on issues of relevance to them as defined by the girls for broadcasting by community radio stations;
- ➤ To produce content for dissemination via e-mail and the Internet on issues of relevance to the transformation of gender relations and women's empowerment.

This proposed project is composed of six distinct but interrelated components:

- 1. Production/facilitation of community "sound portraits" where members of selected communities like communities of practice such as HIV/Aids care-givers, for example will be drawn into a facilitated process of "painting" sound portraits that will serve to educate the public and raise awareness about various issues of relevance to women, marginalised and poor communities, including issues of domestic violence, food security issues, experiences of poverty, and women and girls' strategies for expanding livelihood options, issues of women and land, sexuality, reproductive rights and choices, and so on.
- 2. Audio productions of gender and pro-poor issues by *Women'sNet* and partners the collaboration of members of local community-based organisations (CBOs) and NGOs, as well as members of different communities of practice, that will be available online, and can be easily integrated with existing magazine and discussion programmes;
- 3. Travel to various communities as well as events/conferences including remote and marginalised places using a mobile radio broadcasting unit for producing and streaming audio content;
- 4. Continued maintenance and updating to the online broadcast-ready audio repository on issues of women's empowerment, gender justice and other pro-poor defined development issues;
- 5. A web-based DIY toolkit for producing audio content, providing guidelines for communities and groups who want to produce and upload their own community sound portraits;
- 6. Research to monitor and evaluate the use of the online archive, its effect in gender-inclusive and pro-poor radio programming, as well as how audiences are responding to the content;

The project is conceptualised as a one-year project, to be implemented during 2006. It will be implemented with partners like the NCRF and the Institute for the Advancement of Journalism (IAJ), selected community radio stations, as well as members of the communities – both individuals and well as NGOs/CBOs - served/targeted by the participating community radio stations.

### 2. DESCRIPTION OF THE TARGET GROUPS

The project is intended to raise awareness of the development issues and concerns of women, the poor and marginalised communities through the production of "sound portraits" on specific human rights issues, and the dissemination of these sound portraits via community radio as well as e-mail and Internet.

The beneficiaries of this process include:

- The community radio stations whose capacity to produce on gender and pro-poor issues will be strengthened;
- Women and poor marginalised communities, through the opportunity to express themselves on issues urgent to them and their development.

### 3. IMMEDIATE OBJECTIVES

- ➤ To foster the production of quality content that will contribute to true media pluralism by facilitating expression to the voices, issues and concerns of a wider range of people especially those of women/girls empowerment as well as poor and marginalised communities.
- ➤ To disseminate broadcast-quality audio programming on women's empowerment and propoor issues in South Africa that can be easily integrated into existing radio magazine or discussion programmes, through the installation of an online audio archive for uploading and downloading content, streaming content to community radio stations on 11 national and

international human rights celebratory days, as well as through quarterly mail-outs of CD-box sets with selections of the audio content.

### 4. DEVELOPMENT OBJECTIVES

This project will facilitate the production of "community sound portraits" highlighting women's empowerment issues and the concerns of marginalised and poor communities (both geographical and communities of practice), with a view to producing content that will fuel debate and social change activisms, and contribute to true media pluralism by inserting new and critical voices on issues of relevance to these communities.

### 5. PROJECT INPUTS

### *Equipment:*

- > "Radio-in-a-box":
- External hard drive for back-ups (200Gb);
- ➤ 2 digital recorders;
- ➤ Recording equipment (directional microphone, telephone recording device, and conference microphone);
- ➤ Software (for editing audio content, and HTML editor);
- ➤ Mini-disks;
- Laptop computer and mobile screen, mouse, keyboard, speakers and headphones for the "Radio-in-a-box" (these components are not included in the "Radio-in-a-box" package).

### Training:

- Facilitated training in interview techniques and life-history methodologies;
- Technical capacity building (audio editing and producing, web design and streaming audio).

### Staff:

- Project manager;
- > Radio journalism intern (with stipend).

### Other:

- ➤ Travel budget (national);
- ➤ Website hosting and Internet provider;
- List-serv.

### 6. PROJECT OUTPUTS

- ➤ Increased pro-poor programming by community radio stations drawing, among other sources, on the online audio archive;
- ➤ Increased participation in, and engagement with community radio stations by communities of practices and local target audiences;
- ➤ Greater awareness of women and other marginalised communities of development issues and practices that impact on their daily lives;
- ➤ Increased visibility of women's voices and improved coverage of issues from a gendered perspective in public, commercial and community media, within a context of pro-poor programming;
- ➤ In selected communities, a public more engaged with the local community radio stations and active in the production of content.

### 7. ACTIVITIES

### a) Website and information dissemination:

- ➤ Conduct regular online searches for relevant internationally produced programming that can inform local programming on gender issues;
- ➤ Collect and upload regional and national radio programmes that are of relevance via existing radio networks (SACCRIN, etc.);
- ➤ Maintain and update the online repository on a regular basis, including periodic sourcing of additional women, girl, gender and Internet radio-specific resources and information (relevant documents, manuals, articles, policy updates, etc.);
- An outreach and information strategy using a regular list-serv, fax or SMS roster to inform community radio stations of additions to the online archive as well as to solicit programming produced at local level;
- ➤ Provide a service to community radio station by identifying resource persons on national level to support local level audio programming on gender issues through the updating/referrals to existing national databases.

### *a)* Programme production:

- ➤ Collaborate with specific hub/partner stations as well as NGOs and community-based organisations in the production of quality audio content relating to gender, women's empowerment, poverty reduction, livelihood strategies, VAW, bodily integrity and women's reproductive rights, HIV/Aids, etc. This could include special event-driven (elections, 16 days, etc.) and topical programmes, and communities of practices (e.g. in the case of documentary-style "sound portraits");
- ➤ "Radio-in-a-Box": A mobile streaming kit will enable recording of Community portraits, Interviews. News/documentaries and public service announcements *in situ*, and enable streaming live from women's and gender specific events;
- ➤ Recording and streaming, via the website, the proceedings in events such as the South African Women in Dialogue (SAWID) which will enable a wider participation and discussion of issues raised, enabling small community radio stations to broadcast live the proceedings to their communities.

### 8. WORK PLAN

### **Ongoing Tasks:**

- Writing scripts and outlines for content;
- > Attending events and recording interviews, life histories and event proceedings;
- ➤ Editing and producing audio content for dissemination in the form of streaming from the website, uploading on the archive of the website and CDs;
- Conducting desktop research on items to add to the website;
- > Disseminating announcements of new content added to the website (via list-serv, fax and SMS).

### January 2006

- > Recruit project manager;
- Conduct meeting with role players to announce the project and to secure their involvement (National Community Radio Forum, The Institute for the Advancement of Journalism etc.);
- Make contact with service provider for streaming and hosting of the audio archive website;
- > Conduct internal training on life history methodologies and interview techniques.

### February/March 2006

- Recruit radio intern:
- Internal capacity building on technical aspects of audio for Internet;
- > Source equipment for the project;
- > Set up list-serv and communication strategy;
- Conduct desktop-research for the website;
- > Streaming of Content International Women's Day (March 8);
- ➤ Collect audio content at opening of Parliament and budget speech (traditionally at the end of February).

### April/May 2006

- Conduct interviews and programming for National Freedom Day;
- Upload content to the website;
- Programming for Workers Day;
- ➤ Record and disseminate the first CD to community radio stations on a national level;
- ➤ Source a materials developer for the DIY toolkit and establish an Editorial Committee.

### June/July 2006

- > Stream content for Youth Day;
- ➤ Hold a second meeting with role players (NCRF, IAJ etc.) to inform of progress and get feedback.

### August/September 2006

- Stream content for National Women's Day and HerlTage;
- ➤ Record and disseminate nationally the second CD to community radio stations;
- ➤ Editorial committee to edit the Draft of the DIY toolkit and submit comments to the materials developer for completion.

### October/November 2006

- > Stream content for Day of Activism on Violence Against Women;
- ➤ Submit the final version of the DIY toolkit for DTP;
- Consolidate feedback received from community radio stations and follow up on feedback forms not received:
- Consolidate feedback received from the website;
- ➤ Conduct telephonic interviews with community radio stations managers and producers for case studies on the usage of the audio pieces used;
- > Select stations for case studies.

### December 2006/January 2007

- Receive the final version of the DIY toolkit, submit for printing and announce its availability;
- > Stream content for World Aids Day, Human Rights Day and International Day of Children's Broadcasting;
- > Produce final CD set and disseminate to community radio stations;
- Conduct field visits and conduct focus group research;
- Compile and disseminate report.

### 9. <u>INSTITUTIONAL FRAMEWORK</u>

The project will be implemented in collaboration with a range of partners. Chief among these are the National Community Radio Forum (NCRF), and the Institute for Advanced Journalism (IAJ). On top of that, *Women'sNet* will be producing the audio content with the cooperation of different NGOs and CBOs, as a range of communities of practice (such as HIV/Aids care-workers, community development workers, etc).

Project management will rest with *Women'sNet*. The organisation will put in place a management team, involving the project coordinator as well as representatives from the NCRF. The Executive Director of *Women'sNet* will also participate in the management team discussions. *Women'sNet* will hold and manage the project budget.

### 10. SUSTAINABILITY

The collaborative approach that *Women'sNet* intends to take with "communities of practice" and target audiences of community radio stations will strengthen the communities' capacity to critically engage with their community radio stations, endowing them with the ability and skills to become more involved in the life and activities of the community radio stations. It would be in the community radio stations' interest to capitalise on these skills and form content partnerships with locally-based organisations and resource persons.

### 11. FRAMEWORK OF MONITORING

A professional organisation could be assigned by UNESCO to monitor the project progress.

### 12. EVALUATIONS TO BE CARRIED OUT

The monitoring and evaluation activities for the project will include the following:

- ➤ Compile at least 5 case studies of community radio stations in South Africa, recording how the online archive is used to strengthen local gender and pro-poor programming;
- ➤ Conduct focus group discussions with audiences in these five areas to gather their assessments of the programming and their responses too the gender-aware/pro-poor programming;
- ➤ Provide online feedback forms on the website (and also via fax to stations and institutions on the dissemination list and to the list-serv.);
- Include a feedback form in CD's boxes disseminated to community radio stations which will collect data on how content was used, as well as comments on the content and how it was received by the user community;
- ➤ Collect website usage statistics;
- Compile and disseminate a report based on the above.

### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Women's Net undertakes to submit reports in April, August and December 2006.

### C. ADDITIONAL INFORMATION

### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/18SAF/01 352-SAF-81	54,000	South Africa	1998 - 1999
		Gender and communication education	
PDC/20SAF/01 353-SAF-01	20,000	Capacity building for film Resource Unit	2000 - 2001
	•	Total South Africa: US\$ 74,000	

Women'sNet has been gathering information and engaged in discussions with the Open Society Foundation South Africa (OSFSA) on gender-aware content and pro-poor content production. These discussions have fed into this proposal.

### Assistance sought other than IPDC

We are hopeful that the OSFSA will support *Women'sNet* content production on gender and propoor issues, with a view to strengthening programming capacity within the community-radio sector. *Women'sNet* will be submitting a complementary proposal that will involve the production of a series of interviews on current issues, preliminarily called the "f-word" (as in "feminist") series.

### D. BUDGET

Women'sNet is requesting a 50% contribution of the total cost of the project, which is estimated at US \$ 101 620

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
Management inputs (10 %):	6 069	
Coordination/content production:	20 954	
Radio journalist internship:	6 069	
Administrative costs:	4 819	
Capacity development workshops – facilitation:	3 613	
Toolkit development: web-based DIY toolkit for producing audio content:	5 058	
Editing:	10 838	
Car hire:	1 416	
Catering – Community sound portraits production:	5 780	
Air travel:	2 688	
Accommodation:	5 202	
Staff per diems:	780	
Equipment: "Radio-in-the-box":	3 613	

Equipment/supplies: hard drive, digital voice recorders, DAT, minidisks,	
microphones, headphones, batteries, CDs:	2 400
Audio CD, sleeve design, print, reproduction:	1 301
Postage:	564
(Re)-design of website features/functionalities (10 days):	4 335
Web and SMS hosting:	1 223
List-serv. set-up and maintenance:	592
Design evaluation and feedback mechanisms/tools:	1 156
Production of report:	4 335
Local travel (10):	2 168
Accommodation (10 nights):	506
Rent:	780
Water, electricity:	260
Insurance:	289
Office repairs and maintenance:	156
Connectivity (10 % contribution):	2 322
Fax; telephone:	694
Auditors' fees:	578
Legal fees:	290
Technical consultants, server and equipment maintenance:	434
Office supplies:	318
<u>TOTAL</u> :	101 600

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION

Included above is the full cost of the project. The organisation will be seeking support from the Open Society Foundation South Africa for the additional 50% of the cost of the project.

# **SOUTH AFRICA**

	A. PROJECT IDENTIFICATION				
1.	TITLE	CREATION OF A GENDER AND MEDIA CENTRE SOUTHERN AFRICA			
2.	NUMBER	PDC/49 SAF/02			
3.	CATEGORY OF MASS MEDIA	COMMUNICATION, RESEARCH			
4.	IPDC PRIORITY AREA	GENDER AND MEDIA			
5.	SCOPE (national, regional, interregional)	REGIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL			
7.	TOTAL COST OF PROJECT	US\$ 139 000			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 51 000			
9.	BENEFICIARY BODY	GENDER AND MEDIA SOUTHERN AFRICA (GEMSA)			
10.	IMPLEMENTING BODY	GEMSA AND GENDER LINKS (GL)			
11.	PROJECT LOCATION	JOHANNESBURG			
12.	PROJECT PREPARED BY	COLLEEN LOWE MORNA, CHAIRPERSON GEMSA AND EXECUTIVE DIRECTOR, GL AND PATRICIA MADE, TREASURER, GEMSA			
	DECISION OF THE BUREAU				

### **B.** PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

The democratisation process in Southern Africa, including the end of apartheid, paved the way for the emergence of more pluralistic and independent media. However, in many countries, state (as opposed to public) media predominate; private and community media are weak, and professional practices and standards need considerable strengthening. This has given rise to various lobbying and advocacy efforts for advancing freedom of expression in the region, including the *Windhoek Declaration for Press Freedom* spearheaded by the Media Institute for Southern Africa (MISA) in which UNESCO played a major role.

The struggle for gender equality in the media is embedded in this broader struggle for press freedom. This movement has gained considerable moment as a result of the joint efforts of MISA and *Gender Links*, a Southern African NGO that promotes gender equality in and through the media. Both organisations have been the driving force behind the groundbreaking *Gender and Media Baseline Study* (GMBS); the *Gender and Media* (GEM) Summit in 2004, and the launch of the *Gender and Media Southern Africa* (GEMSA) Network that now boasts nearly 150 individual and 9 institutional members.

The GMBS, supported by UNESCO, the Open Society Foundation and FES, is a landmark region-wide study on gender in the editorial content of the Southern African media. It is the most comprehensive regional effort ever to be undertaken to establish how women and men are represented and portrayed in the media, in what areas, and by who, the study covered a total of 25 110 news items during the month of September 2002, and culminated in 12 national reports and a regional overview.

The key findings of the GMBS show that women are grossly under-represented and misrepresented both in the newsrooms and editorial content of Southern Africa.

GEMSA was borne during the historic Gender and Media (GEM) Summit convened by Gender Links and MISA in September 2004 that attracted 184 editors, media practitioners, trainers and analysts as well as gender activists from the region and observers from eight countries around the globe. The outcomes of the summit are contained in the book *Getting it Right: Gender and the Media in Southern Africa* which contains 44 case studies of good practice in gender and media policy, training, advocacy, research, monitoring and networking.

UNESCO supported the summit and the collection of the best practices. UNESCO is distributing worldwide 500 copies of this book as an example of a collaborative effort in ensuring more just and fair media.

GEMSA has harnessed ITs to continue to communicate and share information across a broad spectrum of networks, and to strengthen its own communications channels to share lessons and achievements in gender and media advocacy across the region. It has established an on-line newsletter, and members are participating in a series of IT workshops being held throughout Southern Africa, coordinated by GL. GEMSA has been a pioneer of the cyber dialogues and other innovative applications of ITs during the Beijing "Plus Ten" Review, and (soon to follow) the MDG Five-Year Review.

To achieve greater synergy and rationalisation of training, there is a need for a media and gender resource centre to be hosted by an existing institution. The centre would build up on existing resource training and research materials, serve as a conduit for information as well as

documentation of best practices in gender and media issues. This will provide institutional grounding to the rapidly growing gender and media movement in the region.

### 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

The main target groups are:

- ➤ Media practitioners;
- ➤ Media trainers:
- > Researchers;
- ➤ University students;
- ➤ Gender activists.

### 3. IMMEDIATE OBJECTIVES

- To contribute to the growing body of literature on gender and the media and to stimulate debates on these issues;
- > To promote strategic uses of ITs for promoting gender equality in and through the media;
- > To provide organising capacity for the Gender and Media Summit every two years and ensure that it is used to share ideas and best practices;
- To create a space for participatory discussion on gender, media and diversity issues in Southern Africa:
- > To promote more probing, analytical and contextual journalism in the region.

### 4. <u>DEVELOPMENT OBJECTIVES</u>

To build a centre of excellence to advance gender equality in and through the media in Southern Africa. A related objective is to provide a focal point, in the form of a centre, for collaborative research, training, monitoring and media activism in Southern Africa, with a view to strengthen institutionally the newly formed Gender and Media Southern Africa (GEMSA) network.

### 5. PROJECT INPUTS

GEMSA is housed by Gender Links (GL), and it is envisaged that the "Gender and Media Centre" will also be hosted by GL. GEMSA has a Network Manager; however, some projects inputs (such as contributions to the Media and Diversity Journal) will be outsourced.

### 6. PROJECT OUTPUTS

- ➤ 2 journals;
- ➤ Website; newsletter, E-gender and media library;
- ➤ Regional and international gathering on gender and the media; proper governance of the network; case studies and best practices.

### 15. ACTIVITIES

This proposal is for a series of activities that would help to give coherence to the work of GEMSA and its partners as well as provide a focal point for the many excellent initiatives in the field of gender and media in Southern Africa through the establishment of a Gender and Media (GEM) Centre. The specific activities are as follows:

<u>Journal</u>: The bi-annual *Southern Africa Media Diversity Journal (working title)* aims to provide media workers and owners, researchers, lecturers, student journalists, gender activists and those

individuals and organisations working towards media diversity with a resource that provides up-todate and cutting edge case studies and best practices on media diversity in Southern Africa.

<u>Information technology</u>: Developing and maintaining interactive Internet tools, an active website and building the capacity of the GEMSA network to leverage IT for communications is central to maintaining a strong, cohesive and dynamic network on gender and the media in Southern Africa.

<u>GEMSA e-mail newsletter</u>: This monthly product provides a channel for the network to exchange ideas, share information, success stories, short summaries of ongoing research, etc.

<u>Website</u>: GEMSA plans to develop an inter-active website which serves as a hub around its work and gender and media processes in the region. The website also can be the host for electronic forums for discussions by the various sub-committees of GEMSA – research and policy, education and training, monitoring and advocacy – and for the overall Steering Committee.

<u>On-line Resource Centre</u> (*Electronic Library*): This facility within the proposed Gender and Media Centre begins to pool together the knowledge generation on Gender, Media, HIV and AIDS, and Diversity in Southern Africa in a central location for easy identification and reference.

**2006** Gender and Media Summit: This event provides one of the most strategic platforms for galvanising the energies of the growing gender and media movement in Southern Africa. Starting in 2006, the Summit will be the biennial GEMSA meeting as well as an intellectual fountain for gender and media work in the region.

<u>Summit conveners</u>: GL, GEMSA and MISA are the conveners of the summit. The Centre will be instrumental in:

- > Identification of key stakeholders and participants, both regionally and beyond;
- ➤ Preparation of sessions around the summit's theme, as well as facilitators and presenters for each session;
- ➤ Key focal point for the media in South Africa and the region to maximise the exposure of this event, its issues and the gender and media movement in Southern Africa;
- ➤ Pulling together the publications, training tools, and other materials for a Gender and Media Fair during the Summit.
- > Executing the wide-range of communications and media activities that need to take place pre, during and post-summit.

### 16. WORK PLAN

ACTIVITY	OUTPUT	OUTCOME	INDICATORS	TIME FRAME
Journal	2 journals.	Case studies and best practices on gender and the	Journals produced in hard copy and online; distributed widely.	March and September 2006
		media.		
IT	Website; newsletter, E-gender and media library.	Effective use of IT for information sharing.	Existence and quality of website; monthly newsletter; gender and media library.	OctNov. 2005 Monthly
Summit	Regional and international gathering on gender and the media; proper governance of the network; case studies and best practices.	Growth of the network; impact of gender and media advocacy.	Number of participants. Number of case studies shared. Country progress reports.	September 2006

### 9. <u>INSTITUTIONAL FRAMEWORK</u>

<u>GEMSA</u> is an umbrella organisation of individuals and institutions who work to "make every voice count and count that it does." Institutional members of GEMSA include Gender Links, 8 Gender and Media Networks (GEM) in Southern Africa, the Media Institute of Southern Africa (MISA) and its country chapters, the Federation of African Media Women Southern Africa (FAM-SA), the Media Monitoring Project (MMP), and the Southern African Editors Forum. The Constitution of GEMSA is sent as an accompanying document to this application.

<u>The Media Institute of Southern Africa</u> (MISA) promotes free, independent and pluralistic media and the free flow of information and co-operation between media workers, as a principal means of nurturing democracy and human rights in Africa.

<u>Gender Links</u> has been a major player in the area of gender and media, and gender and governance in Southern Africa. It has worked closely with the Media Institute for Southern Africa (MISA), gender activist networks and media training institutions; it has helped to establish gender and media networks in eight Southern African countries and played a key role in the launch of GEMSA.

### 10. SUSTAINABILITY

Prior to, and since its inception, GEMSA has been involved in several different initiatives that have come together to prompt this project: advocacy, research, media monitoring, policy and IT, information sharing and networking.

GEMSA is co-hosted by MISA and GL and is physically based at GL. The organisation recently employed a full-time salaried network manager. Since the historic 2004 Summit, GEMSA has been actively engaged in activities positioning itself as a leader in the gender and media movement. It has a well-developed POA (attached) and has held meetings with partners.

### 11. FRAMEWORK OF MONITORING

There are several consultants in Southern Africa who have experience of monitoring freedom of expression projects. GEMSA would be open to any suggestions from UNESCO as to an appropriate agency for monitoring implementation of the project.

### 12. EVALUATIONS CARRIED OUT

A major evaluation of GL, the host agency of the GEMSA Secretariat, will be carried out in late 2006. Terms of reference could include evaluation of the Gender and Media Centre.

### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

GEMSA undertakes to report every quarter on project progress.

### C. ADDITIONAL INFORMATION

### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/18SAF/01 352-SAF-81	54,000	South Africa	1998 - 1999
		Gender and communication education	
PDC/20SAF/01 353-SAF-01	20,000	Capacity building for film Resource Unit	2000 - 2001
_		Total South Africa: US\$ 74,000	

### Contribution foreseen by the beneficiary agency during the project period

GL is providing the Secretariat and much of the capacity for GEMSA. There will be considerable additional fund raising for the GEM Summit.

### **Assistance sought other than IPDC**

GEMSA has a POA (as attached) that is being supported by the Open Society Initiative of Southern Africa (OSISA), FES and the Netherlands Institute of Southern Africa (NIZA). What is sought from the IPDC is an enriching set of activities to enhance the working

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
Journal editor (12 months, part-time):	12 000		
Design and proofing (2 issues):	4 000		
Printing (1 000 copies @ \$5 × 2):	10 000		
IT expert support (20 days):			
Travel for summit ( $$400 \times 10$ ):	4 000		
DSA ( $10 \times 2 \text{ days} \times \$100$ ):	2 000		
Coordinator (5 months):	10 000		
Management and administration:	3 000		
Monitoring:	1 000		
TOTAL:	51 000		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Summit (travel, DSA)	40 000
Coordinator, management and administration:	40 000
Rent:	6 000
Monitoring and reporting:	
TOTAL:	88 000

# **SENEGAL**

	A. PROJECT IDENTIFICATION				
1.	TITLE	STRENGTHENING THE RESOURCES OF RADIO PENC MI			
2.	NUMBER	PDC/ 49 SEN/01			
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO			
4.	IPDC PRIORITY AREA	HUMAN RESOURCE CAPACITY BUILDING			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING			
7.	TOTAL COST OF PROJECT	US\$ 36 745			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 215			
9.	BENEFICIARY BODY	RADIO PENC MI			
10.	IMPLEMENTING BODY	RADIO PENC MI			
11.	PROJECT RENTAL	FISSEL MBADANE			
12.	PROJECT PREPARED BY	MANGEMENT OF RADIO PENC MI			
	DECISION OF THE BUREAU				

### **B. PRESENTATION**

### 1. <u>BACKGROUND AND JUSTIFICATION</u>

In Senegal, the media is quite diversified. This pluralism, both in broadcasting and in the print media, is the result of a long policy tradition. The country's first audiovisual private and community media entities emerged in the 1990s. Television still remains a State monopoly, however, in spite of the increasing densification of community and private media as well as the numerous complaints from project proponents and the Senegalese population in general.

Senegal currently has 25 community radio stations in various parts of the country in addition to private and transnational radio stations. Community radio stations are a form of grassroots media as they provide an opportunity for disadvantaged groups to participate in national democratic discourse.

It is against that backdrop that in 1996, dynamic voluntary associations and groupings such as *JI-JAM*, *U.GK*, and *MFR*, set up Senegal's first community radio. Since then, *Penc Mi FM 90.6*, based in Fissel Mbadane in the department of Mbour, has been serving the rural populations of the Sessene, Fissel, Thienaba, Tattaguine and Ngoye districts.

*Penc Mi FM* works very closely with ISRA, the Agricultural Research Centre of Mbambey, in support of its extension activities with farmers.

Community radio stations, and in particular those, like *Penc Mi*, in rural areas, face difficulties as a result of population migration. In addition, *Penc Mi* has coverage problems and its staff lacks training. This makes it difficult to transmit development messages properly to the respective target groups.

This project is aimed at organizing specialized training for radio staff that will then be sent out with a "Suitcase Radio" to the regions not covered in order to inform, educate and sensitize the village people living outside the coverage area.

### 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

*Radio Penc Mi*'s main target audiences are the populations living in the rural and semi-urban regions of Thiès, Fatick and Diourbel in the centre of Senegal. These groups comprise mainly Serer, Wolof and Mandingo farmers and herders. The project is expected to contribute to development in the region notably by fostering behavioural change.

### 3. <u>IMMEDIATE OBJECTIVES</u>

### **Equipment**

- A suitcase radio for the awareness-building campaigns in the villages
- A generating set for to power the suitcase radio
- Four Pentium IV computers to introduce the presenters to computing
- ➤ A video projector

### **Training**

Number of persons to be trained	Duration	Modules	<b>Expected Results</b>
18	3 days	Introduction to MARP	Ability to prepare and evaluate a programme grid Overall evaluation of the radio.
18	3 days	Gender and development	Production of programmes on gender issues.
18	3 days	Writing and editing styles	Ability to produce programmes in a variety of formats
25	1 day	Marketing and arousing public interest in a community radio	Making the radio viable

### 4. <u>DEVELOPMENT OBJECTIVES</u>

The aim of this project is to encourage behavioural change in groups most vulnerable to STDs/AIDS, such as young girls and boys, and help reduce the prevalence rate through awareness-building campaigns in the villages. It is also aimed at increasing women's attendance of health centres so as to lower infant and maternal mortality rates.

The production and broadcasting of programmes on farming techniques will help farmers raise their incomes substantially. As regards cultural promotion, the production and broadcasting of tales and legends will deepen young people's understanding and appreciation of their cultural values.

### 5. **PROJECT INPUTS**

### **Equipment**

- ➤ 1 suitcase radio
- ➤ 4 computers
- ➤ 1 generating set
- ➤ 1 video projector

#### **Training**

- ➤ 4 training sessions on 4 different modules
- > Rental of premises for training purposes
- ➤ 8 consultants
- > Reprographic equipment
- ➤ Board and lodge for the participants

### 6. PROJECT OUTPUT

With such equipment, coupled with good training for the presenters, technicians and managerial staff of the member associations of *Radio Penc Mi*, the following results are expected:

- > Growth in the listening audience of *Radio Penc Mi*
- ➤ 18 presenters, of which 8 women and 10 men, will have been suitably trained
- ➤ In respect of training for the radio and managerial staff, 14 women and 11 men will have received appropriate training

The Suitcase Radio will give Radio Penc Mi greater mobility and the development of awareness-

building campaigns in the villages will make the radio more responsive to public opinion and more interactive.

The computers and the video projector will make it possible to organize training *in situ* under good conditions.

### 7. <u>ACTIVITIES</u>

- ➤ Acquisition and installation of the equipment
- > Selection of consultants
- Establishment of a timetable for the training sessions
- Organization of training (first module)
- Production and transmission of the first report to UNESCO
- Organization of training (second module)
- Production and transmission of the second report to UNESCO
- Organization of training (third module)
- Organization of training (fourth module)
- Production and transmission of the third report to UNESCO.
- Final evaluation and transmission of the final report to UNESCO.

### 8. WORK PLAN (2006)

<u>1<sup>st</sup> quarter</u> Installation of the equipment

Selection of consultants

Preparation of the timetable for the training sessions

Organization of training (first module)

<u>2<sup>nd</sup> quarter</u> Organization of training (second module)

Production and transmission of the first report to UNESCO

**3<sup>rd</sup> quarter** Organization of training (third module)

Production and transmission of the second report to UNESCO

Organization of training (fourth module)

Production and transmission of the third report to UNESCO

4<sup>th</sup> quarter Final evaluation and transmission of the final report to UNESCO

### 9. INSTITUTIONAL FRAMEWORK

*Radio Penc Mi* is run by a Board of Directors comprising 18 members drawn from the three founding associations. The Board elects a three-member Bureau comprising a President, a Treasurer and a Secretary. The management team of 10 members is assisted by a Management Committee in charge of evaluating the programme grid and exploring avenues for securing resources.

### 10. <u>SUSTAINABILITY</u>

Radio Penc Mi shall have to seek the necessary financial resources for its operations. With this in mind Radio Penc Mi has an open-door policy vis-à-vis other actors such as municipalities, development associations and NGOs located in its coverage area, so as to establish partnerships and generate other sources of revenue.

The suitcase radio could also usefully assist in national campaigns organized by the Ministry of Health.

### 11. FRAMEWORK OF MONITORING

The firm INTERMEDIA CONSULTANTS, which is very active in the area of training and implementation of community radio stations in Africa, will be entrusted with monitoring of the project in association with the UNESCO Office in Dakar.

### 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

*Radio Penc Mi* undertakes to carry out regular follow-up of the operations and to submit an activity report to UNESCO every four months.

### C. ADDITIONAL INFORMATION

### **Previous IPDC support received**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/3SEN/28 350-SEN-31	25,000	Senegal	1982 - 1987
350-SEN-51	40,000	Development of News Agency	1
PDC/6SEN/01 350-SEN-61	45,000	Development of regional information (Sen. News Agency)	1986 - 1988
PDC/7SEN/01 350-SEN-71 350-SEN-81	35,000 35,000	News gathering and news service	1986 - 1990
PDC/18SEN/01 352-SEN-81	33,000	Use and archiving of audio material	1998 - 1999
PDC/19SEN/01 352-SEN-91	60,000	Coverage of the national territory by the Senegalese news agency	1999 - 2002
PDC/20SEN/01 353-SEN-01	40,000	Establishment of an advanced media training centre	2000 - 2002
PDC/21 SEN/02 353SEN5011	15,000	"Le Temoin", ECOWAS new area of citizenship	2003 -2004
PDC/21 SEN/01 548 SEN 5000 (Luxembourg)	30 000	FM SANS VOIX	2004-2005
		Total Senegal: US\$ 328,000+ US\$ 30,000 (FIT)	

### Preparatory activities completed prior to submission of the project to IPDC

Following an evaluation commissioned by the Board of Directors, the Management Committee was given a mandate to prepare the present project document.

Contribution foreseen by the beneficiary agency during the project period

*Radio Penc Mi* will meet the travel and accommodation costs of the consultants and participants during the training sessions.

Assistance sought other than IPDC

None.

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
Equipment			
Suitcase radio	5 000		
4 Pentium-4 computers	6 400		
Video projector	1 800		
Generating set	1 800		
Training			
Module 1 (3 days) consultants (US\$ $160 \times 2$ ), reprographic equipment ( $18 \times 5$ ), board and lodge (US\$ $35 \times 18 \times 3$ ), coordination expenses	2 420		
Module 2 (3 days) consultants (US\$ $160 \times 2$ ), reprographic equipment ( $18 \times 5$ ), board and lodge (US\$ $35 \times 18 \times 3$ ), coordination expenses	2 420		
Module 3 (3 days) consultants (US\$ $160 \times 2$ ), reprographic equipment ( $18 \times 5$ ), board and lodge (US\$ $35 \times 18 \times 3$ ), coordination expenses	2 420		
Module 4 (1 day) consultant (US\$ 160), reprographic equipment ( $25 \times 5$ ), board and lodge (US\$ $35 \times 18$ ), coordination expenses	955		
Monitoring	1 000		
TOTAL	24 215		

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Travel costs for participants during the 4 training sessions (US $$$ 14 $\times$ 79 pers.)	1 106
Accommodation of the participants (US\$ $10 \times 80$ )	
Rental of a training location	400
Upkeep of the equipment and the location	5 040
Meeting of the authorities (US $$144 \times 36$ )	
TOTAL	12 530

# **SOMALIA**

	A. PROJECT IDENTIFICATION				
1.	TITLE	COMMUNITY RADIOS IN RURAL AND COASTAL AREAS			
2.	NUMBER	PDC/49 SOM/01			
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING,			
4.	IPDC PRIORITY AREA	COMMUNITY RADIO DEVELOPMENT			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING			
7.	TOTAL COST OF PROJECT	US \$ 73 200			
8.	AMOUNT REQUESTED FROM IPDC	US \$ 43 200			
9.	BENEFICIARY BODY	RURAL AND COASTAL COMMUNITIES			
10.	IMPLEMENTING BODY	SOMALI MEDIA FOR DEVELOPMENT, IN COLLABORATION WITH UNESCO			
11.	PROJECT LOCATION	RURAL AND COASTAL COMMUNITIES			
12.	PROJECT PREPARED BY	DR. OMAR MOHAMUD MAHAMED AND HUSSEIN JABIRI, SOMALI MEDIA FOR DEVELOPMENT			
	DECISION OF THE BUREAU				

### B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Somali Media for Development (SMD) is proposing to promote the use of community media, in particular radio, for sustainable development issues through gathering, processing and distributing information by establishing community radios operated by grassroots communities that initially broadcast limited hours. SMD seeks to establish the basis for generating and disseminating local knowledge, by establishment of a pilot community radio in Mogadishu. The Pilot community radio will eventually generate a trend for community broadcasting as an appropriate response to development issues in a country like Somalia that has low literacy rates and a large mass of rural population.

Community radio will allow for a two-way interactive communication. Through community radio stations, people will have their own parliament, their own court of public opinion, their own torchbearer and their own relaxation and entertainment channels.

Community radio stations will also allow for communities own valuable sources of information, of definitions, as well as a mirror for them to celebrate their good parts and ways of going back to normal life after years of conflict.

An important part of the project is support for the installation of pilot community in Mogadishu that will be designed to function as training stations for other communities that will be interested in establishing community radios in Somalia. It is expected that the pilot station in Mogadishu will lead to establish two more community radio stations in Brava and Bosasso,

After years of civil conflict, millions of Somalians still cannot have access to information relevant to their livelihood, especially in emergency situations.

This project is relevant at this point, in time when the Somali nation is rebuilding itself. Firstly, the foundation of the media, the freedom of expression, is the lifeblood of a democratic society. The Somali society is ready for post-conflict reconstruction and resettlement. Yet, for sometime now, there has been a *laissez-faire* posture for private initiatives. Basic economic activities have indeed sprung and trade between the regions in Somalia is taking root. Financial transfers are possible through a nascent banking sector, in spite of the fact that there is no official currency, and that international telecommunication systems are operating through satellite-based technology. At the grassroots and national levels, organised governance is already shaping, whereas some regions such as Puntlad and Somaliland have stable regional and district tiers of government. The most interesting aspect of it is that this grassroots-based governance is not just sensitive to the delicate and fundamental issues of the Somali nation, it has also borrowed heavily from the contemporary global democracy thinking, thus recognising the central role of elected leadership, fundamental freedom, rule of law and human rights in modern governance. This implies that the immediate challenges are to consolidate the existing governance initiatives at the primary units.

Somali Media for Development proposes to contribute towards this end through this project of establishing community radios. We aim to not only contribute towards consolidation of democracy, good governance and human rights in the new Somalia, but also to strengthen the media as an institution of democracy.

### 2. DESCRIPTION OF THE TARGET GROUPS

The total numbers of community radios sought ultimately will be three, but the first phase will include one station that will be used for training and broadcasting. The first one will operate in Mogadishu for training and coordination, the reason being the availability of different media outlets in the capital city.

In the second phase of this project, a radio station will be established in

- 1. <u>Bossaso</u>: This radio will also be used for training the North and North-eastern Somalia;
- 2. <u>Brava</u>: A coastal town in southern Somalia (population 25 000) with high unemployment and no vibrant economy. Radio should be a useful tool for community outreach and community mobilisation.

### 3. IMMEDIATE OBJECTIVES

To establish a community radio station that can broadcast during an extended period of hours to the communities mentioned above.

### 4. <u>DEVELOPMENT OBJECTIVE</u>

To create a democratic environment within the community, by working towards bringing democracy in the Somali society as a whole, according to democratic structures.

### 5. PROJECT INPUTS

- > Community radio equipment for the different communities;
- > Training of the volunteers.

### 6. PROJECT OUTPUTS

- ➤ Increased political participation of the community;
- > Capacity building for radio staff and communities;
- ➤ Production and broadcasting of radio programmes with content relating to the communities concerned in the areas of education, food security, participation in social and cultural processes, health, enterprise creation, etc.;
- ➤ Provide opportunities to people to upgrade their skills;
- Preserve and promote traditional wisdom, knowledge and skills through production of radio programmes;
- ➤ Promote and project the local language, arts, crafts, culture and traditions.

### 7. <u>ACTIVITIES</u>

Communities approached have shown tremendous support for this project. For the last three months, the officers of this programme have successful mobilised and conducted meetings with community elders, women, youth, civil society organisations and the business community, and received a warm welcome for the proposed plan.

Activities to be achieved:

- Organising the core community group who are convinced of the benefits of the community radio:
- ➤ Baseline survey of the community;
- Training the volunteers for the technical operation of the radio stations;

- > Documentation of papers from the local administration;
- > Installation of the equipment;
- Legalising and going on air.

### 8. WORK PLAN

<u>Months 1– 6</u>: Identification of equipment suppliers; installation of equipment and training of volunteers who will work at the station:

**Months 1 – 3:** Identification and technical training of the volunteers;

<u>Months 6-8</u>: Capacity building on the volunteers continues; completion of the building and all other essentials;

**Month 9:** The station is fully operational.

### 9. <u>INSTITUTIONAL FRAMEWORK</u>

This project will be implemented by Somali Media for Development, a non-profit organisation registered in Mogadishu, in close supervision and collaboration with UNESCO. SMD is the only organisation in Somalia that promotes the development of media.

### 10. SUSTAINABILITY

The communities approached have donated a building and taken responsibility of maintaining the premises to house the community radio station, as well as provide volunteers to run the project. Without looking at sustainability from a point of view restricted to income generation, we will assume that community involvement and development of a sense of ownership over the station will be the best guarantee to keep equipment safe and running condition.

### 11. FRAMEWORK OF MONITORING

UNESCO will take overall initial responsibility for monitoring and evaluation; in particular, evaluation and monitoring could be entrusted to the UNESCO Programme for Education on Emergencies and Reconstruction (PEER) which has been implementing similar projects in war-torn countries in sub-Saharan Africa.

### 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The SMD secretariat will prepare quarterly reports based on activities carried out. The latter will consolidate the reports into one overall document that will be forwarded to UNESCO. Same with monitoring, SMD will draw up the evaluation of the project as required by standards and guidelines of the donor.

# C. ADDITIONAL INFORMATION Previous IPDC support received by the country

Project N Period Funds Project title (US \$) **Budget codes** PDC/4SOM/16 1983 - 1985 Somalia 350-SOM-41 40,000 Training programme to prepare for the inauguration of TV PDC/5SOM/07 1985 - 1988 National Communication Training Institute 350-SOM-51 40,000 523-SOM-61 100,000 (FIT-USA) **Total Somalia: US\$ 80,000+US\$ 100,000 (Funds-in-trust)** 

### Preparatory activities completed prior to submission of the project to IPDC

SMD mobilised the rural and coastal communities and discussed the best way to prepare the IDPC project before its submission. The SMD contributed office space office equipment, staff salaries, power generator and equipment transportation expenses.

### **Assistance sought other than IPDC**

None. However, discussions have been initiated with other potential donors to explore further support.

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Equipment for one radio station	
500 W FM transmitter with all peripherals and accessories:	4 200
Omni directional dipole antenna with connectors:	2 700
40 m dielectric 5/8" feeder cable with connectors and grounding kit:	900
30-m. light guyed mast:	1 580
Studio equipment: broadcast console, 2 CD players, 2 cassette recorders, 3 microphones, 3 headphones, "On-air" signal:	2 200
Installation charges, exclusive of transport and accommodation:	
Training of trainers in radio operation (30 trainees $\times$ 20 days)	
Accommodation and meals (35×30×20):	21 000
Training fees for 2 consultants:	3 000
Airfare for 2 consultants from Kenya:	720
Accommodation and meals for consultants (35×2×20)	1 400
Training materials:	500
Local travel:	500
Administrative expenses (logistic support, coordination, communications, security):	3 400
<u>TOTAL</u> :	42 000

# BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Somali Media for Development will contribute the power generator, equipment, transportation and delivery expenses to Mogadishu as in-kind support. The community will provide the space.

This will amount to approximately US \$ 30 000.

# **SOMALIA**

	A. PROJECT IDENTIFICATION				
1.	TITLE	SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION			
2.	NUMBER	PDC/49 SOM/02			
3.	CATEGORY OF MASS MEDIA	ALL MEDIA			
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION, MEDIA PLURALISM, HUMAN RESOURCE DEVELOPMENT			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL			
7.	TOTAL COST OF PROJECT	US\$ 35 950			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 350			
9.	BENEFICIARY BODY	JOURNALISTS, MEDIA INSTITUTIONS AND THE CIVIL SOCIETY			
10.	IMPLEMENTING BODY	THE SOMALI JOURNALISTS NETWORK (SOJON)			
11.	PROJECT LOCATION	MOGHADISHU			
12.	PROJECT PREPARED BY	OMAR FARUK OSMAN, SECRETARY GENERAL, THE SOMALI JOURNALISTS NETWORK			
	DECISION OF THE BUREAU				

### **B.** PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Somalia's media has evolved since it first blossomed in 1991, with private newspapers that were aimed at a rather narrow, urban, literate and politicised elite, to the time when it became a much more populist, commercial and community-based media with a tendency to side with various clans. The increase in the number of media outlets has corresponded with the arrival on the labour market of a generation of journalists, unskilled in either the basics of the profession or its ethical requirements. However, this increase has not led to greater pluralism, as journalists have tended to target the same small market, cover the same type of issues in the same way, and strive to match the real or alleged expectations of the public. The majority of the media institutions in the country are privately-owned. Business people own over 64 newspapers (mostly A4-sized as newsletters) and 17 FM radio stations. One private television exists in Mogadishu, while Somaliland authorities in the northwest regions of Somalia control one television station. Countless websites are daily visited by many Somali people in the Diaspora as well as in the country. But most of the websites are mouthpieces of different clans.

Journalists regularly suffer threats and harassments, not only from self-declared administrations of Puntland and Somaliland, but also from rogue elements such as Islamic courts and independent militias. Somaliland and Puntland use repressive media legislations in many regions that they control to silence journalists who write about sensitive topics such as corruption, mismanagement, national unity and human rights abuses. The journalists in southern regions work in difficult situations as they experience frequent threats, harassments, assaults and imprisonments at the hands of rival factions. But the Somali Journalists Network (SOJON) recognised that many more attacks go unreported because journalists fear further reprisals. The problems that face the journalists are dangerous and ongoing, because the different administrations in the country are continuing to control and suppress journalists by violating the right to free expression of the individuals whose job it is to report it. In some cases, the administrations ignore that the journalists are the messengers of the public. Additionally, local journalists affirm that they are forced to do some things that might be in contradiction with the principles of the profession. Journalists are unable to refuse instructions and pressure that are in contradiction with the general rules of journalism and the policy of their publishing/broadcasting company. However, journalists and media institutions can, as well, be a channel for a constructive dialogue by providing the public with informed analyses of political decisions, and by conveying the diversity of issues, concerns and currents of opinion which can help form, through open discussion and debate, a genuine public opinion.

For these reasons, a free expression environment must be safeguarded and promoted in Somalia so that it can bring a meaningful contribution toward resolving the lasting national crisis.

The problems that face improvement for freedom of expression in Somalia are as follows:

- Weak media professionals and owners for free expression;
- > Feeble organisation and capacity of journalists to monitor a free expression environment;
- > Oppressive inclinations among people in power;
- Feeble advocacy in authorities to respect freedom of expression;
- Weak collaborations between media professionals and civil society activists towards the defence of freedom of expression;
- Little public awareness for freedom of expression.

The main motive of the project, which is to safeguard and promote freedom of expression in Somalia, must cope with these problems. Solutions of these problems can be addressed as follows:

> To strengthen the capacity of media professionals and owners towards free expression;

- To broaden the journalists' work of monitoring, reporting and recording developments and infringements of freedom of expression/press accurately and promptly;
- To campaign and advocate freedom of expression in local authorities to stop oppressive inclinations;
- To organise a roundtable meeting for media professionals and civil society activists to develop shared strategies.

### 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

The direct beneficiaries of the project are the journalists and all the media institutions in Somalia. Also, the civil society is considered as direct beneficiary to reflect its authentic partnership with the media professionals and owners towards safeguarding and promoting freedom of expression. The public is also targeted eventually. The beneficiaries will be invited from the following geographic areas: Northwest regions (Somaliland), Northeast regions (Puntland), Central regions (Hiiraan, Lowwer Shabele, Bay and Bakool regions), Banadir region (Mogadishu) and southeast regions. Journalists in the regions may be represented through regional organisations such as Somaliland Journalists Association, the Puntland Media Association Network, Jubbaland Independent Journalists Association and the Hiiraan Press Network. However, some of the beneficiaries, who are not represented by the regional organisations, will be invited individually from their respective areas. All of the beneficiaries must be free in nature and in action. Every participant of the project must, as well, be a resourceful person for the safeguard and the promotion of freedom of expression in Somalia. They must crop up ideas backing and encouraging freedom of expression.

### 3. <u>IMMEDIATE OBJECTIVES</u>

To build capacity for a self-sustaining professional network of Somali journalists, able to defend the freedom of expression and safety of journalists.

### 4. DEVELOPMENT OBJECTIVES

- ➤ Safeguarding and promoting freedom of expression in Somalia will promote an open, transparent and democratic society;
- ➤ To reinforce shared aims between media professionals, owners and the civil society towards the defence of freedom of expression/press.

### 5. PROJECT INPUTS

- To organise a 2-day meeting for 20 media professionals and owners about safeguarding and promoting freedom of expression in Somalia;
- ➤ To equip and provide financial support for the central office for monitoring, recording, reporting infringements and developments of free expression/press;
- ➤ To arrange 3 missions campaigning freedom of expression to local authorities;
- To arrange a 2-day roundtable meeting for 20 media professionals and civil society activists to develop strategies.

### 6. PROJECT OUTPUTS

- Development of strategy documents for safeguarding and promoting freedom of expression in Somalia:
- ➤ Up-to-date reports of freedom of expression/press are disseminated locally and internationally;
- > Campaigning and advocating local authorities for the respect of free expression;
- ➤ Civil society, media professionals and owners develop shared strategies.

### 17. ACTIVITIES

- Organising a 2-day meeting for 20 media professionals and owners;
- ➤ Equipping and providing financial support (administrative costs) for the central office that monitors, records and reports infringements and developments of free expression/press;
- Arranging 3 missions to prompt local authorities to respect freedom of expression;
- > Organising a roundtable meeting between 20 media professionals, owners and the civil society.

#### 18. WORK PLAN

Activity	Implementation period	Activity report
Meeting for 20 media professionals and owners	May 2006	May/June 2006
Equipping and financial support for the Central office  Mid-term evaluation in December 2005	June 2006	June 2006
3 missions to regional authorities	July 2006	July/Aug. 2006
Meeting for media professionals, owners and the civil society  Submission of final report and evaluation in August 2006	August 2006	August 2006

### 9. INSTITUTIONAL FRAMEWORK

During the month of April 2005, 25 journalists from the main regions of Somalia gathered in Mogadishu to attend a national press freedom protectors' workshop organised by the Somali Journalists Network (SOJON). The trainees, who are also called Press Freedom Protectors (PFPs), successfully completed the 6-day workshop with the support of the Washington DC-based endowment organisation, the *National Endowment for Democracy*. The attendants finally adopted a national mechanism for the protection of press freedom in Somalia. The PFPs help the work of SOJON towards the protection of freedom of expression and press. But the PFPs expressed the need for further support until they will stand on their feet.

Throughout the five-year transitional period that Somalia faces, the situation of freedom of expression in the country, which is currently intolerable, must be safeguarded and promoted. A survey conducted by SOJON in May 2005, a weak protection and promotion of freedom of expressed from media professionals, owners and civil society groups were reported. SOJON opened discussions with different groups about the ways to uphold and support freedom of expression. As a result, the monthly meeting of the Executive Committee of the Somali Journalists Network (SOJON) in June 2005 agreed to propose a project that deals with the protection and promotion of freedom of expression, and to look for funding. The role of SOJON is to prepare the proposal, to organise the activities, to ensure the coordination of the project, project reports and introduction of the programmes.

### 10. SUSTAINABILITY

The mere assurance for the sustainability of the project is that the implementing organisation, SOJON, which was founded to defend and promote freedom of expression/press, will continue and develop the outcomes from this project as this project is itself the outcome of an earlier project. It aims to strengthen the relationship between media professionals, owners and the civil society. The strategies that will be developed will be to establish the ways of sharing information, solidarity actions and campaigns for freedom of expression. Since SOJON was founded for the protection of

freedom of expression, the results of this project will be sustainable as long as SOJON exists. SOJON constitution states that it will exist indefinitely.

### 11. FRAMEWORK OF MONITORING

The Somali Journalists Network will be carrying out its own monitoring activities, while UNESCO may delegate its offices in Mogadishu, Hargeisa or Nairobi to monitor the project. UNESCO may also assign the UNDP office in Mogadishu or the Somali Human Rights Defenders Network.

### 12. EVALUATIONS CARRIED OUT

An assessment carried out before proposing this project states that there is an emerging need for free expression In Somalia, which is exercised as stated by article 19 of the Universal Declaration of Human Rights. This need involves both local and international commitments to promote and preserve freedom of expression in this war-wrecked country.

### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Somali Journalists Network will submit an activity report for each activity. A final report will be submitted four months after the beginning of the project. The reporting schedule is stated in the Work plan (point 8).

### C. ADDITIONAL INFORMATION

### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4SOM/16 350-SOM-41	40,000	Somalia	1983 - 1985
		Training programme to prepare for the inauguration of TV	
PDC/5SOM/07 350-SOM-51 523-SOM-61 (FIT-USA)	40,000 100,000	National Communication Training Institute	1985 - 1988
	,	Total Somalia: US\$ 80,000+US\$ 100,000 (Funds-in-trust)	

### Preparatory activities completed prior to submission of the project to IPDC

A survey on defence of freedom of expression was conducted, consultations were made with regional journalists' organisations, and a 6-day national workshop for the protection of press freedom was organized in Mogadishu.

### Contribution foreseen by the beneficiary agency during the project period

An amount of US\$ 1 600 will be the contribution of the Somali Journalists Network (see budget).

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
Meeting for media professionals and owners		
Airfares (local)	4 100	
Accommodation:	3 150	
Meeting venue:	500	
Meetings package:	750	
Equipment and financial support (administrative costs) for the Central office	_	
Computers:	1 700	
Office rent (12 months):	2 400	
Salaries (editor and researcher, one year):	4 200	
Communications:	350	
Roundtable meeting for media professionals, owners and the civil society		
Airfares (local)	4 100	
Accommodation:	3 150	
Meeting venue:	500	
Meetings package:	750	
Missions to respect freedom of expression	_	
Airfares (2 destinations):	800	
Accommodation:	1 050	
Facilitation expenses:	3 000	
Project coordination:	2 000	
Rapporteurs:	500	
Monitoring:	1 000	
TOTAL:	34 000	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Communications:	500
Stationery:	600
Preparations:	500
TOTAL:	1 600

# **SOMALIA**

	A. PROJECT IDENTIFICATION				
1.	TITLE	SUPPORT AND EXPANSION OF PRESS FREEDOM VIOLATION MONITORING GROUP			
2.	NUMBER	PDC/49SOM/03			
3.	CATEGORY OF MASS MEDIA	PRINT, RADIO AND TELEVISION			
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION			
5.	SCOPE (national, regional, interregional)	NATIONAL			
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL			
7.	TOTAL COST OF PROJECT	US\$ 41 500			
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 500			
9.	BENEFICIARY BODY	THE EASTERN AFRICA MEDIA INSTITUTE (EAMI-S)			
10.	IMPLEMENTING BODY	THE EASTERN AFRICA MEDIA INSTITUTE (EAMI-S)			
11.	PROJECT LOCATION	MOGADISHU			
12.	PROJECT PREPARED BY	EAMI SOMALIA CHAPTER, MOGADISHU			
DECISION OF THE BUREAU:					

### **B. PRESENTATION**

### 1. BACKGROUND AND JUSTIFICATION

Following the break-up of central authority in Somalia in 1991, the widespread destruction and misery which has stricken Somalia during the past 14 years has simultaneously affected all parties in the civil services. Media was not an exception as it plays an important part in the civil services. Almost the entire media infrastructure of the country was partially or totally ruined. The printing press house, the national TV and Radio, the News Agency were destroyed or vandalised. The national heritage – folklore of every kind – seems to be eroded from the shelf of the national museum itself in ruins, and media houses as the newly established mediocre electronic media plays old materials ransacked from the national stations with poor quality. It is feared that the remaining material now stored in the state-owned Radio Mogadishu archives may be worn-out due to lack of a centralised cooling system.

At the end of nineties, privately-owned electronic media came on-board for lucrative purposes to mention the fact that none of the new entrepreneurs have had media background. These newly-introduced media has its ups and downs.

Sometimes the contents of the messages they carry are below the required standard of professional journalism, as they confound facts with opinion, funnelling civil unrest by pouring fuel to the enflaming politico-tribal disputes. However, it is a fact that these attitudes, in some occasions, lead to confrontation between the media practitioners and the authorities.

This has led to the formation of press freedom violation monitors in Somalia in May 2003, following an 8-day seminar organised by the Denmark's International Media Support (IMS) and IFEX in Accra, Ghana in March of the same year. Sharing experience with Liberian monitors under the auspices of Media Foundation of West Africa (MFWA), two representatives from the Eastern Africa Media Institute, Somalia Chapter (EAMI-S) took part in the seminar.

Under the supervision of EAMI-S, the monitoring team did a very satisfactory job working under a very insecure and hostile environment during its two years of existence. Thanks to generous funding from IMS, the team along with 25 members of the media community has under gone intensive training programme focusing on the relationship between the media and law. The main purposes of these seminars was to empower them on the country's existing laws at a time when there is no functioning government in Somalia that have full executive powers, and upgrade their standard of reporting besides the lessons learned from Accra. Members of Somali Law Society (SLS) and Peace and Human Rights Networks operating in Mogadishu provided lecturers.

Under the aegis of IFEX, IMS also met the bridge funding for monitors covering for five months, from January to May 2004. From May 2004 to January 2005, IFEX provided the funding. EAMI-S looks forward that IPDC may consider funding the monitors at the foreseeable future at its formative stage.

The monitors enjoyed public acclaim, and as such they received requests from other major regions of the country to have representation capable of filing action alerts on freedom of expression. Therefore, EAMI-S envisions the need to expand the monitors activities throughout the Somalian territory.

### 2. DESCRIPTION OF THE TARGET GROUPS

Project beneficiaries include Somali journalists across Somalia: Puntland, South Central and Somaliland.

### 3. IMMEDIATE OBJECTIVES

- To train the journalists-cum-monitors in the skills of preparing news alerts on freedom of expression and freedom of press violations, in line with IFEX standard guidelines and tips;
- To provide them with a training programme in the investigative skills and in recording techniques dispensed by human rights organisations.

### 4. <u>DEVELOPMENT OBJECTIVE</u>

This project is expected to put an end or curb all kind of violations against the freedom of expression, as all segments of the society are aware of the importance of civil liberties, including the freedom of expression and freedom of press. While enhancing media pluralism, it will also encourage the society to discuss its views and affairs with the government, providing it with a forum to democratically express its views on matters pertaining to national interests.

As its long-term objective, the project will serve as a pressure tool for the new government to think twice before engaging in suppressive acts against freedom of expression.

### 5. PROJECT INPUTS

Computer and accessories, photocopier, stationery, flip charts board, flip charts, office desk, office supplies (paper, pens etc.), 6-day workshops, 5 facilitators: three media trainers and two law consultants.

### 6. PROJECT OUTPUTS

- ➤ Some 75 journalists will be trained in gathering, preparing and disseminating alert actions on violation techniques. Lectures on the relationship between the media and law will be given by the Somali Law Society (SLS);
- A nation-wide national monitoring group will be established.

### 7. ACTIVITIES AND WORK PLAN

### Activity 1 (3 days):

Preparation and dispatch of invitations to the participants in 10 regions, and to free lancers, women journalists, veteran and online journalists (about 75 participants).

### Activity 2 (2 days):

Ferrying participants to Mogadishu, by air and by land.

### Activity 3 (1 day):

Providing accommodation to participants from regions, documentation/registration and preparation of banners/posters.

### Activity 4 (1 day):

Opening ceremony.

### Activity 5 (6 days):

Participation in a 6-day workshop on the concept of monitoring process and drafting of a Code of Conduct by the participants. This exercise would be concluded during the workshop. The draft Code of Conduct would be reviewed by the participants for final approval.

### Activity 6 (1 Day)

Reviewing of the draft Code of Conduct by the participants for final approval.

### Activity 7 (1 day):

Closing ceremony.

### 8. <u>INSTITUTIONAL FRAMEWORK</u>

The project will be implemented by EAMI Somali Chapter with the collaboration of Somali law Society (SLS) and the local media practitioners.

### 9. SUSTAINABILITY

The project would be sustained through funding from members as membership fees, periodical fees and grants from international media organisations that champion freedom of expression.

### 10. FRAMEWORK OF MONITORING

During the project period, a progress report will be submitted to IDPC and a final report will be compiled by the project management for submission to IDPC upon completion of the project.

### C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/4SOM/16 350-SOM-41	40,000	Somalia	1983 - 1985
		Training programme to prepare for the inauguration of TV	
PDC/5SOM/07 350-SOM-51 523-SOM-61 (FIT-USA)	40,000 100,000	National Communication Training Institute	1985 - 1988
		Total Somalia: US\$ 80,000+US\$ 100,000 (Funds-in-trust)	

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Air transport (6 persons):	1 500
Land transportation (34 persons):	1 700
Per diem (10 days):	7 500
Accommodation (10 days):	
Venue:	500
Lunches and refreshments (10 days):	4 500
Draft and translation of the Code of Conduct (lump sum):	
Printing and stationery (lump sum):	
Monitoring:	1 000
TOTAL:	34 500

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Facilitators' fees (5 persons):	5 000
Project coordinator:	1 500
Intercity transport (2 mini-buses) and communications:	
<u>TOTAL</u> :	

# **TANZANIA**

A. PROJECT IDENTIFICATION			
1.	TITLE	ZANZIBAR JOURNALISM TRAINING CENTRE	
2.	NUMBER	PDC/49 URT/01	
3.	CATEGORY OF MASS MEDIA	ALL MEDIA: (PRINT, RADIO AND TELEVISION)	
4.	IPDC PRIORITY AREA	PROFESSIONAL CAPACITY BUILDING	
5.	SCOPE (national, regional, interregional)	NATIONAL	
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL	
7.	TOTAL COST OF PROJECT	US\$ 85 000	
8.	AMOUNT REQUESTED FROM IPDC	US\$ 56 000	
9.	BENEFICIARY BODY	SCHOOL OF JOURNALISM	
10.	IMPLEMENTING BODY	CHIEF MINISTER'S OFFICE	
11.	PROJECT LOCATION	ZANZIBAR	
12.	PROJECT PREPARED BY	CHIEF MINISTER'S OFFICE	
	DECISION OF THE BUREAU		

# **B.** PRESENTATION

#### 1. BACKGROUND AND JUSTIFICATION

In late 1980s and early 1990s, the world was treated to a surging wave of demands for democratic reforms. The demand was addressed to all key sectors, including the economy, politics and social issues. This movement for expansion of the principles of multi-party democracy was a boost to the atmosphere of plural democracy in the world, especially in the African continent. Tanzania was caught in this wave, for in 1992 a decision was made to revert to multi-party politics. These reforms, to a large extent, spelt overall sectorial changes in tune with the new political, economic and social outlook. This environment enhanced the responsibility of the mass media in guiding the society to cope with this new situation.

The vanishing of some media could be accredited to poor treatment by animated, but significantly unprofessional journalists who even lack qualifications for entering high institutions and universities. They quite often ventured into media production without adequate mastery and technique. This lack of professionalism is exacerbated by the non-mastery of the law as applicable to journalism practice, and it is against this background that this proposal is being elaborated.

In the endeavour to shoulder this serious and heavy responsibility, the Zanzibar government had to make an open assessment of the situation and establish a Journalism Training Centre in 1998 under the Department of Information Services, that could mould media practitioners in developing their intellectual and professional capacities through an appropriate and well-modified training programme with a view to ensuring sound professional practice and reinforce the media capabilities.

This project is innovative and consistent with the objective outlined below, as it seeks to reinforce media capabilities and promote media practitioners through the development of professional skills.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of this project will be government and private journalists, mass media, national authorities and population in general.

# 3. <u>IMMEDIATE OBJECTIVES</u>

- ➤ To improve in quality and quantity the access of Zanzibar cultural sources of information by means of helping professionals to optimise the search, treatment, analysis and presentation of the news and other products;
- ➤ To enhance media practitioner's skills and performance through basic and refresher training for journalists;
- To train the reporters on media ethics with the view to sharpen their mastery of professional techniques while respecting privacy and checking out references to avoid litigation.

# 4. <u>DEVELOPMENT OBJECTIVES</u>

To strengthen the professional capacities of Zanzibar journalists working in public and private media, and sustain freedom of expression by promoting access to and proficiency for information processing.

# 5. PROJECT INPUTS

- > Radio production equipment;
- > Television production equipment;
- ➤ 10 multimedia computers, digital multi-track audio recorder, 2 printers, 2 digital camcorders, DAT minidisk recorders; CD data recorder; photocopier; multimedia projector;
- Participatory monitoring and evaluation.

#### 6. PROJECT OUTPUTS

- At least 35 journalists will be qualified annually in journalistic techniques, feature reporting, investigative reporting, broadcasting reporting and TV programming;
- More production of information on high-priority topics and those of interest to the people of Zanzibar, as much in the national media as in private and local media;
- ➤ More production and broadcasting of educational materials through products prepared by the Centre in the television and radio production modules;
- ➤ Reinforcement and sustenance of media so as to enhance professional responsibility;
- > The Zanzibar society will be better informed, with better quality and objective productions by media that will have more efficient journalists.

# 19. ACTIVITIES

- a. Young reporters will be trained in development journalism in areas such as health, agriculture, education and good governance;
- b. Basic reporting skills in crime, court proceedings, interviewing will be taught; other areas of training will sub-editing, investigation, media ethics and media laws;
- c. Conduct radio and TV production training for stakeholders and media practitioners.

# 20. WORK PLAN

Every intake will last twelve months for certificate course.

Months 1/3
 Months 4/6
 Course in basic reporting on how to write news (ABC of journalism);
 Course in crime, ethics, media laws and investigative journalism;
 Course in broadcasting news and radio and TV production training;

Months 10/12: Media attachments (monitoring and evaluation).

# 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by UNESCO, in collaboration with the Zanzibar Chief Minister's Office and the Journalism Training Centre. The two later will design the course structure and identify the participants for each training session.

# 10. SUSTAINABILITY

The sustainability of the project can be seen from two sides: one is that the students after graduation are expected to undertake a career in production in print and electronic media; the second point is that the Centre perpetually enrols new candidates for long-term training. The

knowledge, the skills and the commitment will be sustained in their own work place and will be strengthened with the work in the networks.

Therefore, the project will be implemented within an already existing framework of activities and benefit from reinforced human capacity ongoing fundraising, contribution from local corporate sectors as well as from established project partners.

# 11. FRAMEWORK OF MONITORING

The person in charge of project planning will be responsible for its monitoring, in coordination with UNESCO to define the methodology to be used.

# 12. EVALUATIONS CARRIED OUT

Every activity will be evaluated upon completion and adjustments made where necessary. The Training Centre will institute and maintain ongoing monitoring of the project development and will provide periodic reports to UNESCO.

#### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will issue a technical and financial progress report every four months.

# C. ADDITIONAL INFORMATION

# **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
<b>PDC/3URT/29</b> 350-URT-31	40,000	United Republic of Tanzania	1982 - 1984
		Development of News Agency	
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
<b>PDC/18URT/01</b> 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
<b>PDC/19URT/01</b> 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000	75,710	Capacity Building for Television TAIFA TVT	2004-2005
(Japan)		Total United Republic of Tanzania: US\$ 354,500+ US\$75,710 (FIT)	<u> </u>

# Preparatory activities completed prior to submission of the project to IPDC

Establishment of the Training Centre.

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
Equipment		
10 multimedia desktop computers:	15 000	
Digital editing computer:	1 200	
2 flatbed scanners:	400	
Multimedia projector:	2 000	
Training materials:	5 000	
2 double cassette decks:	600	
4 Sony professional tape recorders:	400	
2 Canon AE-8 still cameras with accessories:	1 500	
Panasonic DVC PRO laptop editor (AJL 85) with mixer:	9 000	
DVC PRO camera recorder with accessories:	4 000	
DCR (BX-2100-E) with accessories:		
Light kit:	1 500	
Workshop		
Workshop materials:	1 000	
2 digital video cameras:	2 600	
2 "Pinnacle 9 Plus" video editing software:	600	
2 printers:	1 200	
DAT / minidisk:	500	
CD data recorder:	1 000	
Photocopier:		
Digital multi-track audio recorder:		
Monitoring and evaluation:		
<u>TOTAL</u> :	56 000	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$		
Training stipends:	7 000	
Workshop materials:	1 000	
Internet usage:	1 000	
Production of radio programmes:		
Production of television programmes:		
Monitoring, administrative costs and reports:		
Overheads (communications, power supply, miscellaneous equipment,		
maintenance, promotion etc.):	8 500	
<u>TOTAL</u> :	29 000	

# **TANZANIA**

	A. PROJECT IDENTIFICATION		
1.	TITLE	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	
2.	NUMBER	PDC/49 URT/02	
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO BROADCASTING	
4.	IPDC PRIORITY AREA	ACCESS TO INFORMATION IN RURAL AREAS	
5.	SCOPE (national, regional, interregional)	NATIONAL	
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING	
7.	TOTAL COST OF PROJECT	US\$ 14 000	
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14 000	
9.	BENEFICIARY BODY	KARAGWE DISTRICT	
10.	IMPLEMENTING BODY	FAMILY ALLIANCE FOR DEVELOPMENT AND COOPERATION (FADECO)	
11.	PROJECT LOCATION	KARAGWE DISTRICT, KAGERA REGION	
12.	PROJECT PREPARED BY	JOSEPH SEKIKU, DIRECTOR	
	DECISION OF THE BUREAU		

# **B. PRESENTATION**

# 1. BACKGROUND AND JUSTIFICATION

The present project is seeking to consolidate the existing information / resource telecentre managed by the *Family Alliance for Development and Cooperation* (FADECO) with upgraded facilities to extend the dissemination of information locally generated and accessed from other sources (Internet, world space radio and other stations) to a wider population in Karagwe district. The project will entail purchase and installation of a radio station at Karagwe, utilising the existing premises provided by FADECO.

The project would improve access to quality information to over 300 000 people out of the present 450 000 district population (according to the 2002 census). Directly, the radio broadcasting services will benefit the development community which include the farmers, NGOs, CBOs, academic institutions, civil servants, businessmen and the private sector, local investors, innovators, artisans and individuals who need to access or communicate information.

The project would need an initial capital investment in terms of equipment ("Briefcase" radio transmitter from Canada, at least one computer, installation and licence costs). Also, the project would need some assistance to cover the costs for operating License (Year 1) and for administration overheads (salaries of staff in year 1). From year 2 onwards, the project would be able to generate and finance its own operations.

The district is facing many socio-economic problems. It falls within the belt most affected by the HIV/AIDS pandemic. Although cases are not publicised, the pandemic has consumed a wide cross-section of the community, leaving many affected (orphans in need of support, many people living with AIDS etc.). Other preventable diseases are many which presupposes prevention interventions through awareness raising.

The present social and economic under-development and backwardness are largely due to poor communication and telecommunication infrastructure development. Improvement in the information sector would bridge the present gaps and catalyse the whole process of economic regeneration. Economic restructuring is pointing at agricultural diversification as a way out. Awareness raising and sensitisation programmes are seen as the major tools to create sustainable livelihoods. But with no information, it will not be possible. That is why FADECO would like to invest in this sector.

FADECO has tried to improve access to the Internet, thanks to the support from the regional Agricultural Information Network (RAIN) who supported VSAT Internet link to FADECO. But this remains largely insufficient in view of the needs of the population (less than 100 people have access to the Internet out of a population of 428 000, there are less than 300 computers in the whole district, with only 10 landline connections to ISPs in Dar es Salaam, and 1 telecentre with 8 PCs connected to VSAT link).

The provision of access to information and communication services in the rural and remote areas would be a potential key to accelerate our development. Therefore, radio remains the best means of reaching out to a wider community in Karagwe.

FADECO thought to establish a community multi-media Centre as a means of improving access to and dissemination of information in our remote setting in Karagwe. This centre also provides I.T. and telecommunication facilities, user support and training to the majority of the population in rural Karagwe who cannot afford such facilities on an individual basis, and/or who do not have the skills to use such tools.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The primary beneficiaries of this project are the members of the rural farming community of the Karagwe District. The targeted beneficiaries include, but not exclusively: development agents, government departments, schools, hospitals, NGOs and CBOs, farmers, livestock keepers etc.

The FADECO information resource centre currently provides access to data networks: Internet, e-mail, access to electronic libraries and databases, market and price information, environment watch, etc., as well as facilities for distance learning options. The centre is equipped with 8 computers, one world space radio receiver and one printer. The plan also is to equip it with facilities for local production and reception of radio and television programmes.

This radio project is conceived to introduce the new Information and Communication Technologies and extend information dissemination services in the rural areas of Karagwe district, and to demonstrate the viability of the current conviction that providing information and communication to rural communities catalyses the development process and results in improvement in the quality of life of the people (i.e. social and economic development).

# 3. IMMEDIATE OBJECTIVES

To develop the existing information telecentre into a fully-fledged community multi-media centre offering easy access to and dissemination of information to the Karagwe community through Internet facilities, community radio broadcasting and local content generation and dissemination.

# 4. DEVELOPMENT OBJECTIVES

- To increase and widen the dissemination of development information to a larger audience in Karagwe;
- ➤ To contribute to the development of the Karagwe district by providing improved conditions of access to information and education;
- To support other local and national development actors by providing communication channels with their respective target groups at community level;
- To pilot test methodologies for linking community radio stations with telecentres to create a community multimedia centre in Karagwe and to achieve sustainability.

# 5. PROJECT INPUTS

UNESCO is expected to contribute the following:

- Complete the proposal development process;
- > Transfer the teachings drawn from other community radio and rural access initiatives;
- Link the centre to national and regional networks;
- ➤ Provide equipment and technical support in the installation and operation of the radio equipment;
- > Promote and market the initiative.

#### 6. PROJECT OUTPUTS

- ➤ An operational radio station in Karagwe District;
- > Staff and local personnel trained in broadcasting techniques;
- Methodologies to operate local radio station management;
- > Design of local content and programming structures for the local radios;

- ➤ Demonstration of the synergies between telecentre and broadcasting activities, with regard to both programming and information dissemination and to the integration of the local communities;
- ➤ Local community development through the dissemination of information;
- ➤ Documented experiences available for discussion and dissemination, with a particular regard to the sustainability issues;
- > Improved public services and transparency;
- Appropriate local content in various formats: radio scripts, print and digital formats.

#### 21. ACTIVITIES

- To install and launch a community radio station within the premises of the existing multipurpose community telecentre so as to create a community multimedia centre;
- > To establish local control and operating capacity for community radio;
- ➤ To disseminate market and other development information, agricultural extension services, entertainment, commercials and advertisements;
- > To promote local information content generation and dissemination through popular art: drama, music, poems and oral literature;
- ➤ To promote active information sharing through feedback mechanisms to be established, including phone-in, talk shows etc.;
- > To develop linkages with other community radio networks, and with potential clients of the radio services;
- > To enable the rural community to have access to accurate, timely and appropriate delivery of information:
- > To create conditions for ongoing research on the impact of the radio and the fulfilment of the general objectives outlined above;
- > To nurture brotherhood and sisterhood among community members and to other communities.

# 22. WORK PLAN

- > Strengthening local involvement;
- Procurement of radio equipment and furniture;
- ➤ Mast construction and antenna installation;
- Mobilising and selecting a core team of operators for training;
- > Training the team on programming, production, presentation and broadcasting techniques;
- > Establishing maintenance capacity;
- > Registration, obtaining frequencies and licenses;
- Establishing links with other radios, the national network, Radio Tanzania and other mass media-oriented institutions.

# 9. INSTITUTIONAL FRAMEWORK

The Family Alliance for Development and Cooperation (FADECO) is involved in agricultural extension and technology transfer. For the past 4 years, the Institution has been endeavouring to bridge the information gap in Tanzania.

As a local registered NGO, FADECO seeks to be a development catalyst and as such, a tool to stimulate development action. It believes strongly in information as a powerful instrument in the development / change process. Since 1993, FADECO started stocking books, literature, journals, CD-ROMs, video tapes etc. from several institutions that could offer these freely or at reduced prices, and make them available to those that may need to access such information.

FADECO is on the mailing lists of several publications. It offers an opportunity to interested readers to access information, and it now operates a book-borrowing scheme. The resource centre now stocks over 600 copies of books on a number of development topics: agriculture, environment, rural development, NGO management, networking, etc.

FADECO is collaborating with Market Information Services in the region, notably *Foodnet-Mis Uganda* and the *Kenya Agricultural Commodity Exchange* (KACE) in the dissemination of market-related information.

# 10. SUSTAINABILITY

A management team is to be recruited and trained to effectively manage the radio station. The centre will have two head managers (one responsible for the technical matters and the other for general/financial issues) available full-time to manage the operations, assist the users and collect levies from users.

The sustainability of a community radio depends on efforts to mobilise and sensitise the community about the services offered. However, the society will always show a demand on services that seem to address the critical problems the society faces. This suggests that for the community to use and support the community radio operations, there must be clearly designed and planned services. The summation of the above, together with an imaginative management, will ensure the sustainability of the radio.

# 11. FRAMEWORK OF MONITORING

The project will be implemented in close consultation with other community radio stations in the country, especially the *Kilosa Community Radio station*, *Sengerema community radio* and *Radio Tanzania Dar es Salaam* (RTD) to ensure that it builds on lessons already learned. The day-to-day management will be the responsibility of FADECO.

Technical support will be sought from the Commission of Science and Technology (COSTECH) who has experience in setting up community multi-media centres in Tanzania.

# C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania	1982 - 1984
	.,	Development of News Agency	
<b>PDC/5URT/10</b> 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
<b>PDC/19URT/01</b> 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000 (Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
		Total United Republic of Tanzania: US\$ 354,500+ US\$75,710 (FI	TT)

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
Computer with Pentium IV with 17" monitor and accessories:	1 500	
UPS 700 VA (for computer equipment):	500	
Radio standard equipment package: 100-Watt FM stereo transmitter ("Suitcase Broadcast station"), dipole antenna, 30 m. feeder cable, connectors and mounting hardware:	4 760	
Microphone with stand:	70	
Power supply (230 / 13.8 V., 30 Amp.):	220	
Freight (shipping, handling, insurance to Dar es Salaam) – estimate:	800	
Freight from Dar es Salaam to Karagwe, including customs clearing charges:	500	
UPS for radio equipment:	550	
Voltage stabiliser, surge protectors, additional electrical installation, cabling:	500	
Site survey, installation costs and commissioning:	800	
Registration, annual license and other fees:	2 000	
Basic training:	800	
Monitoring:	1 000	
<u>TOTAL</u> :		
Further funding will be required, especially during the second year of operation, for the recurrent costs and other activities (personnel subsidies, energy, communications, licenses, information gathering, Internet use, etc.) once the radio station is on the air.		

# **TANZANIA**

	A. PROJECT IDENTIFICATION		
1.	TITLE	SOUTH LINK FM MAKETE DISTRICT	
2.	NUMBER	PDC/49 URT/03	
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO BROADCASTING	
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA	
5.	SCOPE (national, regional, interregional)	NATIONAL	
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING	
7.	TOTAL COST OF PROJECT	US \$ 75 000	
8.	AMOUNT REQUESTED FROM IPDC	US \$ 75 000	
9.	BENEFICIARY BODY	MAKETE DISTRICT	
10.	IMPLEMENTING BODY	MAKETE DEVELOPMENT ASSOCIATION (MDA)	
11.	PROJECT LOCATION	MAKETE DISTRICT, IRINGA REGION	
12.	PROJECT PREPARED BY	RAYBEN SANGA, COORDINATOR	
	DECISION OF THE BUREAU		

# **B.** PRESENTATION

#### 1. BACKGROUND AND JUSTIFICATION

This project aims at enhancing development in Makete region – one of the most neglected areas in Tanzania. Through the means of modern mass communication, people's access to information shall be guaranteed to stimulate social as well as economic growth and improve individual living standards.

Currently the people of Makete are cut off from all major sources of information and news. No newspapers can reach the area, and Maketeans depend on very unreliable short-wave reception for gathering news. The closest FM station is in Mbeya town, almost 200 km away, which cannot reach the area due to the topographic location of Makete. People therefore cannot receive vital information on health, social, educational, economic (income-generating activities) and political issues; consequently, they are limited in their personal, social and professional development.

The 2002 National Census and a survey conducted in 2003 showed that the district has been highly affected with HIV/AIDS, whose impact was reflected in the growing numbers of orphans estimated at 15 000. By December 2004, the figure reached 20 000. The number of HIV/AIDS-related deaths is on the increase, and reported cases by the three district Hospitals have been escalating. It is estimated that about 9.6 % of the sexually active adults are exposed to the pandemic, that about 6 000 individuals are infected, and that 2 124 would have access to ARVs treatment by end of 2006. The 2003 additional research clearly recognised the effect of lack of access to information on the spread of the virus.

The district, with a population of 106 061 people, in Iringa, one of the Tanzania's Southern Highlands regions is among the least developed areas in the country. Social services are poor – the few schools are poorly equipped and teachers are unwilling to work in the areas. Children are often taken out of school and forced into child labour to support the small family incomes. Due to the spread of HIV/AIDS many children are orphans, and nobody caters for their school-needs. Girls of 12 years of age end up in child prostitution. Compared to other regions of Tanzania, Makete has a high rate of illiteracy or low-level education.

SouthLink FM Radio is desirous to take up an active role in underdeveloped Southern Highlands regions and Makete district in particular, by broadcasting programmes that will spur development initiatives, improve degree and capacity of awareness through information access empowerment, and thereby indirectly contribute to enhancing the quality of life and conditions of the target communities.

# 2. <u>DESCRIPTION OF THE TARGET GROUPS</u>

- ➤ 15 volunteers from the area to be trained as journalists, presenters and technicians as well as in the administrative section of the radio;
- ➤ 106 061 potential listeners in Makete district, and an additional 200 000 in the surrounding districts.

#### 3. IMMEDIATE OBJECTIVE

The project has already involved the grass-roots in various activities related to the radio broadcasting, in order to assess their needs and gauge their desire for information. Based on this information, the project team has drafted a weekly programme schedule. However, this process shall continue during the technical set-up of *Southlink FM*. Volunteers will go to the villages and

will, in cooperation with the village leaders, discuss which programmes are necessary and relevant and what people can and want to contribute to the radio.

The major objective is to set up a fully working community-based radio station including one on-air studio and a minimum of two production/editing stations equipped with all necessary modern assets as well as setting up the transmitter and mast site. All items shall be fully tested before going on air.

In short-term also, the staff will be chosen. A team of some 15 people will be trained on all journalistic and technical skills necessary to produce radio programmes as well as maintenance and radio management.

#### 4. **DEVELOPMENT OBJECTIVE**

To give the Makete people the right to access to information and improve people's living conditions through the following methods:

- ➤ Give the grass-root level a voice to express views, discuss problems and contribute to the social, political and economic processes in the community;
- ➤ Disseminate correct information on the root causes, preventive methods on the pandemic and thereby mitigate its spread, motivate the community to attend VCT clinics and facilitate identification of ARVs candidates;
- Thus assist in reducing the HIV/AIDS morbidity and mortality in the district with the primary focus on reducing transmission, access to treatment and care of PLWHA;
- Empower PLWHA to fight stigma and discrimination and provide information on their access to ART.
- ➤ Provide basic information on all other health-related issues, and together with experts such as NGOs or government representatives, create awareness for health problems and how to tackle them;
- > Stimulate the process of public debate about bad customs, and provide a platform to discuss and express opinions other than the "traditional" ones (widow inheritance);
- ➤ Increase people's knowledge on farming methods, seeds and relevant technologies to increase their production and therefore their incomes;
- Improve the community's awareness on management and conservation of natural water sources and better sanitation methods to improve their health as well as enhance the idea of environmental protection;
- ➤ Benefit children through specific children's programmes to empower their right to play, and at the same time, provide a platform for their issues of concern (*info-tainment*);
- ➤ Inform people about their basic rights and duties in the community to encourage them to actively participate in decision-making and to empower them to demand good governance;
- ➤ Promote local traditions and cultural specificities by recording and broadcasting local music, dances and other activities and invite the grass-roots to be actively involved in such production;
- Entertain people.

#### 5. PROJECT INPUTS

- ➤ Broadcasting and radio production equipment and installation;
- > 5 complete sets of recording equipment;
- ➤ Mast site equipment and installation;
- A minimum of 5 multimedia computers;
- ➤ At least 2 printers;
- ➤ 1 photocopier;
- ➤ Cool-Edit and FTP software;
- Cassettes, mini-discs, cables, CDs, batteries and other stationery;
- ➤ Back-up generator and rechargeable batteries;

- > Small solar panel;
- > Salaries for staff and trainers.

#### 6. PROJECT OUTPUTS

- An operational radio station in Makete District providing news and current affairs, features on farming, health, education, business, social and cultural activities;
- > Staff and local personnel trained in broadcasting techniques (news gathering, writing and reading, interviewing, field reporting, feature writing, investigative reporting, etc.) and/or marketing techniques, technical installation and maintenance and management;
- ➤ Introducing national and international news through relay programmes to widen people's perspectives;
- Programme schedule and radio activities meeting people's needs;
- ➤ Cooperation between radio staff, local politicians, religious and traditional leaders, NGOs and other relevant stakeholders to enhance development in the community;
- Transfer of technology to a remote and neglected area and opening new opportunities for local and business communities;
- ➤ "Marketing" Makete to draw more attention on people's problems, but also feature positive aspects of a hardly known district;
- ➤ Enhancing a public debate by empowering people so that the decision-making processes become more transparent;
- ➤ Providing people with vital knowledge in information that has an immediate impact on their living situation;
- > Building capacity in terms of radio and technical skills as well as of community development.

# 23. ACTIVITIES

- > To choose and train local staff and volunteers and enable them to fully meet the challenges of journalism, radio production, broadcasting, technical maintenance, marketing and management;
- > To provide them with relevant training materials and establish a network of internal quality management/monitoring (air-checks, mini-school of radio);
- To install and launch a community radio station;
- To establish local control mechanism (ownership) and operating capacity for community radio;
- > To inform, educate, sensitise and entertain the audience through news, features, talk-shows, phone-ins and radio drama;
- ➤ To get the community involved by producing local music, dance etc. as well as going out for information gathering (creating a network of voluntary news-sources for the radio);
- To develop contacts and working-relations with NGOs, CBOs, FBOs and local authorities as well as government departments to reach long-term sustainability through sponsorship;
- ➤ To enable the rural community to have access to fast, accurate, timely and appropriate delivery of information.

# 24. WORK PLAN

- Installation of mast-site and studios in cooperation with national experts and the local technical team supposed to be trained on the spot during 4 / 6 weeks;
- Train selected staff initially 8 / 12 weeks, continue monitoring and on-the-job-training after launch:
- ➤ Run a pilot programme to test and amend equipment as well as give staff a chance to get used to on-air conditions between 2 / 4 weeks;
- > If implementation of the above has been successfully completed, the launch can proceed after 4 months from delivery of materials;

➤ Project team plans to be on-air 24 hours a day in the long-term including relay programmes from RTD and BBC. However, the amount of broadcasting hours produced by local staff will be smaller and will increase over an intended period of 3 years.

# 9. INSTITUTIONAL FRAMEWORK

MDA will be the implementing body as far as installation and initial administration is concerned. The Makete NGO already works closely together with a network of national and international consultants in the media sector. In cooperation with all relevant stakeholders in the community under the umbrella of MDA, an independent board will be chosen to monitor the journalistic as well as the financial activities of the project. The radio management will be chosen strictly on its journalistic and/or managerial qualification and experience. It will be the role of MDA to protect the freedom of expression until all involved parties get used to the scenario of a fully liberal media house.

MDA, as the implementing body, has been actively involved in advocacy for putting Makete district under the National Quick Treatment Plan funded by basket of donors through the Global Fund and USA government HIV/AIDS Fund for African Countries.

# 10. SUSTAINABILITY

The sustainability of *SouthLink FM* will greatly depend on community's willingness to get involved. Via local production and participatory radio formats, the grass-roots will be encouraged to do so. Over a period of 3 / 5 years, the radio should reach sustainability through the following sources of income:

- > Continuous voluntary contributions through news-sources,
- ➤ Membership and supporters ("Friends of SouthLink FM"),
- > Greeting cards and all kinds of private and official announcements,
- Adverts and commercials,
- > Sponsorship for programmes or story-lines,
- ➤ Air-time for talk-shows and promotions,
- Production of commercials or local music (studio rent and hiring staff),
- > Sales of specific recorded programmes,
- > Sales of merchandise materials such as T-shirts.
- At a later stage, paid journalistic and technical training.

#### 11. FRAMEWORK OF MONITORING

The two independent bodies of radio management and board guarantee the continuous monitoring of journalistic activities and financial transactions. MDA will work in partnership with UNESCO and report on a regular base as required. The Broadcasting Authority, the Media Council of Tanzania and MISA will furthermore see that all rules of broadcasting and the laws of Tanzania are being observed.

# C. ADDITIONAL INFORMATION

# **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania	1982 - 1984
	,	Development of News Agency	
<b>PDC/5URT/10</b> 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
<b>PDC/19URT/01</b> 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000	75,710	Capacity Building for Television TAIFA TVT	2004-2005
(Japan)		T ( ) Y ( ) D ( ) W ( ) T ( ) Y ( ) A T ( ) A	1
		Total United Republic of Tanzania: US\$ 354,500+ US\$75,710 (FIT)	

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$		
5 multi-media PCs, with monitors, office and editing software:	6 360	
5 interfaces:	2 400	
Radio standard equipment package: 100-Watt FM stereo transmitter ("Suitcase Broadcast station"), dipole antenna, 30 m. feeder cable, connectors and mounting hardware:	4 760	
3 studio mixers (plus hybrid and 2 editing mixers):	8 160	
3 sound systems (studio and editing stations):	1 800	
7 AKG microphones plus stands:	1 680	
4 mini-disc players:	1 440	
Studio amplifier:	1 000	
5 MP3 field recorders with microphones and headphones:	2 400	
Studio soundproofing:	4 000	
Freight (shipping, handling, insurance, customs clearing) [estimate]:	2 000	
UPS for radio equipment and PCs:	2 500	
Site survey, installation costs and commissioning:	500	
Registration, annual license and other fees:	2 000	
Training and quality management:	18 000	
Consultancies	13 000	
Contingencies	2 000	
Monitoring:		
TOTAL:	75 000	

# BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Further funding will be required, especially when going into the second year of operation, for recurrent costs and other activities (personnel subsidies, energy, communications, licenses, information gathering, Internet use, etc.) once the radio station is on the air. However, the operational costs will decrease every year, due to more income-generating activities.

# **ZAMBIA**

A. PROJECT IDENTIFICATION		
1.	TITLE	CAPACITY BUILDING FOR A CHILDREN'S NEWSROOM
2.	NUMBER	PDC/49ZAM/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	CAPACITY BUILDING, FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, EDITORIAL STAFF AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 320 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 41 000
9.	BENEFICIARY BODY	PRIVATE MEDIA NETWORK "MUVI"
10.	IMPLEMENTING BODIES	SOUTH AFRICAN BROADCASTING COMPANY (SABC), FREE VOICE (KIDS NEWS NETWORK) THE NETHERLANDS.
11.	PROJECT LOCATION	LUSAKA
12.	PROJECT PREPARED BY	SOUTH AFRICAN BROADCASTING COMPANY (SABC), FREE VOICE (KIDS NEWS NETWORK) THE NETHERLANDS.
	DECISION O	F THE BUREAU:

# **B. PRESENTATION**

# 1. BACKGROUND AND JUSTIFICATION

Zambia has moved from being a major copper producer and potentially one of the continent's richest countries at independence in 1964 to one of the world's poorest. A colonial legacy, mismanagement, debt and disease are said to have contributed to the country's tribulations.

Politically, it switched from colonial government into an era of one-party rule lasting 27 years. A multi-party system emerged in the early 1990s. The authorities make use of several laws, including libel and security laws, to intimidate journalists, especially those who have reported on corruption. Defaming the president is a criminal offence.

There are several state-run radio services and a single-channel TV station, ZNBC, which dominate Zambia's broadcasting scene. Private radio stations offer little political reporting. There is an independent TV network, MUVI offering a counter veiling influence.

Media pluralism is a recent phenomenon in Zambia and, like in other countries newly awakened to plurality of expression against a backdrop of poverty, there are innumerable professional challenges. On the television scene, MUVI is an independent but still vulnerable alternative to ZNBC and therefore deserves support.

The focus of this unusual, but very effective development approach is setting up children's news programmes. *Kids News Network* (KNN) optimises its content as a way to boost freedom of press and professionalism. Since May 2004, it has developed three successful children's news programmes in Afghanistan, Surinam and South Africa.

In Afghanistan, the programme is called "Ayenda Sazan" (Future Makers). It is a 30-minute weekly show, which sets a good standard for television programming for children

The children's news programme in Surinam is called "Tien Minuten Jeugdjournaal" (10-minute children's news), broadcast three times a week. It has a viewing figure of 91 % among children in the ages of 10 - 14, and is also very popular among adults.

In South Africa, SABC broadcasts "Kids newsroom" (KNR), a weekly 25-minute programme that gathers an important audience. According to UNICEF, KNR is "...an excellent vehicle for children's news". It is a very professional television programme and a good example for other African countries. SABC, after being successful themselves, are proud to act as a partner for Kids News Network to further implement children's newsroom in the region, i.e. Zambia.

#### 2. DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of this project are on the one hand the journalists and editors of MUVI, and on the other hand the general public: children in the age of 8-14 (and also adults). The ultimate target group is constituted by the professional forum of all journalists in Zambia.

# 3. <u>IMMEDIATE OBJECTIVES</u>

Delivery of an independent TV children's news program with Zambian and international news.

Children's news programmes have all the ingredients to turn them into national success. This usually results in greater editorial freedom and independence for journalists. The programmes are

perceived as an unthreatening concept with a low threshold of acceptance. This allows them to escape a country's local censorship radar.

The children's news programmes are based on the 25 year-old *NOS Jeugdjournaal* (Dutch Children's News), one of the first – and most successful – children's news programmes in the world. Journalists from the *NOS Jeugdjournaal* train the local partners.

The creativity of the local journalists, together with the pride they experience in belonging to a winning team, gives a boost to the journalistic culture and professionalism of both the local partner and the country as a whole. In the slipstream of this success, projects can easily be set up that contribute to education and community building.

# 4. <u>DEVELOPMENT OBJECTIVE</u>

Contribute to multiformity of the press, serious children's programming in media, freedom of press and of speech.

In most developing countries, more than 40% of the population is under the age of 15. Unfortunately, this group is often neglected as an audience for news. Children often know much more than adults give them credit for, but they miss the context to give meaning to their information. This confuses them. A children's news programme can give them this context, so the pieces of the puzzle can come together.

Through a children's news programme, children are invited to participate in civil society. They get a voice where they would otherwise not be heard. The development of children with healthy self-esteem and pride determines in a positive way the development of a country. A children's news programme is also an excellent platform to strengthen the rights of children in relation to abuse and violence and valuable links can be made with education.

# 5. PROJECT INPUTS

Supplying and/or upgrading of:

- > Studio acoustics:
- ➤ 1 Camera DV-Cam 400 PL
- ➤ 1 DV Camcorder;
- ➤ 1 Editing suite Velocity Q SCIS
- > Cables, bags, softies, etc.
- ➤ 1 second hand car;
- > Selecting and hiring editorial staff;
- Coaching local management and editing manager;
- ➤ Workshops format development, selecting news bytes, civic journalism, children's programmes, handling special items like HIV, children's abuse and violence;
- > Training editing;
- > Training camera, sound, light handling;
- On-the job training;
- > Troubleshooting;
- Feedback from a distance on programmes produced.

#### 6. PROJECT OUTPUTS

A successful popular programme with high viewing rates among children and adults broadcasted 5 times a week for 10 minutes on prime time based on values like free gathering of news and plural points of view that are agreed in a editorial charter.

- > Trained editorial staff, camera crew and program management
- ➤ Proud journalists and managers who have set an example creating an independent news programme.

# 25. <u>ACTIVITIES</u>

- > Selection of countries and partners;
- ➤ The local project management is installed and a format for the children's news programme is developed;
- ➤ The broadcasts are aired, together with intensive training and on-the-job guidance until the programme is firmly established;
- ➤ When the programme becomes self-sufficient, the trainers and programme managers step back, and guidance will be provided from a distance. The programme will then be anchored in the broadcast organisation and the country's children's programming;
- ➤ Once the children's news programme is successful and (relatively) independent and sustainable, the possibilities for slipstream projects are examined. These can be in the field of education or an increased interaction with focus groups.

#### 26. WORK PLAN

Months	Phase	Activities
	Selection	This phase has to a large extent been rounded off
		Defining roles and division of tasks between parties
1-6	Preparation	Format development
	_	Putting together a newsroom
		Investigating needs
		Supplying training, additional equipment and financing
7-12	Broadcasting	Training and guidance
	_	Feedback on broadcasts
		On-the-job-training
		Coaching at arms length
13-21	Embedding	Supporting from a distance
	_	Anchoring within the organisation and (children's)
		programming
13-21	Slipstream projects	Preparing and implementing

# 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by MUVI TV, supported and trained by SABC and Free Voice.

#### 10. SUSTAINABILITY

The strength of the content triggers further investments in people and infrastructure, which makes the television programme sustainable and suitable for local financing. Once the children's newsroom is successful and established at the end of the 2-year period, MUVI TV will finance continuity themselves. Once the programme becomes (relatively) independent and sustainable, the possibilities for slipstream projects are examined. These can be in the field of education or an increased interaction with focus groups.

# 11. FRAMEWORK OF MONITORING

The project will be monitored by SABC, Free Voice and UNESCO.

# 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

MUVI TV will submit a report every month to SABC and Free Voice, who will report a summary every 3 months.



# **Previous IPDC support received by the country**

PDC/6ZAM/01 350-ZAM-61	60,000	Zambia	1985 - 1988	
		School of Mass Communication		
PDC/14ZAM/01 352-ZAM-41	50,000	Computer equipment for type-setting local vernacular newsletters	1994 - 1997	
PDC/15ZAM/01 352-ZAM-51	65,000	Mobile video projection units	1995 - 1997	
PDC/18ZAM/01 352-ZAM-81	55,000	Rural Media Centre/ Community radio	1998 – 1999	
PDC/20ZAM/01 353-ZAM-01	55,000	Computerization of Zambia National Broadcasting Corporation Newsroom	2000 – 2003	
PDC/23 AM/02 354 ZAM 5031	22 000	Mkushi Community Radio Station	2004 – 2005	
Total Zambia: US\$307,000				

# Preparatory activities completed prior to submission of the project to IPDC

Extensive meetings between Free Voice and SABC and preparatory contacts with MUVI.

# Contribution foreseen by the beneficiary agency during the project period

Mobilisation of professional resources, making available rooms, logistic support and meeting the attendant administrative costs of project implementation.

# Assistance sought other than IPDC

Free Voice, The Netherlands;

SABC, South Africa;

SDM (Association Democracy and Media), The Netherlands;

Postal Code Lottery, The Netherlands;

# D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
Equipment			
1 Camera DV-Cam 400 PL	12 000		
1 Editing suite Velocity Q SCIS	10 000		
Training			
NOS trainer Children's reporting techniques, 21 days	15 500		
2 return tickets	2 500		
Monitoring:			
<u>TOTAL</u> :			

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$			
Local production costs, format development, editing, organisational context, help to the partner broadcaster, trouble shooting:	120 000		
Training by children's news experts, including training material, hand-outs, travel and feedback on productions by SABC and NOS:			
Additional equipment, studio and digital infrastructure:			
Programme management and guidance from Free Voice, The Netherlands and			
SABC, South Africa:			
Miscellaneous:	32 000		
<u>TOTAL</u> :	320 000		