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**IMPLEMENTATION REPORTS ON
RECENT IPDC PROJECTS**

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TABLES OF CONTENTS

	PROJECT N°	PROJECT TITLE	PAGE N°
		AFRICA	7
1.	PDC/19 RAF/02	NETWORK FOR THE DEFENCE OF INDEPENDENT MEDIA IN AFRICA (NDIMA)	9
2.	PDC/19 RAF/05	TRAINING AND RESEARCH IN INFORMATION SUPER-HIGHWAY AND MULTIMEDIA	10
3.	PDC/19RAF/08	SUPPORT FOR THE DEVELOPMENT OF THE NETWORK OF AFRICAN COMMUNICATION REGULATORY AUTHORITIES (RIARC)	11
4.	PDC/19 BDI/01	BURUNDI: DEVELOPMENT OF PRESS CLUB	12
5.	PDC/21CMR/01	CAMEROON: COMMUNITY RADIO FOR RURAL WOMEN	13
6.	PDC/20CMR/01	CAMEROON: COMPUTERISATION OF THE CRTV'S DOCUMENTATION CENTRE	14
7.	PDC/20 CMR/02	CAMEROON: MBALMAYO AND MEIGANGAWOMEN'S COMMUNITY RADIO	15
8.	PDC/20 CMR/03	CAMEROON: THE HERALD NEWSPAPER	16
9.	PDC/21 CVI/01	CAPE VERDE: INSTALLATION OF AN INTERNAL COMMUNICATION NETWORK AT THE INFORPRESS NEWS AGENCY	17
10.	PDC/20CVI/01	CAPE VERDE: STRENGTHENING THE INDEPENDENT NEWSPAPER ARTELETRA	18
11.	PDC/19CVI/01	CAPE VERDE: DOCUMENTATION CENTRE FOR THE MEDIA IN CAPE VERDE	19
12.	PDC/19 CVI/02	CAPE VERDE: STRENGTHENING THE INDEPENDENT NEWSPAPER <i>A SEMANA</i> PDC/19 CVI/02	20
13.	PDC/19 CAF/01	CENTRAL AFRICAN REPUBLIC : RESTRUCTURING OF THE CENTRAL AFRICAN NEWS AGENCY (ACAP)	21
14.	PDC/20 COI/01	COMOROS: STRENGTHENING OF PRODUCTION CAPACITY AT RADIO COMOROS	22
15.	PDC/20 IVC/01	COTE D'IVOIRE: TRAINING OF JOURNALISTS AND MEDIA MANAGERS IN INFORMATION LAW	23
16.	PDC/19 IVC/01	COTE D'IVOIRE: MODERNISATION OF THE AGENCE IVOIRIENNE DE PRESSE (AIP)	24
17.	PDC/20 PRC/01	CONGO (P. REP.): REHABILITATION OF THE AGENCE CONGOLAISE D'INFORMATION	25
18.	PDC/20 ETH/01	ETHIOPIA: HUMAN CAPACITY BUILDING OF THE ETHIOPIAN MASS MEDIA TRAINING INSTITUTE	26
19.	PDC/21GHA/01	GHANA: STRENGTHENING RADIO UNIVERS	27
20.	PDC/19GHA/01	GHANA: TRAINING PROGRAMME PAIRING BEGINNING JOURNALISTS WITH NGO SPECIALISTS	28
21.	PDC/21KEN/01	KENYA: DEVELOPMENT OF FREE PRESS INSTITUTIONS	29
22.	PDC/20 LES/01	LESOTHO: ESTABLISHMENT OF CENTRAL PRINTING HOUSE FOR THE INDEPENDENT MEDIA IN LESOTHO PROJECT NO :	30
23.	PDC/21 LIB/01	LIBERIA: ENHANCING TRAINING MEDIA PERSONNEL	31
24.	PDC/19 MAG/01	MADAGASCAR: ANTA' NATIONAL NEWS AGENCY	32
25.	PDC/21MLI/01	MALI: COMMUNITY RADIO IN THE SERVICE OF LOCAL DEVELOPMENT PROJECT	33
26.	PDC/20MLI/01	MALI: ENG AND VIDEO PRODUCTION EQUIPMENT	34
27.	PDC/19MLI/01	MALI: INSTITUTIONAL SUPPORT TO PROFESSIONAL ORGANISATIONS	35
28.	PDC/20 MAR/01	MAURITIUS: SETTING UP OF AN EDUCATIONAL AUDIO-	36

	PROJECT N°	PROJECT TITLE	PAGE N°
		VISUAL ARCHIVES	
29.	PDC/21SEN/01	SENEGAL: LE TEMOIN ECOWAS NEW AREA OF CITIZENSHIP	37
30.	PDC/20SEN/01	SENEGAL: ESTABLISHMENT OF AN ADVANCED MEDIA TRAINING CENTRE	38
31.	PDC/19SEN/01	SENEGAL: COVERAGE OF THE NATIONAL TERRITORY BY THE AGENCE SENEGALAISE DE PRESSE (APS)	39
32.	PDC/21 SEY/01	SEYCHELLES: REPLACEMENT OF RADIO RECORDING AND EDITING EQUIPMENT	40
33.	PDC/19 URT/01	TANZANIA: TELEVISION ZANZIBAR INFORMATION NETWORK	41
34.	PDC/21 TOG/01	TOGO: SUPPORT OF TRAINING FOR TOGOLESE JOURNALISTS AT THE JOURNALISM CENTRE IN LOME	42
35.	PDC19 UGA/01	UGANDA: NEWSPAPERS EDITOR AND PROPRIETOR ASSOCIATION (UNEPA)	43
		ASIA AND THE PACIFIC	45
36.	PDC/21 RAS/01	AIBD: CYBER JOURNALISM FOR WOMEN BROADCASTERS	47
37.	PDC/21 RAS/05	SEAPA: MONITORING AND EVALUATING PRESS FREEDOM IN SOUTHEAST ASIA	48
38.	PDC/20 RAS/02	MEDIA EDUCATION IN THE PACIFIC	49
39.	PDC/20 RAS 03	PACIFIC ENVIRONMENTAL INFORMATION NETWORK AND	50
40.	PDC/20 RAS/04	AMARC: SUPPORTING THE EMERGING RADIO SECTOR IN ASIA	51
41.	PDC/20 RAS/05	AIBD: TRAINING OF TRAINERS	52
42.	PDC/20 RAS/06	PINA (Pacific Islands News Association) PACMEDIA	53
43.	PDC/19 RAS/01	PACVISION	54
44.	PDC/19 RAS/03	PACIFIC WOMEN'S TV WORKSHOPS AND EXCHANGE	55
45.	PDC/20 BGD/01	BANGLADESH: PRESS INSTITUTE OF BANGLADESH: STRENGTHENING OF PIB PROGRAMME	56
46.	PDC/21 BHU/01	BHUTAN: ESTABLISHMENT OF COMMUNITY MEDIA PRODUCTION CENTRES	57
47.	PDC/20 BHU/01	BHUTAN: EXPANDING PUBLIC SERVICE FM RADIO TO RURAL COMMUNITIES	58
48.	PDC/19 BHU/01	BHUTAN: LIBRARY AND INFORMATION SYSTEM FOR THE BHUTAN BROADCASTING SERVICE (BBS)	59
49.	PDC/21 CMB/01	CAMBODIA:INCREASING COMMUNITY PARTICIPATION IN NATIONAL RADIO FM 96	60
50.	PDC/20 CMB/01	CAMBODIA: REQUESTING RADIO EQUIPMENT	61
51.	PDC/19 FIJ/01	FIJI: COMMUNITY TELEVISION NADI	62
52.	PDC/20 IND/01	INDIA: NAMMA DHWANI COMMUNITY RADIO	63
53.	PDC/19 IND/01	INDIA: COMMUNICATION, EDUCATION AND MEDIA NEEDS	64
54.	PDC/21 KIR/01	KIRIBATI: DEVELOPMENT OF NEI TABERA NI KAI VIDEO UNIT	65
55.	PDC/20 KIR/01	KIRIBATI: DEVELOPMENT OF EDUCATION RADIO FOR KIRIBATI: OUTER ISLANDS	66
56.	PDC/19 MAL/01	MALAYSIA: CHANGING THE STATUS QUO OF WOMEN JOURNALISTS	67
57.	PDC/21 MAS/01	MARSHALL ISLANDS: HUMAN RESOURCE DEVELOPMENT FOR THE MEDIA	68
58.	PDC/21 MON/01	MONGOLIA: IMPROVEMENT OF NATIONAL RADIO AND TELEVISION SERVICES	69
59.	PDC/21 NEP/01	NEPAL:TRAINING ACTIVITIES FOR NEPAL TELEVISION	70
60.	PDC/20 NEP/01	NEPAL: TRENGTHENING PLURALISTIC AND INDEPENDENT MEDIA	71
61.	PDC/19 NEP/01	NEPAL: MADAN POKHARA COMMUNITY RADIO	72

	PROJECT N°	PROJECT TITLE	PAGE N°
62.	PDC/19 NIU/01	NIUE: NIUE STAR PRINT MEDIA DEVELOPMENT	73
63.	PDC/20 PAK/01	PAKISTAN: PPF WOMEN IN JOURNALISM	74
64.	PDC/21 PNG/01	PAPUA NEW GUINEA: ELECTRONIC MEDIA TRAINING FACILITY	75
65.	PDC/20 PNG/02	PAPUA NEW GUINEA: KASELA PALU COMMUNITY RADIO STATION	76
66.	PDC/19 SRL/01	SRI LANKA: RAVAYA NEWSPAPER: CREATING AVENUES FOR MINORITY DISCOURSE	77
67.	PDC/20 VAN/01-	VANUATU: REPLACEMENT OF OBSOLETE MIXING CONSOLES FOR THE VANUATU BROADCASTING AND TELEVISION CORPORATION	78
68.	PDC/21 VIE/01	VIETNAM: CATALYZING TALENT & APPLICATION OF MODERN TECHNOLOGIES FOR A FREE FLOW OF INFORMATION	79
69.	PDC/19 VIE/01	VIETNAM: HO CHI MINH CITY BRODACSTING TRAINING PROJECT	80
		LATIN AMERICA AND THE CARIBBEAN	82
70.	PDC/21RLA/05	EASTERN CARIBBEAN INTERNET NEWSPAPER	83
71.	PDC/21RLA/06	REDIPAZ and RADIPAZ - STRENGTHENING OF COMMUNICATION NETWORKS FOR A CULTURE OF PEACE	84
72.	PDC/20 RLA/01	STRENGTHENING OF COMMUNICATION CAPACITY IN MERCOSUR TO PROMOTE INTEGRATION	85
73.	PDC/20 RLA/03	RADIO BROADCASTING AND PRODUCTION TRAINING SERVICE WITH A VIEW TO THE SOCIOCULTURAL DEVELOPMENT OF THE INDIGENOUS POPULATIONS OF CENTRAL AMERICA AND PANAMA	86
74.	PDC/20 RLA/04	DIGITISATION OF AUDIO-VISUAL COLLECTIONS OF BROADCASTING INSTITUTIONS IN THE CARIBBEAN	87
75.	PDC/19 RLA/01	STRENGTHENING AND NETWORKING GRASSROOTS COMMUNICATION IN THE CARIBBEAN	88
76.	PDC/19 RLA/02	AMARC: PULSAR NEWS SERVICE	89
77.	PDC/19 RLA/03	CREATION OF A NETWORK OF CENTRES FOR THE TRAINING, TRANSMISSION AND DISTRIBUTION OF VIDEO PROGRAMMES FOR POPULAR TELEVISION IN THE CARIBBEAN	90
78.	PDC/19 ARG/01	ARGENTINA: DEVELOPMENT OF A MASS MEDIA SYSTEM FOR RURAL AREAS	91
79.	PDC/21 BOL/01	BOLIVIA: STRENGTHENING OF EDUCACIÓN RADIOFÓNICA DE BOLIVIA (ERBOL RADIO)	92
80.	PDC/19 BRA/01	BRAZIL: AUDIOVISUAL PRODUCTION AND TRAINING CENTRE FOR THE DEVELOPMENT OF CITIZENSHIP	93
81.	PDC/ 21 CHI/ 01	CHILI: BROADCASTING SERVICE FOR THE DEVELOPMENT OF EASTER ISLAND (RAPA NUI)	94
82.	PDC/20 JAM/01	JAMAICA: WORKSHOP FOR PRODUCTION OF TRAINNG VIDEO/MANUEL FOR JOURNALISTS REPORTING ON VIOLENCE AGAINST CHILDREN	95
83.	PDC/20 NIC/01	NICARAGUA: TRAINING IN COMMUNICATION TO STRENGTHEN DEMOCRACY AND A CULTURE OF PEACE	96
84.	PDC/21 PAN/01	PANAMA: CONTINUOUS EDUCATION PROGRAM FOR JOURNALISTS	98
85.	PDC/19 PAN/01	PANAMA : STRENGTHENING AND DEVELOPMENT OF RADIO	99
86.	PDC/19 SUR/01	SURINAME: DEVELOPING A COMMUNICATION NETWORK IN THE HINTERLAND OF SURINA ME	100
87.	PDC/19 VEN/01	VENEZUELA: ESTABLISHMENT OF A SERVICES CENTRE FOR PRODUCTION AND TRAINING IN INTERCULTURAL, BILINGUAL RADIO BROADCASTING	101

	PROJECT N°	PROJECT TITLE	PAGE N°
		ARAB STATES	102
88.	PDC/20 RAB/01	ARAB STATES BROADCASTING UNION ENHANCING THE QUALITY AND STRENGTHENING EXCHANGES OF VIDEO/AUDIO PROGRAMMES AMONG ASBU MEMBERS	104
89.	PDC/20 ALG/01	ALGERIA: TRAINING FOR WOMEN BROADCASTERS AT THE NATIONAL RADIO BROADCASTING COMPANY OF ALGERIA	105
90.	PDC/20LEB/01	LEBANON: TRAINING OF JOURNALISTS AT THE DAILY STAR NEWSPAPER	106
91.	PDC/20 MAU/01	MAURITANIA: STRENGTHENING THE PRODUCTION CAPACITY OF THE FM RADIO STATION "FEMME ET DÉVELOPPEMENT" IN ROSSO	107
92.	PDC/20 OMA/01	OMAN: PRODUCTION OF TELEVISION PROGRAMMES TARGETED AT RURAL WOMEN	108
93.	PDC/20 TUN/01	TUNISIA: REPLACEMENT OF RADIO AND TELEVISION EQUIPMENT AT THE INSTITUT DE PRESSE ET DES SCIENCES DE L'INFORMATION (IPSI)	109
		EUROPE	110
94.	PDC/20 EUR/01	SOUTH-EASTERN EUROPE JOURNALISM TRAINING NETWORK IN SEE	111
95.	PDC/20 EUR/02	IMPROVING TELEVISION THROUGH TRAINING AND PROGRAMME EXCHANGE IN THE CIS AND BALTIC STATES	112
96.	PDC/19ALB/01	ALBANIA: TRANSFORMING THE NATIONAL TV AND NEWS AGENCY INTO INDEPENDENT MEDIAS	113
97.	PDC/19 ARM/01	ARMENIA: DEVELOPMENT OF JOURNALISM TRAINING	114
98.	PDC/21 AZR/01	AZERBAIJAN: IMPROVEMENT OF MEDIA PLURALISM AND PROMOTION OF PRESS FREEDOM	115
99.	PDC/20 CRO/01	CROATIA: MEDIA TV PRODUCTION HOUSE	116
100.	PDC/19MCD/91	MACEDONIA: CREATION OF A NEWS AGENCY	117
		INTERREGIONAL	119
101.	PDC/21 INT/02	JOURNET: GLOBAL TRAINING PROJECT	120
102.	PDC/20 INT/01	IFEX: IFEX PROGRAMME FOR FREEDOM OF EXPRESSION TRAINING AND COMMUNICATION SUPPORT	121

A F R I C A

REGIONAL PROJECT

NETWORK FOR THE DEFENCE OF INDEPENDENT MEDIA IN AFRICA (NDIMA)

PROJECT NO. PDC/19 RAF/02 (352 RAF 92)

US\$40,000

TYPE OF PROJECT

NDIMA is one of the most active institutions in Africa in the protection and defence of journalists. It works in association with major networks for the protection of journalists such as IFEX, Reporters sans Frontières, the World Free Press Institute and others. The objective of this project was to strengthen the Network's infrastructure as well as to provide support for its activities.

IMPLEMENTATION

IPDC approved this project with US\$40,000.00 in funding. The funds were used to purchase ICT equipment, as well as other office electronic equipments that were a priority in the establishment of the secretariat. In terms of training, two seminars were organised in Nairobi in partnership with the UNESCO Regional Communication Office and other NDIMA partners. The funds in this project have also supported the upgrading of the NDIMA website (<http://www.oneworld.org/ndima>) which has become the meeting point for independent journalists and media principally in East Africa.

RESULTS

NDIMA is now a partner to reckon with in terms of defence of freedom of expression and human rights. Its website which has been upgraded through UNESCO's support is fully operational and constantly upgraded and updated. They are now able to better monitor journalists' rights violations more than any other local body in the East African Region. Recently, international donors requested NDIMA to host a Media Resource and Research Centre for the whole of Africa through the NDIMA secretariat in Nairobi.

CONCLUSION

This project was closely monitored by the Office of the Communication Adviser for East Africa and his assessment is that the project produced the expected results as presented to the IPDC Bureau & Council.

REGIONAL PROJECT

TRAINING AND RESEARCH IN INFORMATION SUPER-HIGHWAY AND MULTIMEDIA

PROJECT NO : PDC/19 RAF/05 (352-RAF-93)

US\$44.000

TYPE OF PROJECT

This is a research project whose objectives focused on the contribution to the development of a critical mass of human resources in the domain of information super-highway and multimedia. As a regional project it also sought to stimulate the cross-fertilisation of ideas especially on the use of modern information and communication technology between the North and the South. CESTI Dakar's aim for initiating this project was to adapt and harmonise information and communication training by incorporating it into its regular curricula.

IMPLEMENTATION

Approved for funding during the 38th session of the IPDC Council meeting, US\$40.000 was allocated for project activities. Implementation of this project began in 1999 with computer equipment locally acquired with the collaboration of UNDP-Dakar to facilitate data collection and processing. Research and short training programmes on the role and impact of new information and communication technologies on the development processes in the region were equally initiated and organised. The project, under the auspices of CESTI-DAKAR published an *African Information and Communication Research Journal* as a means for vulgarising the research carried out within this project.

RESULTS

The training organised corroborated with the objectives of developing a critical mass of human resources in the Information Technology domain especially through the organisation of short term training courses. An African Research Journal on New Communication and Information Technology was also published within the framework of this project.

CONCLUSION

The funding from IPDC and the organised training workshops have contributed in reinforcing the research programme of CESTI-DAKAR especially in the development of human resources on IT in the sub region.

REGIONAL PROJECT

**SUPPORT FOR THE DEVELOPMENT OF THE NETWORK
OF AFRICAN COMMUNICATION REGULATORY AUTHORITIES (RIARC)
PROJECT NO: PDC/19RAF/08 (352-RAF-96)
US\$62.000**

TYPE OF PROJECT

The objective of this project was to guarantee press freedom within the framework of the law and to put at the disposal of each national communication regulatory body, a system of data collection, processing and information exchange. This network of African Communications Regulatory Authorities (RIARC) brings together regulatory bodies from Benin, Cameroon, Chad, Côte d'Ivoire, Gabon, Ghana, Liberia, Guinea Bissau, Guinea Conakry, Mali, Central African Republic, Togo, Rwanda, Senegal etc.

IMPLEMENTATION.

IPDC approved this project with US\$62.000 in funding and which was used for the purchase of computer and other office equipment for the RIARC Headquarters and in four national Offices in Benin (*Haut Autorité de l'Audiovisuelle et de la Communication*), Cameroon (*National Communication Council*), Gabon (*Conseil National de la Communication*) and Mozambique (*Conselho Superior da Comunicação Social*). Training on the use of the computer equipment acquired was organised at the level of each country and was supervised by the Chairmen of the National Regulatory bodies. UNESCO Yaounde and Mr. Pierre Marie DONG, RIARC's President provided the technical backstopping and co-ordination.

RESULTS.

Computer equipment was purchased and delivered to the national communication regulatory authorities in Bénin, Cameroon, Gabon and Mozambique. These regulatory authorities have now been computerised and the RIARC headquarters now has a database from which activities of the various national regulatory authorities and other media institutions could be easily accessed.

CONCLUSION

With the IPDC funding, this project has reinforced the roles of RIARC in contributing to the regulation of media activities in beneficiary countries (Bénin, Cameroon, Gabon and Mozambique) and has reinforced its information sharing potentials. This project has been operationally terminated.

NATIONAL PROJECT

**BURUNDI
DEVELOPMENT OF PRESS CLUB
PROJECT NO: PDC/19 BDI/01 (352 BDI 91)
US\$20,000**

TYPE OF PROJECT

The objective of this project was to improve the production capacities of the independent press in Burundi as well as the quality of services offered by the Press Club as media support and promotion centre by strengthening its technical computer resources.

IMPLEMENTATION

The request put forward to IPDC was for US\$55,000 but IPDC approved only US\$20,000. This amount was used to purchase computer equipment, which was a priority for the Press Club secretariat in January 2001. This was implemented by the Office of the Adviser for Communication and Information in Nairobi in collaboration with the UNESCO Bujumbura office.

RESULTS

The Burundi Press Club is now equipped with the necessary equipment and provides a place for local journalists and media representatives to meet regularly. The Press Club also organizes courses for the journalist on the use of the equipment. The RCA/NAI made an "in situ" assessment during a recent mission to Burundi

CONCLUSION

With the modest funding from UNESCO, the Press Club is able to execute activities in favour of the independent press in Burundi. There is nevertheless an urgent need for the Club to be equipped with printing facilities as the independent printed press cannot afford the capital and recurrent expenditure of a printing house on an individual basis.

NATIONAL PROJECT

**CAMEROON
COMMUNITY RADIO FOR RURAL WOMEN
PROJECT NO: PDC/21 CMR/01 (353-CMR-5011)
US\$25,000**

TYPE OF PROJECT

This project was initiated by the Association of Rural Women of South Cameroon. The project's objectives seek to enable rural women of the South Cameroon to effectively participate in rural development through the setting up of a community media managed by women and for women.

IMPLEMENTATION

With 25.000\$ in funding provided by IPDC, the promoters of this project have already completed the renovation of the radio building as part of their contribution to the project implementation. Also, a training session has been organised for animators and technicians within the framework of the national governance programme in Cameroon. However, it is intended that a another training session would be organised once the requisite equipment would be acquired and installed. As of now the necessary radio equipment is being ordered through ADM/PRO.

RESULTS:

The radio building has been renovated by the rural women's association with financial assistance from some other local elites. A first phase training session has been organised.

CONCLUSION

Project implementation is still on-going as the delivery and installation of equipment are still to be realised.

NATIONAL PROJECT

**CAMEROON
COMPUTERISATION OF THE CRTV'S
DOCUMENTATION CENTRE
PROJECT N0: PDC/20CMR/01 (353-CMR-01)
US\$20.000**

TYPE OF PROJECT

This project which was approved during the 40th session of the IPDC Bureau meeting, had three main objectives which were the acquisition of computer equipment, facilitation of documentary research and the rationalisation of the management of the Centre.

IMPLEMENTATION

The project received US\$20.000 in funding from IPDC and with this amount, necessary technical equipment had been acquired and installed. Training on the use of the equipment has been organised with particular focus on on-line documentary research, classification and indexation of audio and video documentaries.

RESULTS.

The project has been successfully implemented with the acquired equipment fully operational thus facilitating storage of audio-visual programmes and ensuring easy on-line research and information retrieval from the internet.

CONCLUSION

The implementation of this project has strengthened the Centre's storage capacity for preserving programmes for future exploitation and also facilitates the research possibilities of the entire personnel of CRTV. The digitalisation of audio-visual material will ensure the lessening of the operational costs and facilitates the conservation of valuable archival material for subsequent use on national airwaves or exchange with other national or regional media organisations.

NATIONAL PROJECT

**CAMEROON
MBALMAYO AND MEIGANGAWOMEN'S COMMUNITY RADIO
PROJECT NO : PDC/20 CMR/02 (353-CMR-02
US\$40.000**

TYPE OF PROJECT

The objectives of this project was the purchase of supplementary equipment for the Mbalmayo and Meiganga Women's Rural Community Radio and the organisation of a series of training workshops for radio animators, technicians and managers.

IMPLEMENTATION

Two principal activities were carried out within the framework of this project. First was the purchase of supplementary equipment through PEC and which has already been acquired and installed. Secondly, training workshops were organised for radio animators and technicians as well as managers. During the training, emphasis was on local programme productions.

RESULTS.

Project activities have been fully implemented and the Radio had begun full broadcast with programmes being developed locally.

CONCLUSION

The project is already empowering women of the Community of Nyong-et-So'o to develop a forum for exchange and through which they could make informed choices on issues of common interest to the women-folk and the community in general. The project is operationally terminated

NATIONAL PROJECT

**CAMEROON
THE HERALD NEWSPAPER
PROJECT NO: PDC/20 CMR/03 (353-CMR-03)
US\$28 000**

TYPE OF PROJECT

The long term objective of this project was for The Herald to become a daily newspaper in order that through its editorial column, Cameroonian readers could make informed choices on national issues. The project also aimed at expanding and up-dating its news gathering and processing equipment towards guaranteeing the regularity of production of the newspaper. It also intended expanding its news gathering network to cover the national territory and to invest on market expansion through the various advertising strategies..

IMPLEMENTATION

With US\$28.000 being funds approved for the project two Heidelberg newspaper printing machines, one repro-camera, one developer and a set of spares (rollers, etc) were acquired from PANGRAPHIC GmbH in Germany. The equipment has been delivered to the beneficiary and installation has already been carried out.

RESULTS

The technical capacity of The Herald newspaper has been reinforced with two printing machines and a repro-camera and a set of spares. Installation of the equipment has been carried out. Verification of installation equally done and the printing machines are fully operational.

CONCLUSION

The implementation of this project will reinforce the technical capacity of this newspaper which is expected contribute to ameliorating the quality and output of the newspaper. It should be expected that the newspaper will in the future record a reduction in its production cost as the printing of its copies will be done by its own printing press.

NATIONAL PROJECT

**CAPE VERDE
INSTALLATION OF AN INTERNAL COMMUNICATION NETWORK AT THE
INFORPRESS NEWS AGENCY
PROJECT NO: PDC/21 CVI/02 (352-CVI-5011)
US\$10.000**

TYPE OF PROJECT

The objective of this project is to upgrade the equipment and technology of the news agency.

IMPLEMENTATION

IPDC approved this project during the 21st session of its Bureau meeting with a modest funding of US\$ 10.000. This amount was used to electronically network the news agency headquarter with regional offices thereby offering a reinforced and efficient service to the public. The project has been able to gather and process information effectively.

RESULTS.

The equipment has been installed and is now fully operational contributing to the improved quality and quantity of news production and distribution.

CONCLUSION

The production and the distribution of the news has been reinforced and improved with the acquisition of specialised computer equipment for networking. The project is operationally terminated.

NATIONAL PROJECT

CAPE VERDE

STRENGTHENING THE INDEPENDENT NEWSPAPER ARTILETRA PROJECT

NO: PDC PDC/20CVI/02 (548 CVI-5061)

US\$28.000

TYPE OF PROJECT

Artiletra is the only newspaper in the main city island of São Vicente and it aims to diversify its readership by addressing children's and young people's issues on a bi-monthly basis.

IMPLEMENTATION

The project was initially implemented through UNDP funding of US\$ 28,000. The cost of equipment purchase was also covered locally by UNDP through negotiations by the National Commission for UNESCO.

RESULTS

The equipment has been installed and is now fully operational contributing to the increased quality of news content and the quantity of the newspaper.

CONCLUSION

The production of the newspaper has been reinforced with the acquisition of specialised computer equipment for newspaper production. Training has also played a role in the newspaper's increased production. The project is operationally terminated.

NATIONAL PROJECT

**CAPE VERDE
DOCUMENTATION CENTRE FOR
THE MEDIA IN CAPE VERDE
PROJECT NO: PDC/19CVI/01 (352-CVI-91)
US\$25.000**

TYPE OF PROJECT

The objective of this project was to set up an information database that could serve the needs of the national public and private media in Cape Verde. Thus the project was expected to acquire appropriate technical equipment for the development of this database and ensure training on how to access to the database.

IMPLEMENTATION

Approved with a funding of US\$25.000, an *Activity Financing Contract* was signed with the National Commission for UNESCO for the co-ordination of the project activities – local purchase of equipment and the organisation of training for the Centre's personnel. With regards to purchase of equipment, procedure to acquire computer equipment locally in Praia was negotiated with UNDP. This was finally acquired and handed over to the Department of Social Communication (Ministry of Culture and Social Communication) in the presence of the officials of the National Commission for UNESCO.

RESULTS

The UNESCO Regional Office in Yaounde sought the assistance of UNDP Praia for the acquisition and delivery of the equipment to the beneficiaries in Praia. This equipment has been installed, and are fully operational. However, the second component of the project – training – was equally organised in September 2002 under the supervision of the National Commission for UNESCO.

CONCLUSION

The implementation of this project has greatly contributed to the creation of the first database in the country through the development of a critical mass of information relevant to the needs of the independent and public media, and the general public in Praia. It has also provided opportunity for the various media organs in the country to have access to reliable and verifiable information. The project is operationally terminated.

NATIONAL PROJECT

**CAPE VERDE
STRENGTHENING THE INDEPENDENT NEWSPAPER *A SEMANA*,
PROJECT NO: PDC/19 CVI/02 (352-CVI-92)
US\$25,000**

TYPE OF PROJECT

Created within the context of an emerging multiparty democracy, *A SEMANA* had a long-term development objectives which are those of increasing the viability of the newspaper by expanding its readership, promoting press independence and pluralism in Cape Verde, guaranteeing the free circulation of ideas through the press and seeking to promote the use of new technologies in the African press.

IMPLEMENTATION

IPDC approved this project during the 19th session of its Bureau meeting with a modest funding of US\$25,000. This amount was used in acquiring Desktop Publishing (DTP) equipment for the newspaper and by which it offered the public improved products in terms of technical quality. The project equally fostered more effective news and information gathering and processing. The technical personnel were effectively trained on the use of the desktop publishing equipment and on how to ensure proper maintenance of the acquired equipment

RESULTS.

The equipment were bought and installed. They are now fully operational. And as a result of this, the quality and quantity of the newspaper's news content has tremendously increased. As a tabloid, the newspaper through this IPDC assistance now publishes in colour.

CONCLUSION

The production of the newspaper has been reinforced with the acquisition of appropriate computer equipment for newspaper production. Training was also ensured and this has created a possibility for the newspaper to increase its production. The project is operationally terminated.

NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC
RESTRUCTURING OF THE CENTRAL AFRICAN
NEWS AGENCY (ACAP) –
PROJECT NO: PDC/19 CAF/01 (352-CAF-91)
US\$46.000**

TYPE OF PROJECT

Acquisition of computer equipment for ACAP, develop a database for independent and public media, develop a participatory management approach in ACAP and train personnel in the use of new information and communication technology: These were the principal objectives of this project, which was approved with a US\$46.000 in funding.

IMPLEMENTATION

Opened for implementation in September 1999, effective implementation began in February 2000 when ACAP with the technical collaboration of UNESCO Yaounde ordered equipment necessary for the project through PEC. The equipment needed for the project was then acquired and installed. It is now fully operational. The ultimate objective of this project is to broaden the scope of the agency's news and information gathering process and also improving on the quality of news and information provided to citizens of the Central African Republic. By acquiring appropriate equipment, the project is seeking to develop an agency free from political influence and capable of objectively processing the news stories to be distributed to the various national media organs and other subscribers. ACAP personnel was trained in the use of the computer equipment. The implementation of the project has been terminated.

RESULTS

As a result of the execution of the project, the Central African News Agency (ACAP) has acquired appropriate equipment for proper news gathering and information processing. From every indication, ACAP now disseminates quality news and information to both the independent and public media.

CONCLUSION

The implementation of this project has greatly contributed to the quality of ACAP's products. The implementation has so far proven to be a success.

NATIONAL PROJECT

**COMOROS
STRENGTHENING OF PRODUCTION CAPACITY AT RADIO COMOROS
PROJECT NO: PDC/20 COI/01 (353 COI 01)
US\$31 000**

TYPE OF PROJECT

The objective of this project was to purchase equipment for the Radio Comoros to strengthen its production capacity

IMPLEMENTATION

The project has an implementation rate of 13% which is low for the amount approved. This is a result of difficult communications with the beneficiaries of the project. This notwithstanding the ACI met recently with the Comorian authorities and the total implementation of the project is expected before July 2004.

RESULTS

To report in the next meeting of the IPDC Bureau

CONCLUSION

The results of this project illustrate if need be the communication difficulties experimented in Africa. Yet in spite of this it is hoped that the implementation of this project will greatly improve the quality of production at Radio Comoros

NATIONAL PROJECT

**COTE D'IVOIRE
TRAINING OF JOURNALISTS
AND MEDIA MANAGERS IN INFORMATION LAW
PROJECT NO: PDC/20 IVC/01 (353-IVC-01)
US\$26,000**

TYPE OF PROJECT

This project is a national project whose objectives seek to create favourable conditions for the emergence of a free press and also contribute to promoting professionalism, responsibility and the mastery of legal texts governing media practice in Côte d'Ivoire.

IMPLEMENTATION

This project was approved in the year 2000 with a total funding of US\$26.000. These funds were made available in the early half 2002. The UNESCO Bureau in Yaounde contacted the National Commission and the *Observatoire de la Liberté de la Presse, d'éthique et de la déontologie (OLPED)* requesting for a revision of the plan of activities in conformity with the approved funding. The revised plan of activities submitted and training activities were planned for mid November 2002. To initiate the organisation of activities, an Activity Financing Contract was signed with the National Commission to organise the training in collaboration with the *Observatoire de la Liberté de la Presse, d'éthique et de la déontologie (OLPED)*. To begin preparation for the workshop, a first part disbursement for the training was authorised just when a civil war broke out in the country. Thus, given the political situation in Côte d'Ivoire, the implementation of this project was temporarily suspended. Contacts with the National Commission are underway to re-launch the activities of this project.

RESULTS:

No results can be envisaged as no activity has been organised yet.

CONCLUSION:

From the aforementioned, official correspondence has been sent to the National Commission of Côte d'Ivoire to re-launch activities. Official response to the correspondence is being awaited.

NATIONAL PROJECT

**COTE D'IVOIRE:
MODERNISATION OF THE AGENCE
IVOIRIENNE DE PRESSE (AIP)
PROJECT NO: PDC/19 IVC/01 (352-IVC-91)
US\$40.000**

TYPE OF PROJECT

The objective of this project was to increase the newsgathering and dissemination process of the *Agence Ivoirienne de Presse (AIP)*. The equipment component of the project sought to enhance the capacity of the Agency to offer provincial bureaux with possibilities of gathering news from the bureaux and dispatching them to the Central desk at Abidjan.

IMPLEMENTATION

For the implementation of this project, a detailed list of equipment needs was sought from the management of the *Agence Ivoirienne de Presse (AIP)*. The list of equipment was sent to ADM/PRO at Headquarters for the ordering of the equipment from TRANSTEL London. The equipment was acquired and delivered to the *Agence Ivoirienne de Presse*. Installation of the equipment was carried out by the technicians from TRANSTEL as was stated in the contract signed with the supplier. The TRANSTEL Consultants equally trained technicians at the Agency on the use of the delivered equipment.

RESULTS

Further to the acquisition and installation of the equipment and the training of the technicians, the Agency has proportionately increased its news production capacity and with an appreciable level of improvement in the news gathering process. More so an information database has been developed which renders free access to information for both public and private media organs. An intranet service has also been created.

CONCLUSION

The implementation of this project has greatly contributed to the improvement in the quality of the newsgathering process and also let to the increase in the news production. The implementation of this project has been terminated.

NATIONAL PROJECT

**CONGO (PEOPLE REPUBLIC OF CONGO)
REHABILITATION OF THE AGENCE CONGOLAISE
D'INFORMATION
PROJECT NO: PDC/20 PRC/01 (353-PRC-01)
US\$30.000**

TYPE OF PROJECT

The *Agence Congolaise d'Information (ACI)*, whose original mission is to gather and disseminate national and international news to all regions of the country initiated this project with the development objective of rehabilitating the ACI's entire infrastructure and also ensuring the permanent training of editorial, management and maintenance staff. In the immediate it was considered that the project would acquire computer equipment for its Head Office in Brazzaville and also the five provincial bureaux.

IMPLEMENTATION

With an initial funding of US\$30.000 provided by IPDC, ACI acquired computer equipment through the assistance of UNESCO Yaounde and PEC. This equipment, which has been installed at ACI's Head Office and provincial bureaux, is fully operational. With this assistance from IPDC, the Agence Congolaise d'Information now produces its newsletter on a regular basis with improved quality as colour printing has been introduced.

RESULTS

Based on the activity report received from ACI, the necessary equipment that was acquired had been installed and modular training offered to its editorial and technical staff thus conforming to the objectives set out in the project document.

CONCLUSION

This project has been successfully implemented.

NATIONAL PROJECT

**ETHIOPIA
HUMAN CAPACITY BUILDING OF THE ETHIOPIAN MASS MEDIA TRAINING
INSTITUTE
PROJECT NO: PDC/21 ETH/01 (353 ETH 5011)
US\$35 000.00**

TYPE OF PROJECT

The objective of this project was to upgrade both the Ethiopian Mass Media Training Institute (EMMTI) diploma programme to degree level and pedagogical skills of the instructors for the regular and formal training of journalists, so as to help EMMTI fine-tune its curriculum and teaching methods.

IMPLEMENTATION

Approved with a funding of US\$35 000.00 against the foreseen cost of US \$ 190,000. Requests from the ACI were sent repeatedly last year asking EMMTI to revise the budget in line with the approved funding as well as to indicate EMMTI areas of priorities. The response came through recently on the training priorities which is now in the process of implementation.

RESULTS

So far no activity has been carried out but the ACI office is in communication with EMMTI on implementing the project this year

CONCLUSION

In spite of delays in the implementation of this project, it is hoped that it will contribute to upgrade EMMTI training programmes

NATIONAL PROJECT

**GHANA
STRENGTHENING RADIO UNIVERS
PROJECT NO: PDC/21GHA/01 (353-GHA-5011)
US\$ 25.000**

TYPE OF PROJECT

This project seeks to contribute to improving the quality of life for the underprivileged as well as contribute to transforming Ghana into a middle-income country by 2020 through quality production and broadcast of development-oriented programmes.

IMPLEMENTAION

The strategy for project implementation is the acquisition and installation of appropriate production and transmission equipment. After assessment the technical needs of the project, a list of required equipment was prepared and sent to ADM/PRO for purchase and delivery given that this unit has the institutional competence for acquiring equipment of this nature. The purchase of the equipment is in process.

RESULTS

An assessment of project needs was carried to determine the relevane between project needs and stated objectives.

CONCLUSION

The project implementation is still on going.

NATIONAL PROJECT

**GHANA
TRAINING PROGRAMME PAIRING
BEGINNING JOURNALISTS WITH NGO SPECIALISTS
PROJECT NO: PDC/19GHA/01 (352-GHA-91)
US\$ 40 000**

TYPE OF PROJECT

This project with an IPDC approved funding of US\$40.000 seeks to identify differences between beginning journalists and NGO specialists on development journalism. The project also seeks to reinforce the basics of good broadcast journalism, journalistic writing and production techniques to encourage the production of quality developmental news issues in health, environment, etc

IMPLEMENTATION

The implementation approach for this project is the organisation of three training workshops for both beginning journalists and NGO specialists. The first phase of the training workshop has been organised and an activity report submitted. The remaining training workshops were programmed for November and December 2002. These could not take place due to a change in the management of the School of Communication Studies (SCS). For that reason the implementation had to be delayed. Meanwhile contacts have been made with the Ghana National Commission for UNESCO and the SCS to reschedule the remaining training sessions. To speed up the organization of the second training, a second part payment has been authorized and training has been scheduled for April 2004. Measures have been adopted to ensure that the implementation of this project ends in June 2004.

RESULTS

This first phase of the workshop grouping beginning journalists and NGO specialists was organised at the end of which an activity report was submitted to UNESCO Yaounde. Also to facilitate the organisation of the first training session and subsequent workshops ones some basic broadcast materials were acquired for the workshop participants.

CONCLUSION

The implementation of the project is still on going with preparations for the organisation of the next training session is scheduled for April 2004. Funds for this second training have already been authorized through the UNESCO office in Accra.

NATIONAL PROJECT

**KENYA
DEVELOPMENT OF FREE PRESS INSTITUTIONS
PROJECT NO: PDC/21 KEN/01 (353 KEN 5011)
US\$20 000**

TYPE OF PROJECT

The objective of this project was to set up a Press Club in Kenya that would enhance national cohesion among media practitioners as well as reinforce the interaction among the East Africa Media Institute-Kenya chapter

IMPLEMENTATION

Approved with a funding of US\$20,000 against a requested fund US\$ 87, 000 This project has an execution rate of 78%. To note that it was implemented by the East African Media Institute of Kenya (EAMI-K), on behalf of whom the equipment was purchased. However, after the last Kenyan elections the EAMI-K was dissolved and transformed into the Media Council of Kenya (MCK). As such project implementation was delayed. Since then, negotiations with MCK have taken place with a view to make the press club fully operational. Alternative sources of funding are also been sought with a view of completing the necessary equipment for the centre which would not be possible with IPDC's reduced funding.

RESULTS

The expected results of the project have been delayed by the institutional changes but it expected that they will be fully implemented in the course of the present year.

CONCLUSION

Political changes in the country have influenced and delayed the execution of this project. Yet, a better disposition from the international cooperation towards the country will certainly improve and enhance the activities of the independent press in Kenya. It is expected that UNESCO-IPDC partners will be able to fundraise further to set-up a Press club that will cater for the needs of independent journalists in the country.

NATIONAL PROJECT

**LESOTHO
ESTABLISHMENT OF CENTRAL PRINTING HOUSE FOR THE
INDEPENDENT MEDIA IN LESOTHO
PROJECT NO: PDC/20 LES/01 (353 LES/01)
US\$34 000**

TYPE OF PROJECT

The project grew out of a plea from the Lesotho Chapter of the Media Institute for Southern Africa (MISA) following the gutting of the Centre of Maseru as a result of a civil conflict. During the incident, a number of independent press owners sustained equipment and other property loss. The ultimate objective of the project is to help establish a “cooperative” printing house for the independent press. The achievement of this goal has had to surmount many hurdles from authorities. Finally, a compromise was recently reached after long negotiations with the Government.

IMPLEMENTATION

IPDC’s grant of US\$34,000, being insufficient to establish a full-fledged printing outfit (production equipment and printing press), was instead utilized to commence project implementation with the acquisition and installation of a set of DTP equipment comprising 5 – 6 work stations and accessories such as the appropriate publishing software, scanners, and laser printers. This phase of the project is now in process. Premises are being secured and a critical mass of personnel is being researched.

CONCLUSION

If this project matures into a viable printing cooperative for the independent press in Lesotho, IPDC’s contribution to consolidating democracy in the Kingdom will be a testimony to the Council’s commitment and mission to facilitate the free and uninhibited flow of information and ideas wherever and whenever threatened.

NATIONAL PROJECT

**LIBERIA
ENHANCING TRAINING MEDIA PERSONNEL
PROJECT NO: PDC/21LIR/ (353-LIR-5011)
US\$ 20 000**

TYPE OF PROJECT

This project aims to upgrade the skills of journalists in order to effectively promote and enhance national development through attitudinal change.

IMPLEMENTATION

The project, approved with a funding of US\$ 20.000, has been sub-contracted to the Liberia National Commission for UNESCO due to the conflict in Liberia under an activity financing contract. The National Commission will undertake the co-ordination of project activities, local purchase of equipment, and training of media personnel.

RESULTS

The conflict in Liberia caused delays in implementation. The project is expected to be terminated by the end of June 2004.

Conclusion

The project implementation will be terminated by June 2004

NATIONAL PROJECT

**MADAGASCAR
ANTA' NATIONAL NEWS AGENCY
PROJECT NO: PDC/19 MAG/01 (352 MAG 91)
US\$45 000**

PROJECT TYPE

ANTA, the Malagasy National News Agency, had virtually come to a stop when the project was presented to IPDC. The assistance sought was to assist ANTA to resume its activities; achieve its financial independence by developing new ICT services and to enable its network to provide national and international coverage.

IMPLEMENTATION

IPDC approved this project with funding amounting to US\$45,000.00. Due to the delays in opening the allotment for this project, the Malagasy Government had initially requested the RCA to study alternative possible sources of funding for this project, which was later sorted out after the allotment. Furthermore, the UNESCO Communication Adviser in East Africa sent a specialist to assist in the configuration and the rationalisation of ANTA's equipment and network to accommodate reduced funds approved by IPDC.

RESULTS

Six correspondents offices and ANTA's HQ benefited from the introduction of new information and communication technologies. The project equipment was purchased and installed and ANTA has resumed public service activities complemented by Internet and on-line services.

CONCLUSION

This project implementation is reported to the IPDC Council following reports from its general manager but not yet corroborated by a mission "in situ". Nevertheless, as it appears, even with a reduced amount of funds it appears that some small national news agencies can introduce diversified information and communication services and income-generating activities for their sustainability.

NATIONAL PROJECT

**MALI
COMMUNITY RADIO IN THE SERVICE OF LOCAL DEVELOPMENT PROJECT
NO: PDC/21MLI/01 (353-MLI-5011)
US\$ 25 000**

TYPE OF PROJECT

Created within the context of media pluralism in Mali, this community radio project has a long term development objective of supporting national development efforts through greater participation and empowerment of the local population of San. To achieve this objective, the project is focusing on the acquisition of equipment and material for Radio Parana and the organisation of a workshop on quality programme production.

IMPLEMENTATION

IPDC approved this project with US\$25.000 in funding. Implementation of this project focuses on the acquisition of radio equipment and some workshop materials. Funds have already been disbursed for the acquisition of radio equipment which is in progress.

RESULTS

The implementation of this project is still in progress consequently no result has been achieved as of now.

CONCLUSION

The project's implementation is still on-going.

NATIONAL PROJECT

MALI
ENG AND VIDEO PRODUCTION EQUIPMENT
PROJECT NO: PDC/20MLI/01 (353-MLI-01)
US\$ 65 000

TYPE OF PROJECT

The aim of this project was to provide digital video equipment to the *Office de Radio Télévision Malienne (ORTM)* with a view to strengthen the ORTM's technical equipment and improve news and sports reporting during the 2002 African Nations Cup scheduled for Bamako (Mali) . Also training was programmed in the project document given that the required equipment were of advanced technology that required mastery in terms of use.

IMPLEMENTATION

With an IPDC approved funding of US\$65.000, some digital equipment was ordered through PEC. The equipment was intended to reinforce the technical capacity of ORTM during the coverage of the 2002 African Nations Cup. The implementation of this project was seriously delayed due to long and overloaded administrative procedure in acquiring requested equipment through ADM/PRO. More than twenty-four (24) months was recorded just to have the equipment acquired from suppliers in Japan.

RESULTS.

In reference to the objectives of this project, requisite equipment was ordered through ADM/PRO from PANASONIC Japan. The equipment has been installed and training for the technical personnel is programmed for March 2004. An activity Financing Contract has been prepared and signed to that effect by UNESCO and the *Office de Radiotélévision Malienne (ORTM)* for the organization of this training.

CONCLUSION

The implementation of this project though it has to a greater extend improved on the quality output of the Office's technical productions, one thing remains to be deplored which is the too-loaded administrative procedure in acquiring technical equipment through ADM/PRO. Quite often, very long delays in project implementation are as a result of this administrative procedure. The project will be operationally terminated by April 2004 at the latest when the planned training session for technical personnel would have been organized.

NATIONAL PROJECT

**MALI
INSTITUTIONAL SUPPORT TO
PROFESSIONAL ORGANISATIONS
PROJECT NO: PDC/19MLI/01 (352-MLI-91)
US\$ 44 000**

TYPE OF PROJECT

This project is seeking to contribute in ameliorating the media landscape in Mali and considering the paucity, in terms of economic, technical and human resources of the Malian press, this project is therefore aiming at training independent newspaper journalists in journalistic writing techniques and to assist in the transformation of newspapers into veritable newspaper enterprises.

IMPLEMENTATION

With \$44.000 provided by IPDC during the 38th session of the IPDC Bureau meeting, the implementation of this project focused on the acquisition of computer equipment through ADM/PRO and the training of some 120 Malian newspaper journalists on the use of DTP equipment in newspaper production. The training of the 120 journalists was carried out in modules with each module lasting for four days. At the end of the training the *Association de Journalistes pour la Promotion du Professionnalisme (AJPP)* produced a publication on the ethical principles of media practice in Mali.

RESULTS

Equipment had been acquired, delivered and installed at the Head Office of AJPP in 2002. Training of 120 journalists of the independent newspaper was organized in September 2003 with the training having been focused on the use of computer software in newspaper production, and on the role of ethical principles in the practice of journalism. A handbook on ethical principles in media practice was published.

CONCLUSION

The project is operationally terminated but not yet financially closed. To what extent this project has contributed to the quality of professional practice in Mali, is yet to be determined and on this score, it would be better to initiate an evaluation of the project.

NATIONAL PROJECT

MAURITIUS

SETTING UP OF AN EDUCATIONAL AUDIO-VISUAL ARCHIVES

PROJECT NO: PDC/20 MAR/01 (353 MAR 01)

US\$40 000

TYPE OF PROJECT

The objective of this project was to set up the Educational Audio- Visual Archives of the Mauritius College of Air (MCA).

IMPLEMENTATION

Approved with a funding of US\$ 40 000 this project was implemented almost immediately. To note that Mauritius provided with a substantial contribution towards toppling IPDC funds which were insufficient. In so far as the IPDC contribution is concerned, the purchase of the equipment contemplated in the IPDC contribution was agreed between the MCA and UNESCO. Tenders were passed by MCA upon with the approval from UNESCO, and the equipment was purchased and installed in a period not longer than three months.

RESULTS

The Mauritius Educational Audio-Visual Archives was set up as per the project document and it is up and running.

CONCLUSION

The swift and professional execution of this project is the result of excellent planning and execution of MCA which implemented this activity at 100% in record time.

NATIONAL PROJECT

SENEGAL
LE TEMOIN ECOWAS NEW AREA OF CITIZENSHIP-
PROJECT NO: PDC/21SEN/01 (353-SEN-5011)
US\$ 15 000

TYPE OF PROJECT

LE TEMOIN aims to increase viability by expanding its readership. It promotes press independence, pluralism, and the use of new technologies in Senegal.

IMPLEMENTATION

IPDC approved this project during the 21st session of its Bureau meeting with a modest funding of US\$15.000. This amount was used to install desk top publishing equipment for the newspaper, which has made it possible for the paper to upgrade the quality of its design. The staff of the newspaper need to be trained on the use and maintenance of this equipment.

RESULTS

The equipment has been delivered and installed. The training component is therefore only just being organized. The project is expected to terminate by September 2004.

Conclusion

The implementation of this project though delayed is being successfully carried out.

NATIONAL PROJECT

**SENEGAL
ESTABLISHMENT OF AN ADVANCED MEDIA
TRAINING CENTRE
PROJECT N0 : PDC/20SEN/01 (353-SEN-01)
US\$ 40 000**

TYPE OF PROJECT

The objective of this project sought to create an Advanced Media Training Centre through the acquisition of complete Radio and Television Production and Broadcast equipment with the view of offering well tailored-training programmes for young media practitioners seeking to develop sound professional skills.

IMPLEMENTATION

With an IPDC funding of \$40.000 complete digital radio production and broadcast equipment was acquired through ADM/PRO and delivered to the *Institut Supérieur de Sciences et Techniques de l'Information et de la Communication (ISSTIC)* through the UNESCO Regional Office for Education in Africa (BREDA) in Dakar. The acquired radio equipment has been installed at the Centre's premises, tested to determine its effectiveness and is now fully and technically operational. The training component of the project was equally programmed and organized for the animators and technicians who will be working at the radio.

RESULTS

The requisite radio equipment was ordered through PEC in 2001 and delivered. Installation was carried out and training of radio animators and technicians trained on the use of the equipment.

Conclusion

The implementation of this project though very much delayed has been successfully carried out.

NATIONAL PROJECT

SENEGAL

COVERAGE OF THE NATIONAL TERRITORY BY THE AGENCE SENEGALAISE DE PRESSE (APS) –

PROJECT NO: PDC/19SEN/01 (352-SEN-91)

US\$60.000

TYPE OF PROJECT

This project was elaborated by the Senegalese Government and was designed to acquired computer equipment for the provincial bureaux of the Senegalese News Agency (APS) to facilitate the reception and transmission of news despatches and the re-keying of articles. The project also sought the objectives of developing a Website and to create an Intranet service that will ease the collection and transmission of news despatches from the provincial bureaux to the Head Office and also to APS's subscribers.

IMPLEMENTATION

With an approved funding of US\$60.000, a News manager system, a server, and some workstations for the provincial bureaux were acquired. Furthermore a Website and an Intranet service was developed which now facilitate the reception and transmission of news despatches to various consumers. An on-line news commercialisation was equally developed to ensure APS sustenance.

RESULTS

The Senegalese News Agency (APS) is now computerised with all provincial bureaux linked up through an Intranet service. The APS now covers the national territory in terms of newsgathering and distribution, and is being accessed by national and foreign subscribers.

CONCLUSION

With the IPDC funding, this project has recorded a remarkable success in the use of ICT in receiving and transmitting news despatches. More importantly, its on-line commerce enables it to sell its news products with a view to ensuring its sustainability.

NATIONAL PROJECT

SEYCHELLES

REPLACEMENT OF RADIO RECORDING AND EDITING EQUIPMENT

PROJECT NO: PDC/21 SEY/01 (353 SEY 5011)

US\$15 000

TYPE OF PROJECT

The objective of this project was to replace the radio recording and editing equipment. It has been using the old Uher machines for recording and Lyrec Fred for editing which have become obsolete and constantly breaking down.

IMPLEMENTATION

Approved with a funding of US\$15,000 against a request budget of \$55,000 this project has incurred long delays in its implementation. The authorities of Seychelles Broadcasting Corporation (SBC) have been contacted to provide the office of the ACI with a revised budget in line with the IPDC approved funding. They have also been requested to indicate the equipment on a priority base on the approved funds. So far and in spite of repeated meetings with the SBC Director, the ACI office has not yet received the revised list of equipment.

RESULTS

Implementation depending on the response from Seychelles authorities which so far has not yet received and therefore there is no implementation to report upon.

CONCLUSION

Seychelles has a serious problem for obtaining hard currency and they depend on projects such as this to enhance the performance of the state media. Unfortunately the lack of response from the SBC has considerably delayed the implementation of this project.

NATIONAL PROJECT

**TANZANIA
TELEVISION ZANZIBAR INFORMATION NETWORK
PROJECT NO. PDC/19 URT/01 (352 URT 91)
US\$40 000**

PROJECT TYPE

The objective of this project was the integration of Television Zanzibar information system and the development of a local ISP network within Zanzibar.

IMPLEMENTATION

The IPDC approved US\$40,000 of the US\$104,340 requested. In close collaboration with the Ministry of information, Culture, Tourism and Youth, the implementation of the project was swift and smooth. In view of the importance given by the (Zanzibar) government to this project and thus the need for an intensive and extensive training of the project staff, it was done also with a complement of funds from the Office of the Communication Adviser.

RESULTS

Television Zanzibar Network ISP service is now operational and the staff has been trained to use the equipment. Today, Television Zanzibar is able to give access to Internet services to the local government as well as to individual private clients. The purchasing of equipment, and subsequent installation of the equipment and training of staff was done in a short period of time (approximately 5 months). In spite of the successful establishment of this ICT network, in a recent visit of the Communication Adviser it came to his attention that the network needed maintenance and further training in this area for the local staff. Also that some transmission equipment required replacement and that TV Zanzibar did not have the resources to do so.

CONCLUSION

The investment in human resources and capital provided by IPDC and UNESCO produced excellent results especially on the understanding and application of ICTs for development. The success of the project also convinced the government of the value of investing its own resources in the expansion of the network and the future development of community-based ICT projects. However, it also shows that as in most of developing countries, maintenance is a must and its absence can determine the end of a successful operation such as this one.

NATIONAL PROJECT

**TOGO
SUPPORT OF TRAINING FOR TOGOLESE JOURNALISTS AT THE
JOURNALISM CENTRE IN LOME
PROJECT NO: PDC/21TOG/01 – 353-TOG-5011
US\$10.000**

TYPE OF PROJECT

Jointly initiated by the Berlin International Institute of Journalism and the Lomé Journalism Centre, this project seeks to develop professional skills amongst Togolese journalists within the context of media pluralism and democratic reforms. The long term development objective of this project is aiming at promoting and sustaining freedom of expression and to facilitate the emergence of a truly independent press operating in democratic environment.

IMPLEMENTATION

Implementation of this project saw the organisation of a training workshop intended for Togolese journalists working in both the independent and public media. The training was carried out in modules focusing on new information and communication technology, journalistic responsibility based democratic governance, respect of professional ethics, respect for human rights, privacy etc. The organisation of this workshop drew participants from across the media board in Togo. At the end of the training a workshop a final report was elaborated and submitted to UNESCO.

RESULTS.

Over fifty Togolese journalists were trained on the use of ICTs in journalistic practice and also on democratic governance. The participants came from the print and the audiovisual media and were also of the independent and public media.

CONCLUSION

This project has been successfully implemented

NATIONAL PROJECT

**UGANDA
NEWSPAPERS EDITOR AND PROPRIETOR ASSOCIATION (UNEPA)
PROJET NO: PDC19 UGA/01 (352 UGA 91)
US\$ 35 000**

TYPE OF PROJECT

The objective of this project was to set up a centre to support interaction among the Uganda Newspapers Editors and Proprietors Association (UNEPA), civil groups and Government.

IMPLEMENTATION

IPDC approved this project with US\$35,000.00 in funding. The funds were used to purchase computer equipment for the UNEPA secretariat as well as to cover the costs for two major workshops held in Uganda. The year 2000 World Press Freedom Day held in Kampala was also supported by this project. All workshops were organised by the UNEPA in collaboration with the Eastern Africa Media Institute (EAMI), and UNESCO Regional Communication Office in Nairobi. A workshop on Election Monitoring and coverage was a priority and very appropriate in Uganda during the election year. A second training for the UNEPA was on New Information and Communication Technologies which was facilitated by the EAMI and which contributed to the smooth implementation of the project.

RESULTS

UNEPA is the lead association in Uganda for the promotion and protection of press freedom and freedom of association. It is also the leading organisation which facilitates easy access to materials used in the newspaper industry, maintaining both professional status and the independence of the papers as well as improving education and training of journalists, technical and other staff engaged in the newspaper industry. This project has therefore strengthened this association in terms of setting up its secretariat and empowerment of its members through training.

CONCLUSION

In spite of the reduced amount of funds approved by IPDC, the project beneficiaries - UNEPA, independent media and related civil associations, were able to set up a strong movement which is now recognised as an equal partner to the Government and the Legislative Assembly in all matters related to press bills and state-media relations.

ASIA AND THE PACIFIC

REGIONAL PROJECT

AIBD: CYBER JOURNALISM FOR WOMEN BROADCASTERS
PROJECT NO: PDC/21 RAS/01 (353 RAS 5011)
US\$ 22,000

TYPE OF PROJECT

The aim of this project was to develop knowledge of how computer power can assist journalists in finding news, researching stories, understanding figures and trends, and publish stories to a wider audience. Its object was to give women journalists a set of specific skills to assist them to advance within their profession and organization, and also to give them the knowledge, skills and opportunity to advance the role of women with the Asia-Pacific societies.

IMPLEMENTATION

A two-weeks' workshop was designed to teach carefully selected women journalists working in the electronic media in Asia-Pacific advanced skills in the use of computers and the Internet for research and reporting news. Thirteen women from twelve Asian and one Pacific country were accepted for this course.

RESULTS

The skills the participants learned included the use of email, web-research and newsgroups/listserv interaction; the use of desktop computers and spreadsheet and database software to research and analyse information and process it for use in broadcasting of all sorts; and the basics of publishing news and information on the World Wide Web. These skills are still rare in many countries of Asia and the Pacific, despite the rapid development of the Internet in the region, and the increasing amount of regional information now available in digital form.

CONCLUSIONS

The trainers' were impressed with the commitment of the participants, their ability to work together and willingness to help each other. Post-course, the participants set up a mailing list and were exchanging information on a regular basis. The trainers received emails from all participants and continued to help, advise and chat with them. The course reinforced the observation that gender-specific courses for women work well among journalists in Asia-Pacific. The course also showed the value of courses longer than a week. It was possible to impart more information to the participants because they had more time to think about it. The training planted change agents in quite a lot of newsrooms. The feedback since the course was that it had achieved observable change in at least half of the newsrooms. The more measurable outcomes were web-pages, stories broadcast, and superiors and peers influenced.

REGIONAL PROJECT

**SEAPA: MONITORING AND EVALUATING PRESS FREEDOM IN SOUTHEAST ASIA PROJECT NO: PDC/21 RAS/05 (353 RAS 5012)
US\$ 28,000**

TYPE OF PROJECT

The aim of the project is to expand press freedom throughout South-East Asia; to develop solidarity among journalists in the region; and an awareness of common problems and objectives. Its objective is to expand awareness of working conditions of journalists and media organizations in South-East Asia through rigorous research and quality reporting on press freedom and to hold governments, political organizations and other pressure groups accountable for the treatment of journalists.

IMPLEMENTATION

SEAPA has allocated part of the IPDC grant to its member organizations: the Thai Journalists Association TJA, the Alliance of Independent Journalists AJI (Indonesia) and the Centre for Media Freedom and Responsibility CMFR (Philippines) for each to undertake training that suits the level of professional needs and the media environment in each of the countries concerned. These workshops are aimed at establishing a network of volunteer correspondents and partners in the region able to report on violations of press freedom and attacks on journalists as well as breaches of professional and ethical standards.

RESULTS

The progress so far is as follows: (i) The TJA completed the Alert Workshop on 2-3 August 2003. Twenty participants from Thailand's provinces attended. They identified various problems and challenges facing the journalists from the provinces; learned about alert reporting skills, and the networks to contacts when problems occur. The question of ethics was addressed. So far, TJA has set up two local networks for press freedom monitoring, and a plan exists to set up a third one. A second workshop will be held in April 2004. (ii) The AJI workshop has been delayed to February 2004. (iii) The workshop on "Criteria for reporting attacks against journalists in the Philippines" was held by CMFR in mid-September 2003. The workshop was aimed at training alert coordinators in provinces. Thirty participants attended. (iv) A new SEAPA website is being designed to have a more dynamic look with a wider reach. (v) A plan exists to formulate a regional alert manual in collaboration with IFEX. Moreover, two regional events have taken place: (vi) In July 2003, SEAPA and the CMFR conducted in Bali a workshop on investigative reporting (in difference from informative reporting) for 25 journalists from East Timor, Indonesia, Malaysia, Philippines and Thailand. (vii) In November, the regional seminar on self-regulation in broadcast media in Southeast Asia brought together 40 participants.

CONCLUSION – Pending

REGIONAL PROJECT

MEDIA EDUCATION IN THE PACIFIC

PROJECT NO: PDC/20 RAS/02 (353 RAS 5001)

US\$ 30,000

TYPE OF PROJECT

The aim of this project was to develop ‘media education’ materials for the Pacific Island secondary schools. It sought to raise awareness about the importance of media education, and to support educators in initiating media education in their schools.

IMPLEMENTATION

In 2002, the project held a regional and two national workshops with the Pacific ASP network (Associated Schools project) to identify the needs, to test approaches, as well as to test and compile materials in order to develop a concept and format for media education teaching materials, which would be suitable for the Pacific Island context. After the concept was clear, the final content development was contracted to a professional textbook developer. The development of the manuscript was constantly reviewed by UNESCO’s own experts as well as experts who are familiar with the specific Pacific educational and cultural requirements. The manuscript was completed into a book in April 2003. It was launched in June 2003, at the regional ASP coordinators’ meeting, including a workshop on the skills and strategies of launching the book to teachers on national level.

RESULTS

The ASP coordinators received the “Media Education in the Pacific: A Guide for Secondary Schools Teachers” with great enthusiasm, due to their ownership to the product. In the second half of 2003, the ASP coordinators started introducing the book at national level. Follow-up will be supported from UNESCO’s RP in 2004 -5.

CONCLUSION

Over the past 20 years, the media has grown significantly in the Pacific island countries and worldwide. Some researchers speak of the “first curriculum”. This refers to the media as young people’s primary source of information of the world. The Pacific Islands media education project started because young people need to learn about the purpose and possibilities of the media. The book was produced specifically with the needs of Pacific schools, and the Pacific media and cultures in mind. It is a result of a wide consultation within the region. The guide will help teachers introduce media education into their classrooms. The student activities in the guide aim to empower students to take part in the media and understand its diversity. The guide is not a complete curriculum. It is a starting point for continuing the discussion about media education in the Pacific context. At the very back of the book, there is a questionnaire. Teachers can use it to give feedback on the content of the guide. The ASP coordinators share the view that the book is well structured, and has all what teachers needed to conduct the related media education activities. The book is a joint effort of the UNESCO's Office for the Pacific States and its Associated Schools network. The largest international network of schools in the world, the ASP helps member schools to develop programmes and activities in areas such as peace, human rights, environment, culture and media. It also promotes understanding of UNESCO itself and the wider UN system. Pacific directors of education had already committed their support to this development.

REGIONAL PROJECT

**PACIFIC ENVIRONMENTAL INFORMATION NETWORK
PROJECTS NO: PDC/18 RAS/04 AND PDC/20 RAS 03
(352 RAS 5083 and 53 RAS 5002)
US\$ 91,000**

TYPE OF PROJECT

In the media world, articles on the environment are not often accorded the importance they deserve. Still, the bottom line is that without a healthy environment, it is difficult to have a sound economy. One reason for the low priority is that many working journalists have received little or no training in specialized reporting. In 1999, the IPDC allotted US\$ 66,000 for six national training workshops on environmental reporting. The aim was to bring the environmental issues higher on the public agenda.

IMPLEMENTATION

The South Pacific Regional Environment Programme (SPREP) and the UNESCO Office for the Pacific States launched this series of workshops in May 1999. The participants were reporters from Samoa, Marshall Islands, Tonga, Cook Islands, Fiji and Papua New Guinea. National environmental officers and some NGOs attended to ensure an efficient relation between them and the media. In late 2001, IPDC allotted an additional US\$25,000 for the second phase of the project. The second phase, the regional training of trainers workshop was held in May 2002.

RESULTS

After the workshops, the participants admitted to having a better understanding about the environment, its preservation and protection, and greater confidence in reporting these issues to the public. The operational part of the 2-phase project has now been implemented, pending evaluation.

CONCLUSION

The awareness of environmental issues is a key to sustaining the Pacific's precious and fragile environment, and well-informed media coverage is critical. Still, this IPDC project has been the only project in the past five years seeking to enhance environmental reporting.

REGIONAL PROJECT

**AMARC SUPPORTING THE EMERGING RADIO SECTOR IN ASIA
PROJECT NO: PDC/20 RAS/04 (353 RAS 5003)
US\$ 30,000**

TYPE OF PROJECT

This project, executed by the World Association of Community Radio Broadcasters (AMARC) based in Montreal had as its broad objective to support and promote emerging community radio Sector in Asia. The activities included making country studies in at least in six Asian countries which either already have community radio or likely to introduce community radio, organize and conduct a regional consultation meeting to establish an Action Plan to promote community media. Follow-up licensing issues with policy makers and to establish and maintain a network and network support center with one of the AMARC members in Asia.

IMPLEMENTATION

A contract was established in mid 2001 with AMARC to implement the project. AMARC conducted country studies on Bangladesh, Cambodia, East Timor, India, and Nepal and collaborated with the Institute of Development studies at the Sussex University to hold a regional meeting on community radio from 21-23 February 2002. However, no AMARC representative attended this meeting and hence the Action Plan and network center could not be established in time. Due to changes in AMARC Secretariat most activities were behind the schedule. Therefore the contract was amended in April 2002 to enable AMARC to reschedule some of the activities. Finally AMARC held a Asian Consultative meeting as a Asian regional conference in Kathmandu from 20-21 February 2003 as an associated meeting with AMARC world conference.

RESULTS

Six country papers were produced. AMARC associated in conducting a regional seminar on community radio. Information concerning the Action Plan for policy advice, establishment of community radio network and network support center yet to be received from AMARC

CONCLUSIONS

Uncertainty due to the changes in the AMARC Secretariat and lack of leadership from AMARC has impacted on the project. AMARC has no permanent presence in Asia and has not been able yet to identify a suitable AMARC member in Asia to lead the network. AMARC has to use the project to build its capacity in Asia to accomplish the activities envisaged under this project. It needs to work more in Asia to become a globally representative organization.

REGIONAL PROJECT

AIBD: TRAINING OF TRAINERS

PROJET NO: PDC/20 RAS/05 (353 RAS 5004)

US\$ 28,000

TYPE OF PROJECT

The project aims at training the broadcasting trainers in the region to cater to the growing needs in human resource development and build a reservoir of trainers. It is implemented by Asia Pacific Institute for Broadcasting Development (AIBD), which is an inter-governmental organization, established to meet the training and development demands of Public Service Broadcasting Institutes in the Asia-Pacific Region. Over a period of 20 years AIBD has developed a well-established training methodology course. The project provided assistance to conduct two sub regional training courses to produce a fresh set of well trained broadcasting trainers from Central Asian and Southeast Asian Countries.

IMPLEMENTATION

Project commenced with the signing of the contract in March 2002 under which AIBD undertook to conduct two regional workshops to train media trainers covering Central Asian sub region and Asean sub region, with funding support of Training of Trainers for Central Asian republics was held from 17-28 June 2002 in Almaty, Kazakhstan. Seven participants representing Kazakhstan, Tajikistan and Uzbekistan attended the workshop. The course was conducted with Russian interpretation and participants' evaluations were positive. This was the first time that such a Training of Trainers programme has been held for central Asian broadcasters. Training of Trainers for ASEAN region was held from 09-20 September 2002 in Hanoi, Vietnam, which was attended by eight participants from Cambodia, Lao, Thailand and Vietnam. The selection of participants for both courses shows that AIBD took special care to select those who are in the business of training either with training institutes or within on the job training environment. A training of trainer's manual in English was produced and published through Regular Programme as a supplementary activity of this project. This manual is now available on-line at UNESCO WEBWORLD.

RESULTS

15 trainers or potential trainers in the broadcast programme and engineering fields, representing three Central Asian countries and four Southeast Asian have been trained in the training methodology, including the concept of adult learning.

CONCLUSIONS

The project is completed and to be evaluated. AIBD has developed a well-designed Training of Trainers course. It was the first time that AIBD took efforts to build a core group of broadcast trainers in central Asian countries. The project to extent of funding availability has achieved its objectives. It would be useful, during the evaluation, to assess how the imparted training has been utilized by the Central Asian Participants.

REGIONAL PROJECT

**PINA (Pacific Islands News Association) PACMEDIA
PROJECT NO: PDC/20 RAS/06 (353 RAS 5005)
US\$ 28,000**

TYPE OF PROJECT

PACMEDIA was developed as a follow-up to the successful IPDC/PINA PACTRAINER project. It is being implemented through the PINA Pacific Journalism Development Centre set up under PACTRAINER. The main objective is continuing training development for the news media, including capacity for new media training.

IMPLEMENTATION

Initial funding of US\$ 42,800 was granted through a combination of IPDC funding (US\$28,000) and regular programme support from UNESCO. Activities have included a training-the-trainers workshop on online journalism, with participants from eight countries. Three in-country programmes have been run in Solomon Islands to help resume training development there after two years of ethnic conflict and the coup d'état. Other in-country training development has been held in Fiji, Samoa, and Tonga. Through PACMEDIA, PACTRAINERS have also taken part in online training development programmes held by the Council of Asia-Pacific Press Institutes (CAPPI) and the Broadcast Education Association. Environmental journalism development has been supported through regional ocean sciences training (Cook Islands) and participation in the Asia-Pacific Forum of Environmental Journalists (APFEJ). Business and economics coverage of African, Caribbean, Pacific (ACP) issues has been strengthened.

RESULTS

The regional training-the-trainers workshop participants came from the network developed through PACTRAINER. They studied and discussed new media trends and developed a training plan for the Pacific Islands. Follow up in-country activities have been held in Fiji, Samoa, and Tonga. PACMEDIA also enabled strong Pacific Islands participation in CAPPI's development of specially designed Asia-Pacific journalism courses online. Participants from PINA members throughout the Pacific Islands now take part in courses online with Asian colleagues without having to leave their island newsrooms. Special attention has been given to resuming training development in Solomon Islands after two years of ethnic conflict and the coup d'état. Environmental journalism and business and economics reporting have been strengthened.

CONCLUSION

PACMEDIA is enabling PINA to build on and further develop the strong training foundations laid by PACTRAINER. It underscores the value of IPDC having identified key regional institutions and through them supported projects of continued benefit to a region.

REGIONAL PROJECT

PACVISION
PROJECT NO: PDC/19 RAS/01 (352 RAS 5091)
US\$ 30,000

TYPE OF PROJECT

The Secretariat of the Pacific Community is producing, with support from UNESCO, a regional TV magazine called "The Pacific Way", which is broadcast in 16 Pacific Island countries. The aim of the PACVISION project has been to provide advanced training in TV production and produce in-country episodes for the Pacific Way, thus increasing local and regional content in the Pacific TV.

IMPLEMENTATION

At end 2000, IPDC allotted US\$28,000 for the in-country TV training workshops in Niue, Samoa and Vanuatu, and to continue the production of the Pacific Way. All three training components were successfully finished by September 2002. IPDC's support will help produce the Pacific Way on monthly basis until September 2004.

RESULTS

The workshop in Niue produced two 30-minutes programmes for the Pacific Way, which since then have been distributed in 17 Island countries. Both Samoa and Vanuatu have contributed inserts to this regional programme.

CONCLUSION

In the Pacific Islands region over the past twenty years, the scope and reach of TV has grown significantly. Still, 80-100 percent of the content is imported. The "Pacific Way" regional TV programme, produced by SPC, is a spin-off of an earlier IPDC supported project and has made a major contribution to the educational, cultural and local/regional content of the television all over the English-speaking Pacific Islands region (including 15 Member States of UNESCO).

REGIONAL PROJECT

**ASIA-PACIFIC
PACIFIC WOMEN'S TV WORKSHOPS AND EXCHANGE
PROJECT NO: PDC/19 RAS/03 (352 RAS 5092)
US\$ 30,000**

TYPE OF PROJECT

“The Pacific Women’s TV Exchange project is one of the most exciting projects that the Pacific Island women broadcasters have been involved with”, says Ms Faiesea Matafeo, a Samoan filmmaker (now also the Chief Executive Office of TV Samoa). The aim of the project has been to foster women’s access to expression and better jobs in TV, promote an equitable gender balance in the media messages, enrich and stimulate local Pacific video production and support TV programme exchange between the small island TV stations.

IMPLEMENTATION

In 2000-1, eight women, working for TV or video units in the Cook Islands, Fiji, Samoa, Tonga and Vanuatu, produced documentaries on issues that ranged from traditional handicraft to diabetes, from ‘wondercrop nono’ to reef life, from women’s land rights to women during the civil coup in Fiji and voters rights in Kiribati. The production period started with a preparatory workshop, was supported throughout by distance training and closed with a screening workshop and a public screening of all eight programmes. The programmes have also been broadcast by the national TVs of more than ten Pacific Island countries.

RESULTS

The Pacific Women’s TV exchange has been ongoing since 1992. The workshops and productions of 2000-1 were co-funded by IPDC and the British Department for International Development (DFID) with technical assistance from the Secretariat of the Pacific Community (SPC). This UNESCO initiative is the only project in support of local documentary production. It has yielded potential film-makers in the islands and the quality and range of social issues covered in the films is evident of its success. It has also increased the regional small island content in local TV stations, which rely heavily on imported programmes.

CONCLUSION

The project has been unique in its kind and very worthy of further support.

NATIONAL PROJECT

**BANGLADESH
PRESS INSTITUTE OF BANGLADESH: STRENGTHENING OF PIB
PROGRAMME
PROJECT NO: PDC/20 BGD/01 (353 BGD 5001)
US\$ 25,000**

TYPE OF PROJECT

The project seeks to improve the capacity of the Press Institute of Bangladesh, PIB, in journalism training, in particular for women journalists. The project also allows to re-evaluate the training needs of the print media and for that purpose to convene a national seminar on “Print Media in the New Millennium”. The implementing agency PIB is the main training arm of the print media in Bangladesh. It is managed by a Director-General who is appointed by the Government. He works under the guidance of the PIB Board which represents a wide spectrum of independent newspapers of the country.

IMPLEMENTATION

A delay occurred in commencing the project because the post of the Director-General fell vacant after the Government changed in 2001. Upon the appointment of an acting Director, a contract was established in June 2002 with the PIB to implement the project. The activities included study tours for two staff trainers of PIB; a two-day seminar on “Print Media in the New Millennium”; a five-day training course on management and editorial planning for women journalists; the publishing of the PIB newsletter; and upgrading the training equipment, notably the video equipment. The management of the PIB changed again in August 2002 when the new Director was appointed. At his request the contract was postponed to start on 15 November 2002. Since then, the PIB has been authorized to upgrade its training facilities in line with the contract; an ACI review mission was carried out on 10 – 11 April 2003; a 2-day “Dialogue on Print Media in the Millennium” was held on 10 and 11 May 2003; and the workshop for women journalists was organized on 2 to 8 October 2003.

RESULTS

The final assessment of the project achievements is still pending.

CONCLUSIONS

Awaiting the final assessment of the project.

NATIONAL PROJECT

BHUTAN

ESTABLISHMENT OF COMMUNITY MEDIA PRODUCTION CENTRES

PROJECT NO: PDC21 BHU01 (353 BHU 5011)

US\$ 20,000

TYPE OF PROJECT

The project was proposed by the Bhutan Broadcasting Service to establish a remote community multimedia centre that would also function as a remote production bureau increasing decentralized inputs into the national service. With all BBS broadcast services originating in the capital Thimphu, remote community multimedia production centres in locations like Trashigang, in the far east of the country, are a major step forward in increasing pluralism and diversity of voices at a national level.

IMPLEMENTATION

Bhutan's challenging geography and the pressures on BBS to handle multiple projects have meant for slow, although steady and locally suitable implementation. The project is being implemented in conjunction with extra-budgetary Swiss funds-in-trust provided to establish CMCs in Bhutan and other countries in the region. The focus of efforts to date has been on operationalising a fully functional CMC in Jakar in central Bhutan under similar geographic conditions as well as establishing the necessary partnerships and foundations for the Trashigang CMC. Using the successful operationalisation of the Jakar CMC as a model, the establishment of the Trashigang CMC was well underway by the end of January 2004 with the site facility under renovation, equipment being installed and local staff being selected and trained. The Trashigang CMC is projected to be fully operational by May 2004.

RESULTS

Equipment for the Trashigang CMC facility has been purchased using Swiss funds-in-trust. The site for the Trashigang CMC has been identified within the premises of Sherubtse Campus, Bhutan's only university. An update on implementation and results will be available after June 2004.

CONCLUSIONS

The site location within the Sherubtse Campus has significant potential to expand volunteer public inputs into Bhutan's broadcasting system, specifically among students and strategically among the country's youth. The CMC model is increasing the diversity of voices on the airwaves and introducing students into practical media education.

NATIONAL PROJECT

BHUTAN

EXPANDING PUBLIC SERVICE FM RADIO TO RURAL COMMUNITIES

PROJECT NO: PDC/20 BHU/01 (353 BHU 5001)

US\$ 20,000

TYPE OF PROJECT

The Bhutan Broadcasting Service depends largely on short wave and medium-power FM transmissions to cover the difficult mountainous topography of the country. A large number of areas are not adequately covered through the current system. The project supported Bhutan Broadcasting Service (BBS) Corporation to cover three significant areas in western Bhutan with localized FM radio transmissions relayed from BBS' main 1 KW FM transmitters in Dobchula and Takti. The project provided funds to purchase small transmitters and associated installations with the aim of increasing both the coverage and the technical quality of BBS' national service.

IMPLEMENTATION

There was considerable delay in the implementation of the project, largely due to difficulties with supply of both locally- and internationally-sourced equipment. The solution deployed was custom-designed and built by Ole Skipper & Company of Denmark to suit the specific demands of Bhutan's mountainous topography utilizing very low power transposers and solar power generation (in the case of two units where AC power is unavailable). UNESCO and Bhutan Broadcasting Service Corporation (BBSC) entered into a contract in March 2002; however the international suppliers were unable to deliver the equipment before August 2003; there were simultaneous delays in procuring solar power equipment locally. The interim time was used to refine the solution, determine the best sites for installation and fine points of implementation.

RESULTS

The BBS' national broadcast service has expanded coverage and improved technical quality. Three districts, Samtse, Haa and Tsirang, now have localized FM transmission using strategically placed, low watt transmitters relaying signals from main BBS transmitters. The transposers are located on mountain peaks with clear line-of-site to majority of villages in the Samtse and Tsirang districts and the entire Haa Valley. Mobile FM reception is now possible along the major highways connecting Phuntsoling, bordering India, with Paro and Thimphu, the capital. Preliminary feedback indicates that improvements in reception and quality of the signal in the three districts and along the major transit route have significantly increased the size and regularity of radio listenership.

CONCLUSIONS

The project has resulted in an innovative, cost-effective and locally suitable solution to the challenge of national media distribution in sparsely populated and highly mountainous environment. The project's output offers a replicable techno-social model for expanding coverage through similar localized FM set-ups in other parts of the country.

NATIONAL PROJECT

BHUTAN

LIBRARY AND INFORMATION SYSTEM FOR THE BHUTAN

BROADCASTING SERVICE (BBS)

PROJECT NO : PDC/19 BHU/01 (352 BHU 5091)

US\$ 34,000

TYPE OF PROJECT

The purpose of the project was to increase the quality of Bhutan Broadcasting Programmes by providing a linked computerized system between broadcasts studios to retrieve relevant library and archival material, to digitize audio content and train people on utilizing networked content to increase the quality of BBS production. This particular objective was identified among a number of other elements of the original project in order to maximize the project impact within the available funds.

IMPLEMENTATION

Implementation commenced in October 2000 with a contract for local purchase of the computers. The studio equipment was provided to upgrade continuity studio making it possible to introduce on line content broadcasts with links to producers workstations, newsroom and the library. However, the delivery of the equipment took a longer period because of the rather limited flight availability to Bhutan. After having evaluated a number of solutions BBS has chosen a special integrated software/hardware solution AUDIOVAULT, which includes on-air play, library and archival system. The solution also could be expanded to other areas such as news processing. Second part of the equipment included facilities for digitizing library content. Training opportunities were provided to two employees in Singapore through the support from regular programme. Station introduced "Radio Browsing Programme" and programme staff is now able to use the computerized system to increase the efficiency in programme presentation and production. Sound library material, which was in the analogue form, is now being converted into digital format.

RESULTS

Computerized broadcast continuity system with library and archival facilities established. Sufficient training has been provided to operationalise the facilities

CONCLUSIONS

Project enabled to modernize the operations of BBS. The digitization of material will contribute to lessen the operational costs and preserve valuable archival material including Bhutanese music and cultural expression, which could be regularly utilized to increase the programme quality and relevance.

NATIONAL PROJECT

CAMBODIA

INCREASING COMMUNITY PARTICIPATION IN NATIONAL RADIO FM 96

PROJECT NO: PDC/21 CAM/01 (353 CAM 5011)

US\$ 24,000

TYPE OF PROJECT

The aim of this project is to invigorate Public Service Broadcasting in Cambodia by enhancing the capacity of the FM96 radio station to develop pluralistic, innovative and varied radio programming, which meets high ethical and quality standards. FM96 is responsible to the Ministry of Information for financial and administrative matters but has editorial autonomy for programme contents.

IMPLEMENTATION

UNESCO ordered and delivered a set of professional recording and production equipment for FM96 in June 2003. The Cambodia Communication Institute has been contracted to conduct three workshops to train the personnel of FM 96. The workshops shall include skills in participatory radio production, digital editing, and on developing programme guidelines to ensure editorial independence. The training will start in early 2004.

RESULTS

Pending.

CONCLUSIONS

Pending.

NATIONAL PROJECT

CAMBODIA

REQUESTING RADIO EQUIPMENT

PROJECT NO: PDC/20 CMB/01 (353 CMB 5001)

US\$ 27,000

TYPE OF PROJECT

The aim of the project was to upgrade Cambodia's only women radio station with modern broadcast equipment. A women NGO known as Women Media Centre (WMC) established the radio station initially as a pilot "Women Speaking To Women radio" through UNESCO regular programme support. Within the IPDC project, WMC requested support to upgrade the broadcast and production equipment enabling the station to cater to a larger audience.

IMPLEMENTATION

In the course of implementation WMC requested UNESCO to provide additional production equipment instead of the envisaged transmitter as it has received a commitment from Asia Foundation to provide a new high power transmitter. After consulting the DIR/IPDC, the regional adviser made a project review mission to identify actual equipment needs which could enhance the quality and diversity of WMC broadcast programmes. Asia Foundation sought UNESCO advice about the type of transmitter required for WMC. However, in spite of UNESCO advice to purchase two 5KW FM transmitters and locate them in two different places of the target area, WMC opted for a single transmitter of 10KW capacity. For the UNESCO's part, production equipment were purchased and installed to enable the station to introduce more field-based programmes, phone-ins, non-linear editing and cultural recordings. A separate contract arrangement was made with WMC to renovate and refurbish the broadcast and production studios and to complete the installation of equipment. The new studio facilities have been operationalised with the opening ceremony held on 17 July 2001. Training on radio production was provided to women broadcasters at the UNESCO implemented Cambodia Communication Institute project.

RESULTS

The WMC radio production equipment has been upgraded giving the station adequate facilities to introduce a wide range of radio production formats including field based and talk back programmes.

CONCLUSIONS

Project is completed and to be evaluated. WMC radio has a special role in highlighting women's perspectives on many socio-cultural issues. With IPDC support the WMC radio now has the necessary equipment to produce diversified programmes with variety in formats. However, 10KW transmitter has made the operations rather expensive because it does not stand to the constant fluctuation of regular electricity supply and therefore has to depend on a high power generator with increased recurrent costs. Alternatively 5KW transmitters as suggested by UNESCO could have been a wiser solution.

NATIONAL PROJECT

FIJI
COMMUNITY TELEVISION NADI
PROJECT NO: PDC/19 FIJ/01 (353 FIJ 5001)
US\$ 33,000

TYPE OF PROJECT

The long term objectives of this project proposal were to help establish a community-based non-commercial information and educational TV service in Fiji, in order to help to unify this multicultural society and foster understanding; offer educational, informative and worthwhile indigenous programming, particularly to minority groups and to women; provide a training ground for young people in production, writing, performing in the communication art and other related skills; as well as to help people find a sense of self worth and motivation.

IMPLEMENTATION

The CTV had already been established and the transmissions had started when the IPDC allotted US\$33,000 for the project in 1999. The IPDC support therefore took the form of broadcast and production equipment, to complete/replace the existing equipment, which had been received as a donation more than ten years ago.

RESULTS

The CTV (a charitable trust) has now been operating for almost 5 years, broadcasting educational and information programmes to a population of 150,000 people in Hindi, Fijian and English languages. The station has trained a group of young volunteers and other community members in TV skills and continues producing topical programming within the community. It has implemented a system whereby funds for the on-going station maintenance and operation are supported by both the business and private sector of the community. It is also actively seeking assistance from overseas agencies to help sustain the service.

CONCLUSION

The CTV has proved to be a viable alternative source of educational and information content and has made a significant contribution to the community development as per its long-term objectives.

NATIONAL PROJECT

INDIA

NAMMA DHWANI COMMUNITY RADIO

PROJECT NO: PDC/20 IND/01 (353 IND 5001)

US\$ 20,0000

TYPE OF PROJECT

The aim of the project was to establish a pilot community radio programme production center; and to train rural local women groups of the Kolar district of Karnataka, in radio programme production. The need for such a center and training, in the region where literacy is low, especially among women and where the majority live in poverty, is well underscored in the project document. VOICES, the submitter of the project has a reputation as a pioneer media NGO working towards the involvement of the local populations in media. It collaborated with a well-known development NGO, MYRADA, which has considerable experience in developing activities for women groups, to ensure that the project will strengthen community participation in audio/radio and hopefully, pave the road for community radio broadcasting from Budhikote.

IMPLEMENTATION

UNESCO entered into a contract with VOICES in March 2001 to establish and operationalise community Radio production center in a village called Budhikote, in Kolar district, Bangalore, (Karnataka) India. The project was implemented in four phases- I. The audio equipment was purchased and provided in July 2001. II. The Namma Dhwani Management committee comprising of community members was formed, training programme on studio engineering and production. III. During this phase focus was laid on mechanisms to strengthen community participation and provide awareness about Namma Dhwani in the region. IV. Two computers with multi media facilities were introduced into Budhikote in early April 2002. Simultaneously a training programme was launched to train the community members in audio production. The audiocassettes produced by the center are narrowcast during women's weekly self-help group meetings. There are nine women groups receiving this service. The production center has obtained free regular time slots to broadcast their programmes over the local AIR radio and active participation of the community members including women was observed during review mission in July 2002. The production center is linked to the local school and has been used by the teachers to produce and narrowcast educational programmes.

RESULTS

Namma Dhwani (our voice) was equipped and inaugurated on 21 September 2001. It produces audiocassettes for SHG and broadcasts programmes over local AIR station. It also provides access to information derived from the Internet. Community on their own is now working to connect 750 households through cable radio network as they have not been able to obtain a community radio license.

CONCLUSIONS

Project completed. This well documented project could provide an interesting model for an effective community communication.

NATIONAL PROJECT

INDIA

COMMUNICATION, EDUCATION AND MEDIA NEEDS-

PROJECT NO: PDC/19 IND/01 (352 IND 5091)

US\$ 30,000

TYPE OF PROJECT

The project, executed by the Asian Media and Information Center (AMIC), India, proposed to establish a framework of collaboration among media organizations and training institutes in the use of information technologies. The proposal was in response to a recommendation made by participants of UNESCO assisted seminar on information technology for publishing held in Madras, India in 1995. To this end, project focused on surveying the extent to which subjects related to new technology are integrated in the journalism training and the actual needs perceived by media industry. The methodology adopted was to survey the existing journalism curricula across the country and bring together the industry representatives and journalism training institutes/universities into a one forum to discuss the survey findings and possible curricula revisions needed to address the industry needs.

IMPLEMENTATION

A contract was established in September 2000 with AMIC to implement the project. Accordingly a nationwide survey across 35 universities and non-university institutes and 77 media organizations offering journalism training was conducted. The findings of the survey were discussed in Chennai (south India) on “Communication, Education and Media Needs in India today” held from 23-24 November 2001. Sixty participants attended the conference representing media organizations and training institutions from all over India. The conference produced a set of recommendations to include media industry needs related to new technologies in the revisions of the journalism curricula. The report of the seminar was submitted to UNESCO along with 100 copies of the Publication entitled “Communication Education and Media Needs in India” both in English and Hindi on the research and the consultation process.

RESULTS

The survey findings and deliberations of the conference are reflected in the publications “Communication Education and Media Needs in India” both in English and Hindi were published and submitted to UNESCO.

CONCLUSIONS

The project made a notable contribution to embark on improving the journalism curricula in line with the current industry needs. The principal researcher engaged by AMIC is also a member of the curricula revision committee appointed by the University Grant Commission of India. Therefore project may have had a discerning effect in addressing the evolving industry needs in the new journalism curricula.

NATIONAL PROJECT

KIRIBATI

DEVELOPMENT OF NEI TABERA NI KAI VIDEO UNIT

PROJECT NO: PDC/21 KIR/01 (353 KIR 5011)

US\$ 35,000

TYPE OF PROJECT

The aim of the project was, by enhancing the independent video production unit, Nei Tabera Ni Kai, NTNK to

- promote independent and pluralist media voices in Kiribati
- reinforce local human resources and technical capacity to produce public service videos
- improve access of all i-Kiribati island communities to locally produced video materials
- update key equipment, and train more local staff in all areas of video production at the Nei Tabera Ni Kai production unit.

IMPLEMENTATION

The equipment for producing video materials were purchased and paid. The NTNK premises were adjusted to host the new equipment. A trainer consultant installed and tested the equipment, as well as conducted staff training in the operation and maintenance of the equipment. The NTNK owners/managers conducted enhancement training for their staff in various aspects of video production over a two year period in 2001-3.

RESULTS

The Unit has doubled its dubbing capacity and is able to supply all outer islands with locally produced videos, without the constant need for overnight shifts. It has achieved higher broadcast standard in all aspects of its output. It is able to carry out editing more efficiently, and reduce by more than 50% the time spent on titles and sub-titles. The new camera has a range of options, which were unavailable on the old camera. The staff are now familiar and comfortable with all new aspects of the operations, and have a list of avenues for assistance if and when it should be required. Manuals have also been prepared for staff reference. They can also carry out all basic maintenance on the existing older equipment. One problem was encountered during the installation and training: a piece of the equipment was not operating as it was expected to. After lengthy discussions with supplier, the NTNK machine configuration was adjusted to match with what was available - the result is now better than that originally planned.

CONCLUSION

In equipment and technical sense the Nei Tabera Ni Kai unit is now placed to carry on its programme of activities, both for its own audiences, and those in overseas (notably in the Pacific Islands countries). The new equipment is very reliable. The staff are confident in its use. No major problems are anticipated in the near future. Many Nei Tabera Ni Kai productions, notably their drama productions, which are dealing with current social and cultural situations in the country, are seen by 100 percent of the Kiribati population in their own language. Many have reportedly had a very positive impact.

NATIONAL PROJECT

KIRIBATI

DEVELOPMENT OF EDUCATION RADIO FOR KIRIBATI OUTER ISLANDS

PROJECT NO: PDC/20 KIR/01 (352 KIR 5001)

US\$ 20,000

TYPE OF PROJECT

This project seeks to improve the primary and secondary school teaching and learning processes with help of radio; sensitize teachers to new educational methods and improve the flow of educational information to the Kiribati outer islands. In short term, the aim is to train the staff of the radio production unit at the Ministry of Education and key resource persons at various educational institutes in the management, planning, implementation and production of educational radio programmes; and equip selected schools in the outer island with radio receivers.

IMPLEMENTATION

The funds were allotted to the project in November 2002, followed by a visit of the ACI to Kiribati to agree on the work plan. The delays in response by the National Comision (submitting agency) to the communications from UNESCO delayed the start of the project with some months. In May 2003, the first part of the in-house taining could take place. The Chief Education Officer (the focal point) and the four members of the School Broadcast Unit, SBU attended the first sessions. The first concern of the trainer was the absence of any female officer at the SBU. His recommendation was to take this into account when replacement is to be sought for one staff member who, during the training, was assigned to other tasks. The unit's programmes are produced in a studio that requires improvements. The room is large and needs a number of alterations. The windows require curtains to absort sound. The CEO assured this can be done. The room also needs acustic tiling and headphones to monitor artists' delivery. There is no communication between the studio and the control room. It was also established that the control room computer is inadequqte for the work it is used for. A new computer would be needed. The premises are a separate non-IPDC project, but UNESCO and the trainer are looking to what extent they can be addressed with help of the IPDC project. . *** In May 2003, the SBU sent a questionnaire to all schools in Kiribati to establish the extent of power supply and radio usage. Based on the survey, a number of radio receivers have been purchased for t he schools which need them most. The training itself included sending producers out to interview people, to bring extra voices and authority to some broadcasts. Earlier scripts were prepared by an attached script-writing unit and then recorded by the programme producers. This tended to produce sameness in many of the programems. In training emphasis was also placed on the use of music, sound effects, and multiple voices. The programmes of broadcasts also included two hours of information from the Ministry of Education. All air time has to be paid for and it was therefore suggested that much of the information in these sections could be delivered more effectively and cheaply by mail. This time could be used for more programmes supplementing the syllabus. The second and third in-house training periods took place in October a2003 and January 2004. The final analysis is still pending.

RESULTS: Pending final analysis.

CONCLUSIONS: Pending final analysis.

NATIONAL PROJECT

MALAYSIA

CHANGING THE STATUS QUO OF WOMEN JOURNALISTS

PROJECT NO: PDC/19 MAL/01 (352 MAL 5091)

US\$ 40,000

TYPE OF PROJECT

The aim of the project was to gather, analyze and disseminate views, ideas and statistics related to women in the media in Malaysia, and thus provide an effective means of monitoring the advancement of women journalists' status in the country. It also sought to promote co-operative activities among women journalists in general. The ultimate objective was to help bridge the gender gap in the Malaysian media organizations. The project was submitted by the Asian Institute for Development Communication (AIDCOM)

IMPLEMENTATION

The project commenced with the signing of the contract in March 2000 between UNESCO and the Asian Institute for Development Communication (AIDCOM), Malaysia. In the initial period AIDCOM completed a survey on the career paths and current status of women journalists in Malaysia. Following the survey, a working group meeting was held in March 2001 in Kuala Lumpur to discuss the findings in the report. On the basis of the recommendations of the workshop a three-day training workshop on "Enhancing the leadership and management skills of women journalists" was held in Kuala Lumpur, from 16-18 April 2002. More than 30 Participants comprising senior women journalists from various media organizations, both English language and local language newspapers and magazines participated in this workshop.

RESULTS

A report was produced by AIDCOM entitled "Women Journalists in Malaysia: Career Prospects and concerns". The study provides information for policy-makers and decision-makers, both in the public and private sector media, to evaluate and develop policies and programs for enhancement of the promotion of women journalists in Malaysia.

CONCLUSIONS

The project is completed. To what extent the project has contributed in contributing to gender equality in media profession is yet to be seen. It would perhaps be opportune to call for an impact assessment of the project from the submitters. This could be done during the project evaluation by investigating from the participants.

NATIONAL PROJECT

MARSHALL ISLANDS

HUMAN RESOURCE DEVELOPMENT FOR THE MEDIA PROJECT NO: PDC/21

MAS/01 (353 MAS 5011)

US\$ 20,000

TYPE OF PROJECT

The aim of this project is to improve the capacity of government radio station, and both NGO and government radio and video units to address the development issues of this small island nation.

IMPLEMENTATION

The funds for the project were allotted in February 2003. Changes in, and communication difficulties with the National Commission (the submitting agency), delayed the start of the project with several months. By the end of 2003, the revised work plan had nonetheless been established and the radio training started in the first week of 2004. The first training component is aimed at enhancing the capacity of the national radio as well as government and NGO radio units to address the development issues of the country; increasing the pluralism of information disseminated through radio; increasing the flow of information from authorities to the public and return; strengthening professional standards of the radio programmes; and introducing the concept of public service broadcasting to the participants. As most of the participants are newcomers to the field, much of the work shall be done through upgrading the basic radio skills, applied to the above mentioned field of competence.

RESULTS

Awaiting the implementation of the training.

CONCLUSION

Not available yet.

NATIONAL PROJECT

MONGOLIA

IMPROVEMENT OF NATIONAL RADIO AND TELEVISION SERVICES

PROJECT NO: PDC/21 MON/01 (353 MON 5011)

US\$ 30,000

TYPE OF PROJECT

The aim of this project is to help upgrade the scope and range of broadcasting services that are available to radio and TV audiences in Mongolia, by enhancing the ability of Mongolian Radio and Television , MRTV, to restructure its operations in the prevailing climate of economic and social change, and by organizing and implementing practical staff training and development courses in Ulaanbataar.

IMPLEMENTATION

UNESCO is implementing this project in co-operation with the Asia-Pacific Institute for Broadcasting Development, AIBD. The work plan covers the following aspects: training for MRTV in modern management methods of PSB; advise to the MRTV management in low-production cost equipment that could make the work of the RTV more efficient; and planning and implementing a Training of Trainers programme in innovative and participatory radio/TV programming techniques. The work plan also includes a half-day 'open-doors' seminar for political decision-makers, professional organizations and NGOs on public service broadcasting. The training will start in the first half of 2004.

RESULTS

Awaited

CONCLUSIONS

NATIONAL PROJECT

NEPAL
TRAINING ACTIVITIES FOR NEPAL TELEVISION
PROJECT NO: PDC/21 NEP/01 (353 NEP 5011)
US\$ 20,000

TYPE OF PROJECT

The Nepal TV (NTV) is one of the youngest television stations in Asia. It has been established as a public service broadcasting medium to enhance the country's socio-economic development. This project seeks to enhance the capability, skills and knowledge of the Nepal Television staff. The aim is to enhance managerial skills of the officials; and to increase productivity of the organization. .

IMPLEMENTATION

UNESCO contracted the Asia-Pacific Institute for Broadcasting Development, which is a major training partner of NTV, to conduct five workshops to train Nepal Television staff. As required under the project, a letter of agreement was signed between Nepal TV and AIBD on 30 September 2003, outlining the scope of the project and the responsibilities of both organizations. Under the project, AIBD will conduct the following activities: (i) a one-week workshop on tuning and alignment of transmitters; (ii) a two-weeks' advanced course on Real Value Studio Drama Production; (iii) a one-week workshop on One-person Journalism; (iii) a one-week workshop on Revenue Raising and Marketing; and (iv) a one-week workshop on Effective Children's Programme Production. All workshops will be completed before 30 April 2004. The NTV is responsible for meeting the local organizational costs; ensuring the training venue and facilities in collaboration with AIBD; purchasing the necessary digital video camera equipment before the start of the One-person workshop; selecting trainees; and ensuring their active participation in the training.

RESULTS

The implementation of the training started in late 2003, and the results will be analyzed on completion of the first half of 2004.

CONCLUSIONS

See results.

NATIONAL PROJECT

NEPAL

STRENGTHENING PLURALISTIC AND INDEPENDENT MEDIA

PROJECT NO: PDC/20 NEP/01 (353 NEP 5001)

US\$ 35,000

TYPE OF PROJECT

The project was a joint submission of the Nepal Press Institute and Radio Sagarmatha who were in the forefront of promoting community radio at the time the sector opened up in Nepal in the mid-1990s. The project was designed to establish two community radio stations, one in Manigram and the other in Sundarapur as models for rural community radio in Nepal and also to strengthen the ongoing intervention in media policy development.

IMPLEMENTATION

Due to the delays occurred in allocating funds regular programme funds were utilized to establish and operationalise Radio Lumbini in Manigram. Subsequent developments in Nepal, particularly conflict between Maoists and the government in rural areas made it difficult to proceed with training and other activities in rural and remote areas; furthermore, as the government postponed issuance of new community radio licenses it was not possible to establish Sundarapur community radio.

In February 2003, the project proponents jointly agreed to proceed with the execution of the project as situation in Nepal had improved and suitable radio stations with existing licenses were ready to participate in addressing the overall project objectives. In addition to Radio Sagarmatha and Nepal Press Institute contracts were established with three other independent community radio stations: Radio Lumbini and Community Radio Madanpokhara in Western Nepal, and Radio Swargadwari in the Mid-West, a region with a strong Maoist presence.

RESULTS

UNESCO's Community Radio Handbook has been translated into Nepali thereby widening access to information on the practicalities of broadcasting. There has been broad-based discussion among 30+ broadcasters on suitable guidelines for local radios. Four community radio facilities have been upgraded with telephone hybrids, portable recording equipment, back-up power systems and in the case of Radio Lumbini, a 500 watt transmitter. 10 rural broadcasters were trained in digital editing skills (by Radio Sagarmatha). 8 rural production and broadcast staff at Madanpokhara were trained in basic computer skills and 40 grassroots village reporters were trained to input into Swargadwari FM's programming.

CONCLUSIONS

Project succeeded in enabling expanded awareness of community radio and strengthening both pluralism and independence of Nepal's community broadcasters through discussion and dissemination of new guidelines which each of the four broadcasters are adapting. Facility upgrades and capacity building focused on enabling and expanding community and public participation through appropriate equipment upgrades and training programmes and increasing production efficiency through use of digital tools.

NATIONAL PROJECT

NEPAL
MADAN POKHARA COMMUNITY RADIO
PROJECT NO: PDC/19 NEP/01 (352 NEP 5091)
US\$ 29,000

TYPE OF PROJECT

Radio Sagaramatha, a well-known urban community radio in Nepal, submitted the project in their efforts to support a rural community to establish a rural community radio station. This was the first rural community radio station in Nepal, thus it was expected to become a model community radio run by and for the community.

IMPLEMENTATION

Radio Sagaramatha has already done a great deal of preparatory activity in selecting Madan Pokhara as the location and have established community organizations to run the radio station. A contract was established with Radio Sagaramatha in December 1999 to support the community in their efforts to organize and build the station and to provide equipment and training. Radio Sagaramatha assigned an on-site trainer to organize the station and its work. Nearly 20 volunteers were trained on programme production and broadcasting. Gradually the local volunteers were able to take over the programme production activities. With 100w FM transmitter installed the station became operational in April 2000. The station broadcasts from 6-8 am and 6-8 pm with a range of programmes, most of which are produced locally. There are few educational programmes sent from Radio Sagaramatha. Consequently the management board of the Madan Pokhara radio, with the agreement of Radio Sagaramatha, directly approached UNESCO to receive additional support for the station. Following a review mission, direct assistance was provided to the station in support of its fund-raising efforts and newly introduced micro credit activities. Additional portable recorders were provided to increase the amount of field visit programmes.

RESULTS

Madan Pokhara Community radio established and operationalised. The station is provided with adequate equipment, training on programmes and management.

CONCLUSIONS

Project is completed and ready for evaluation. A high level of community participation was seen during the review missions. Radio station has become an empowering tool for this distant village community and it could serve as a viable model for rural community radio in least developed countries.

NATIONAL PROJECT

**NIUE
NIUE STAR PRINT MEDIA DEVELOPMENT
PROJECT NO : PDC/19 NIU/01 (352 NIU 5091)
US\$ 35,000**

TYPE OF PROJECT

The aim of this project was to improve the efficiency and quality of Niue's one and only news publication, as well as to develop a sustainable operation to ensure that the Niue Star continues to provide an alternative private news source for the people of the island.

IMPLEMENTATION

In 2000, IPDC acquired a new reproduction system (RISO) for the newspaper, thus replacing the ageing copy machines, which risked to stop the publishing of the newspaper completely. To ensure the maximum operating conditions a technician was trained to look after the equipment. Two intensive in-house training programmes for staff and part-time correspondents were completed at the Niue Star in 2002 by an experienced newspaper editor and trainer from the Fiji Islands. The trainer and the manager of the Niue Star also worked on a business plan to enable further self sustainable growth of the newspaper. This includes sales of the Niue Star to the Niue community of 20,000 living in New Zealand.

RESULTS

"The new equipment has performed well beyond our expectations", says Mr Michael Jackson, the publisher. In addition, the company can now print other products too, thus enhancing the newspaper's sustainability. The newsroom and design/production training has made a difference in the quality of the reporting and enhanced the credibility of the newspaper. The Niue Star has now moved from fortnightly to weekly publication as the result of the IPDC assistance.

CONCLUSION

A newspaper is a window to a country's society and culture and it is important for every country to have at least one locally produced newspaper. IPDC's support has allowed Niue's only newspaper to not only continue but also to develop despite the continuing challenges this small island developing state faces from population loss. The use of Pacific Islands training expertise has also underscored the greatly increased Pacific Islands training capacity as a result of the IPDC PACTRAINER and PACMEDIA projects.

NATIONAL PROJECT

PAKISTAN
PPF WOMEN IN JOURNALISM PROJECT
PROJECT NO : PDC/20 PAK/01 (353 PAK 5001)
US\$ 30,000

TYPE OF PROJECT

The project was submitted by the Pakistan Press Foundation (PPF) with the aim to increase the participation of women journalists as rural correspondents. It planned to conduct nine three-days workshops for women journalists in rural Pakistan and one five-day national training workshop to further develop the skills of selected women journalists who attended the rural workshops.

IMPLEMENTATION

The project implementation commenced in February 2002 and was completed in November 2002. Two hundred twenty five women, who were either already working as journalists or wanted to become journalists, attended the ten workshops conducted between March-August 2002 in different provincial towns. A large part of the participants was aspiring women journalists, who were identified by PPF through a selection process. Besides imparting the basic skills, the rural workshops focused on practical exercises using actual situations and issues such as violence against women, health issues, child labor etc. The final workshop attended by 31 women was held in Karachi from 26-30 August 2002. According to the report it evoked lively debates on Pakistani press including such issues as gender equality, violation of ethics, yellow journalism, and discussions on previous writing attempts, their successes and disappointments.

RESULTS

Two hundred and twenty five women were trained in basic skills of journalism. Thirty-one of them were further trained on various societal aspects of the journalism trade.

CONCLUSIONS

The project is completed and ready to be evaluated. Project implementation is well documented with newspaper cuttings and reports. Implementation reflects high level of professional accountability of the implementing agency the PPF. It would be useful, during the evaluation, to find out what percentage of the aspiring women journalists who attended the training have found out opportunities to use their newly acquired skills.

NATIONAL PROJECT

PAPUA NEW GUINEA
ELECTRONIC MEDIA TRAINING FACILITY
PROJECT NO: PDC/21PNG/01 (353 PNG 5011)
US\$ 11,000

TYPE OF PROJECT

The Divine Word University has the most important journalism school of Papua New Guinea. It has been possible to study journalism at Divine Word University since 1979. The first graduates were awarded their diplomas in Communication Arts in 1982. The University offers a two-year diploma in Communication Arts, which provides entry-level skills. A two-year BA is offered to diploma graduates and more experienced journalists, and provides training in more advanced journalism skills. The aim of this project is to provide adequate facilities for the University to teach electronic news gathering, editing and production skills; produce high-quality radio programmes on social, development and health issues; provide 'hands on' training in news gathering, editing and broadcasting skills for students; and to integrate the facility into the teaching programme for both diploma and degree students in the Communication Arts Department.

IMPLEMENTATION

In 2003, the IPDC granted USD12,000 for the project. The electronic training facility (which the university had started to build up gradually) has been enhanced by acquiring adequate audio production equipment, including a computer for audio (and video) editing, and a PC computer. Quotations were sought by the University from their regular suppliers which can ensure post-purchase service, and the equipment was accordingly purchased. The final reporting is presently being completed.

RESULTS

Too early to assess the results.

CONCLUSION

Pending

NATIONAL PROJECT

**PAPUA NEW GUINEA
KASELA PALU COMMUNITY RADIO STATION
PROJECT NO: PDC/20 PNG/02 (353 PNG 5001)
US\$ 33 000**

TYPE OF PROJECT

This project seeks to set up a community radio in the rural Enga, which is situated in the Highlands of Papua New Guinea.

IMPLEMENTATION

IPDC approved this project with US\$33,000 in funding, to set up the radio station, purchase the transmission and studio equipment as well as to train community members in the station's operations. There is a lot of enthusiasm and journalistic expertise within the community and the first training sessions on organizing and running a community radio have been held. A Memorandum of Agreement on the setting up of the radio station has been signed between the community and the National Commission for UNESCO, which is the liaison point to the project in PNG. However, the project implementation has not advanced – the project site has been somewhat inaccessible through all means of communication, and the complex socio-political situation in the area has further delayed the project.

RESULTS

Please see above (implementation)

CONCLUSION

A community radio could make a difference in contributing to and enhancing the sustainable development in the area but a number of obstacles have yet to be overcome.

NATIONAL PROJECT

SRI LANKA

RAVAYA NEWSPAPER: CREATING AVENUES FOR MINORITY DISCOURSE

PROJECT NO: PDC/19 SRL/01 (352 SRL 5092)

US\$ 57,000

TYPE OF PROJECT

The project proposed to create a Tamil Language version of an established Sinhala language weekly newspaper, the RAVAYA. In the context of the ethnic issues the new version directed towards providing the minority communities a medium for dialogue, as a platform for representative viewpoints. The planned objectives of the Tamil RAVAYA newspaper is to motivate dialogue for the movement towards the resolution of hostilities and the creation of peace. The Tamil publication expected to contribute to establish a dialogue between the two communities in complementing the existing Sinhala version of RAVAYA newspaper.

IMPLEMENTATION

Following the Regional Communication Adviser's mission, UNESCO and RAVAYA newspaper entered into a contract in May 2000 to implement the project. Project inputs were identified to ensure the production and distribution of a regular Tamil language weekly newspaper with a view to provide news, views and information to strengthen democratic dialogue between and within Sri Lanka ethnic communities. For this purpose equipment (printing accessories for the Ravaya press, computers and pre-press facilities and printing consumables) was purchased and installed by June 2000. Staff comprising of Editor, editorial coordinator and typesetters, two translators and a proofreader were recruited in addition to 15 Journalists. The newspaper arranged on the job training for new recruits.

RESULTS

Publication of "Aadawan" commenced on 18 June 2000 with 8000 copies. Originally it was produced as a tabloid size newspaper with many articles translated from the Sinhala language publication. Since January 2001 "Aadawan" has been expanded to a broadsheet newspaper. It is reported to have a circulation among expatriate Tamil community as well.

CONCLUSIONS

Project has been completed. It has achieved the immediate objectives of establishing a Tamil language newspaper with a primary aim to provide a platform for a dialogue between Tamil and Sinhala communities.

NATIONAL PROJECT

VANUATU

REPLACEMENT OF OBSOLETE MIXING CONSOLES FOR THE VANUATU BROADCASTING AND TELEVISION CORPORATION

PROJECT NO: PDC/20 VAN/01 (353 VAN 5001)

US\$ 20,000

TYPE OF PROJECT

The aim of this project was to restore normal, reliable operation by upgrading the equipment at the radio studios of the Vanuatu Broadcasting and TV Corporation (VBTC). In many parts of the archipelago the national radio Radio Vanuatu is the most important, if not the only source of national and international information.

IMPLEMENTATION

The funds were allotted to the project in November 2002. As agreed with the VBTC, the implementation of the project was contracted to Island Media Ltd (based in the capital Port Vila). Two on-air broadcast consoles, studio monitor speakers, studio CD-player, studio cassette deck, and spare parts were ordered and paid to the suppliers by 31 January 2003. All equipment arrived in Vanuatu during the second half of February 2003. One item had received minor transport damage. The supplier insurance accepted liability and new part (wooden side panel, on-air console) was received free of charge. All equipment was handed over to VBTC on 3 March 2003. In order not to have any on-air interruptions during the change-over of the equipment, both programmes - the national AM and the urban FM - were moved to a temporary studio set-up. After extensive preparations, the installation of the equipment started on 16 April and was completed on 12 May 2003. With assistance from VBTC technicians, the following works were carried out by Island Media Ltd: set-up of temporary on-air studio; removal of old equipment; extensive cleaning of studio area; renovation of studio desk; modification of existing wiring to suit the new on-air console; installation of all new equipment; testing and lining-up; and introduction to all announcers the new equipment. No major problems were experienced during the installation, testing and lining up.

RESULTS

The functionality of the new on-air studios in conjunction with the on-air control/switch room and the production studio has been maintained. The quality of on-air signals for both programmes, AM and FM has considerably improved.

CONCLUSIONS

The old consoles had been in service since 1980. The manufacturer no longer existed and no spare parts were available. After more than 20 years of service, the consoles were practically out of service. Radio Vanuatu is the only media outlet in Vanuatu reaching out to all communities in rural and urban areas. This contributes considerably to the access to information of the whole population of Vanuatu. During events of national emergencies such as tropical cyclones or volcano eruption warnings, Radio Vanuatu is essential in protection of lives and properties throughout the islands. The government spokesperson described the launching of the news consoles as a milestone for VBTC to have two 25-year old consoles replaced. "Vanuatu must be proud of the development", he said.

NATIONAL PROJECT

VIETNAM

CATALYZING TALENT & APPLICATION OF MODERN TECHNOLOGIES FOR A FREE FLOW OF INFORMATION

PROJECT NO: PDC/21 VIE/01 (353 VIE 5011)

US\$ 31,000

TYPE OF PROJECT

As an official news service of the State, the Vietnam News Agency has been endeavoring over the past years to strengthen and widen its information and communication network at home and abroad to gather and distribute information more extensively. The aim of this project was for the Vietnam News Agency to establish and operationalise an Internet based computer network between its headquarters and local bureaus in Central and North Vietnam, as well as organize and conduct on-site training for the news journalists in the regional bureaus concerned on using ICT for news agency reporting.

IMPLEMENTATION

The IPDC granted USD27,000 for this project. Under this grant, the VNA purchased computers, printers, printer servers, scanners, USPs, lan switches, and modems. They were installed at the isolated and remotes bureaus of VNA including 17 bureaus and the Headquarters in North Vietnam, and six bureaus in Central Vietnam. The installation started on 8 November 2003 and was completed on 5 January 2004. The technical experts traveled 5,000 kilometres to install the new equipment, and to guide and train 69 correspondents and technicians in 23 VNA provincial bureaus in the use of ICT networks, e-mail and full use of Internet.

RESULTS

After the provision of modern equipment, the quantity of information dispatched from the VNA bureaus in mountaineous and remote areas to the Headquarters has increased and the quality is said to have improved.

CONCLUSIONS

The Vietnam News Agency has been assigned by the Vietnamese Government to provide all-around information on the actual situation in the country and in the world. In view of the tremendous and rapid changes in the present world, the Vietnam News Agency is seeking to improve its services to suit the present demands. VNANET of the Vietnam News Agency was officially linked with the Internet in 1998. It offers seven electronic bulletins and newspapers. The transmission constraint is one of the problems still besetting the Agency. The VNA's use of the internet for news dispatch and exchange has just begun. It has to face several difficulties, one, among which the shortage of technical facilities. With the assistance from UNESCO/IPDC, the Vietnam News Agency would allow it to offer its clients at home services and to enhance information changes with international organizations.

NATIONAL PROJECT

VIETNAM

HO CHI MINH CITY BROADCASTING TRAINING PROJECT

PROJECT NO : PDC/19 VIE/01 (352 VIE 5091)

US\$ 46,000

TYPE OF PROJECT

The project was approved to enable the Ho Chi Min City Broadcasting Training College to meet the training needs of the new broadcasting technology environment. The college offers training in both technical (70%) and journalistic aspects (30%) of broadcasting and annual student intake is around 240. It enrolls students from the 29 provinces of South Vietnam and the average duration of training course is 30 months. The objective of the project was to provide the college with production facilities compatible with digital environment and to train the teaching staff to use them in their training activities.

IMPLEMENTATION

In February 2001 a contract was established with the Voice of Vietnam (VOV), which owns the college. This enabled them to purchase the equipment and engage the suitable trainer to conduct training. The college wanted to use some project funds to replace its existing analogue VHS equipment with S-VHS equipment. After UNESCO had pointed out the incompatibility of this approach with the project objectives, which sought to enhance the digital production environment, the college agreed to install non-linear production facilities and digital equipment including digital cameras. Accordingly, the VOV engaged the state company to purchase and install the digital equipment, and train the staff in their use. All equipment was purchased and installed, and the training to the staff was provided by May 2001.

RESULTS

Ho Chi Min City Broadcasting College is equipped with facilities to impart training on non-linear productions and using digital cameras. The staff is trained to offer the relevant training.

CONCLUSIONS

The Project completed. Vietnam has 61 broadcasting stations at provincial levels and 528 at district level. This requires steady flow of trained people provided by the institutes such as Ho Chi Min City Broadcasting College. To the extent of funding availability the project has enabled the staff of the College with necessary facilities and training to use modernize production techniques in less expensive non-linear production environment.

**LATIN AMERICA
AND THE CARIBBEAN**

REGIONAL PROJECT

EASTERN CARIBBEAN INTERNET NEWSPAPER

NO: PDC/21RLA/05 (353-RLA-5011)

US\$ 48,000

TYPE OF PROJECT

This project is intended to fill the gap in circulation of daily up-to-the-minute news and information, presently non-existent in the smaller states of the Eastern Caribbean and especially those of the Organisation of Eastern Caribbean (OECS) group. It will develop new on-line journalism skills, management and marketing of journalistic and media products and services. The objective is to establish a World Wide Web hub at the independently-owned and operated "The Grenada Voice" Newspaper to be linked all the 25 newspapers in the sub-region. Under the project equipment, training and materials will be provided.

IMPLEMENTATION

Funds for this activity were allocated in February 2003. In a recent mission to Grenada the CI Adviser elements for a preliminary base-line assessment of preparedness of newspapers for participation in this project were reviewed prior to the launch of a survey. Maximum participation was targeted in spite of the reduction in the original project budget.

In anticipation of the results the terms of reference of a contract with the executing Agency, "The Grenada Voice" were completed with a view to the early implementation of the project.

REGIONAL PROJECT

REDIPAZ and RADIPAZ - STRENGTHENING OF COMMUNICATION NETWORKS FOR A CULTURE OF PEACE

PROJECT NO : PDC 21 RLA/06 (353 RLA 5012)

US\$ 25,000

TYPE OF PROJECT

The project had two aspects. One aspect involved strengthening the radio network in Latin America for a culture of peace, RADIPAZ, through workshops on the development of programming content around themes such as human rights, freedom of expression and the promotion of citizen participation and the culture of peace as a means of strengthening democracy. The second aspect concerned strengthening the REDIPAZ network of newspapers and other publications through the preparation of articles on culture of peace themes, the design and launching of a web page and the holding of a regional work shop.

IMPLEMENTATION

All of the foreseen work shops and Web page activities for both RADIPAZ and REDIPAZ have been carried out. We are awaiting the final report and also the final publication on the project.

RESULTS

This project has strengthened both the RADIPAZ and REDIPAZ networks, including through improved and expanded content; and it has also improved understanding of the objectives of a culture of peace. The RADIPAZ network includes a wide variety of radios – commercial, community, university – and through its programming initiatives has promoted cooperation among them.

CONCLUSIONS

This project, nearing completion, is an example of how the IPDC can give important support and impetus to regional initiatives that strengthen journalism and programming content and also contribute to the promotion of peace, human rights, integration and democracy.

REGIONAL PROJECTS

STRENGTHENING OF COMMUNICATION CAPACITY IN MERCOSUR TO PROMOTE INTEGRATION

PROJECT NO: PDC/20 RLA/01 (353-RLA-01)

US\$40,000

TYPE OF PROJECT

The objectives of this project, which since January 2001 is being carried out by the Centro de Formación para la Integración Regional (CEFIR) in Montevideo, Uruguay, are to contribute towards a better understanding of MERCOSUR as a programme that not only involves economic and commercial integration but also has social, cultural and political implications. The project aims to strengthen the professional capacities of journalists in order to raise the level of information available to the public concerning the process of integration in the MERCOSUR countries as well as to promote the exercise of freedom of expression and the free flow of information.

IMPLEMENTATION

The IPDC approved US\$40,000 for this project with the goal of supporting three workshops in the MERCOSUR sub-region on the themes of “Freedom of Information and the Press within the Framework of Integration in MERCOSUR,” “MERCOSUR and Public Opinion,” and “Sustainable Human Development and its Communication Indicators.” The first two activities were carried out basically in accordance with the work plan and a document was produced on the results and observations of these two workshops, as well as on suggestions for future lines of action. As a result of the financial crisis in Uruguay, CEFIR's dollar accounts were frozen for a lengthy period of time and were not accessible again until mid-2003. This caused a delay in the organization of the third work shop on MERCOSUR and Public Opinion. However, this work shop was finally carried out in August 2003.

RESULTS

More than 60 specialists – journalists, academics, representatives of civil society and government officials – participated in the activities that CEFIR carried out before its IPDC funds were frozen. The participants in the two activities that took place have emphasized the importance of their continuation in order to promote greater exchange of information among the various actors involved in promoting the MERCOSUR integration process. The third work shop in August 2003 was well attended both by journalists and members of civil society. It happened to coincide with a meeting in Uruguay, organized by Foreign Minister Didier Operti, who is also CEFIR president, of the foreign ministers of both the MERCOSUR and the ANDEAN countries. Foreign Minister Operti used the occasion of the CEFIR work shop to announce an agreement between MERCOSUR and the ANDEAN countries to seek political and economic integration, as the MERCOSUR countries themselves have been doing. The two-day seminar was well-attended, with about 30 participants each day representing journalists, academics, and representatives of civil society and government. CEFIR completed all three work shops under budget and \$15,000 was returned to the IPDC accounts.

CONCLUSIONS

This project, despite the difficulties it encountered, was successful in achieving its objectives as well as in advancing UNESCO's goals of promoting free flow of information, sustainable development and the sharing of knowledge.

REGIONAL PROJECT

RADIO BROADCASTING AND PRODUCTION TRAINING SERVICE WITH A VIEW TO THE SOCIOCULTURAL DEVELOPMENT OF THE INDIGENOUS POPULATIONS OF CENTRAL AMERICA AND PANAMA.

PROJECT NO : PDC/20 RLA/03 (353 RLA 02)

US\$ 45 000

TYPE OF PROJECT

This project is a contribution to the socio-cultural development of Indigenous Peoples, especially the women, of Guatemala and Nicaragua. The objective is to train indigenous leaders in the knowledge and use of Communications, especially radio, as an instrument in the fight against racism and discrimination. The training activities will emphasize proper management of journalistic media.

The project will also seek to strengthen the technical and human skills of the indigenous communities, so that the radio may become an efficient means of fighting racism and discrimination against Indigenous Peoples. The executor agency of this project is Rigoberta Menchú Tum foundation. The mission of this International foundation, headquartered in Guatemala, is to contribute to the recuperation and enrichment of human values, for the construction of a world peace ethic, through the fight for justice and democracy, especially by the indigenous peoples. It also works in favor of developing tolerance instead of racism and fundamentalism, with respect for life and in search of the social goal of sustainable development

IMPLEMENTATION

The IPDC project was approved by the decision taken in Session 20 of the IPDC Council, for the sum of US\$ 41,000. The contract between UNESCO and the Menchu Foundation, which defined the execution of the project, was signed on 26 November 2003. As of this date, we are awaiting delivery of the requirements from the foundation, to make the first disbursement. The project is scheduled to conclude in December 2004. The delay in initiating this project was beyond the control the interests and best attempts of UNESCO, and originated due to the constant observations and internal consultations of the Menchu Foundation. Following this waiting period and having finalized negotiations between UNESCO and the Foundation, it has now been possible to sign the respective contract. The RMTF has identified its respective national counterparts in Guatemala and Nicaragua. In Nicaragua it is the University of Autonomous Regions of the Nicaraguan Caribbean Coast, URACCAN, which, for the purposes of this project, now have a network of Indigenous Communicators and coordinates seven community radio stations in the two autonomous regions of the Nicaraguan Caribbean Coast. In Guatemala the counterpart will be the Guatemalan Federation of Radio Education – FGER. This project was initially drafted for all of the Central American countries, but that goal was later limited to two countries because of a reduction in the funds requested and approved the IPDC

RESULTS

For the reasons mentioned there was a delay in the start-up of the project, and it is therefore impossible to demonstrate concrete results. The first progress report is due on 20 April 2004.

CONCLUSION

The project began in December 2003 and will be conducted during 2004.

REGIONAL PROJECT

DIGITISATION OF AUDIO-VISUAL COLLECTIONS OF BROADCASTING INSTITUTIONS IN THE CARIBBEAN

PROJECT NO : PDC/20 RLA/04 (353-RLA-03)

US\$ 52,000

TYPE OF PROJECT

The objectives of this project are to develop an information management capacity for enhanced access to the collections of the Bahamas Broadcasting Corporation (ZNS), in keeping with the establishment of a Central audio-visual archiving facility at the headquarters of the Caribbean Broadcasting Union, in Barbados. Regional training workshops in digital technologies and professional management are also an integral part of this project.

IMPLEMENTATION

A Report was completed on the storage capacity of ZNS. Delivery of computer storage equipment and software by the suppliers is now expected by end January 2003, to be followed by immediate installation and technical training. A contribution was made to the organization of workshops during the first Caribbean Audio Visual Information conference, Kingston, Jamaica November 2003 and training for two Bahamian audio-visual archivists was facilitated particularly in that on *Managing audio visual archives*.

Prolonged delays were due to:

1. identification of appropriate equipment and suppliers taking into consideration the limited funds available under the project
2. negotiations with ZNS Bahamas re: complementary funding to complete the overall equipment purchase
3. compiling by suppliers of necessary equipment components, installation and shipment

RESULTS

Awaited

CONCLUSION

Awaited

REGIONAL PROJECT

STRENGTHENING AND NETWORKING GRASSROOTS COMMUNICATION IN THE CARIBBEAN PROJECT NO : PDC/19 RLA/01 (352 RLA 91) US\$36 000

TYPE OF PROJECT

Under its Regular Programme beginning 1994 to promote independent media and pluralism for democracy, UNESCO supported the creation and/or reinforcement of twelve independently owned and operated community radio stations in the Caribbean region. These include: *Haiti* - Radio Tiburon; Radio Belle Anse; Radio Fort Liberté and Radio Anse à Foleur; *Jamaica* : Roots FM inner city radio; *Cuba* : Radio Cocodrilo; *Barbados Community College* : Radio GED; *Dominica* : Radio em ba Mango; *Trinidad and Tobago* : Radio Toco; *Guyana* : Radio PAIWOMAK; *Suriname* : Radio Muye; and *Nicaragua* : Radio Bluefields. The positive experience of these initiatives in fostering the spread of information and knowledge at the grassroots level, and promoting empowerment and increased participation of local citizens in determining their own development, motivated a request from Radio Toco to UNESCO/IPDC to assist in broadening this process. This proposal received an allocation of US\$ 36,000 from IPDC.

IMPLEMENTATION

The project proposed to develop a permanent interactive electronic network of initially eight of these radio stations so as to facilitate discussions, public education and action; problem-solving and thinking skills, community building and sustainable development in the region. A base line study was carried out to determine the viability of such an activity. Workshops were held to review the results of this study and establish the structure and method of coordination of this network. Training was undertaken in community broadcasting production and operation and equipment provided to upgrade stations and facilitate their participation in this network. A major obstacle proved to be the lack of necessary resources, both financial and human, to advance the work of this project. Further technical studies to determine both broadcasting as well as IT needs, relevant training and other requirements, led to renewed funding assistance through the Swiss Funds -In-Trust under a new project to integrate new and traditional technologies for development, launched in October 2002. Under this project entitled "Multimedia for Caribbean Communities", a Network website is under construction at www.unescocaribbean.org/mcc and a manual for the network staff is also being prepared. Radio Toco is being groomed to become the technical hub of the Network, and Radio GED, the training hub.

RESULTS

The eight participating stations remain fully committed to this overall activity. Representatives of each came together on two occasions for follow-up hands-on training. In April 2002 the participated in a regional hands-on workshop in community broadcasting held at Radio GED, where collectively the status of the network was reviewed and the concept officially launched. In November 2002 four of these stations (Paiwomak, Muye, and GED) had the opportunity to take part in a workshop on community-based production and broadcast of programmes in Early Childhood and Parenting, organised at and Radio TOCO with the collaboration of UNESCO and the Caribbean Support Initiative of the Netherlands-based Van Leer Foundation. The proceedings of these training activities and are being produced on CD-Rom and eventual distribution for self-learning purposes.

CONCLUSION

This project, while operationally terminated in terms of its IPDC obligations still remains ongoing. The launch of the new MCC Network is typical of the catalytic role that IPDC/UNESCO often plays in fostering media freedom, development and pluralism.

REGIONAL PROJECT

PULSAR NEWS SERVICE

PROJECT NO: PDC/19 RLA/02 (352-RLA-92)

US\$44,000

TYPE OF PROJECT

This project, executed by the World Association of Community Radios/Latin America (AMARC/LA) had as its objectives the improvement of programming, especially in the area of news, by community radios in Latin America; the modernization of the technical capacities of the community radios in the region; as well as improving the information available to the public on themes relating to regional integration, human rights, development and democracy. It also served to promote freedom of expression and the culture of peace.

IMPLEMENTATION

IPDC provided US\$44,000 in funding for the project, which was carried out from November 1999 to March 2001, at which time a final report was submitted to UNESCO.

The project organized training sessions for 33 radio journalists on subjects such as digital audio production, web page design, news writing and editing, and the creation of electronic mailing lists. A manual was also published on how to design, formulate and implement projects. The project also designed and implemented the Pulsar News Service which provided a variety of radio programmes (news reports, interviews, commentary), to enhance the services and programming of 596 community radio stations in the region. The programming was also provided in text format over the Internet. The IPDC funding also provided AMARC/LA to purchase two computers, two MINIDISC recording devices and a Sony microphone in order to enhance the services of the network.

RESULTS

In addition to having succeeded in launching a quality information service for the region that reached more than 1000 clients, among them community radios, communication specialists and radio producers, the project led to the creation of a network of correspondents who continue to provide news, commentary and other programming to PULSAR. In addition, the project contributed to the strengthening of the community radio programming in Latin America, as well as to help organize training seminars on a national (Ecuador) and regional level.

CONCLUSIONS

The PULSAR News Service project is an excellent example of a successful IPDC project, as well as an example of the high-quality cooperation that can exist between UNESCO and a well-organized NGO partner. The project helped strengthen the sharing of knowledge and free flow of information in the region, as well as significantly contribute to the development of community radios and communication capacities.

REGIONAL PROJECT

**CREATION OF A NETWORK OF CENTRES FOR THE TRAINING,
TRANSMISSION AND DISTRIBUTION OF VIDEO PROGRAMMES FOR
POPULAR TELEVISION IN THE CARIBBEAN
PROJECT NO: PDC/19 RLA/03 (352 RLA 93)
US\$38 000**

TYPE OF PROJECT

This project emerged from the recommendation of a May 1997 Regional Experts Meeting on the State of Popular Video in the Caribbean, organised by the Cuban National Commission for UNESCO. Five of the production houses present committed themselves to this exercise and in particular : *Creative Production and Training Centres (CPTC)* Jamaica; *Television Jamaica*; *PODEGE Foundation*, Curacao, Netherlands Antilles; *Banyan Productions*, Trinidad and Tobago; and *Mundo Latino*, Cuba as the Coordinating Unit. The project's objectives were to create and maintain a regional network for the free flow, broadcast and distribution of endogenous video programmes of quality in the Caribbean; to promote the use of video in fostering Caribbean development; and to build and maintain an electronically accessible knowledge base for marketing and distribution of public interest videos in the region. The project received an allocation of US\$38,000 from IPDC of which an allotment was made beginning 2000.

IMPLEMENTATION

An initial study was completed to confirm the needs, capacity and production output of the institutions involved. Necessary equipment and personnel were put in place and a First Workshop and Exchange of Experiences in Video Production was carried out at Mundo Latino, Cuba, 2-8 September 2001. The workshop dealt with a variety of issues in video production for television and the new Caribbean Interactive Network for Video Producers entitled CARINET was launched at the web site www.carinet.org. The website showcases a quarterly English, French and Spanish bulletin on research, production, training and broadcast activities by members of the network and the rest of the region. Directories and catalogues of video makers for public television in the region are also published. The site has links to relevant production houses worldwide. Considerable efforts are being made to widen the network and introduce more income generating activities for sustainability.

Major difficulties lie in the inadequate tele-communications systems between Cuba and the English-speaking Caribbean, Jamaica in particular; delays in the disbursement of funds from Kingston due to insufficient imprest resources at the Havana office and some delay in the submission of reports. A second technical training workshop for video producers for public broadcast is being convened in the last quarter of 2002 at the PODEGE Foundation in Curacao. In the meantime, the site is increasingly being discovered, with new members subscribing and new links being created.

CONCLUSION

This project is still ongoing. It so far remains a success, though the underlying challenge rests on its capacity to sustain itself as it fills a vital need in the Caribbean.

NATIONAL PROJECT

ARGENTINA
DEVELOPMENT OF A MASS MEDIA SYSTEM FOR RURAL AREAS
PROJECT NO: PDC/19 ARG/01 (352-ARG-91)
US\$24,000

TYPE OF PROJECT

Carried out by Radio Universal – Universal Televisora Color of Cordoba Province, Argentina -, this project had as its objectives the creation of a mass media system of radio and TV to provide information to rural areas, the creation of educational programming for use in the schools, as well as to training programmes for both teachers and students in the mass media use and production.

IMPLEMENTATION

The project received US\$24,000 in support from IPDC. It developed radio programming relevant to rural development and agriculture, training workshops on the use of video in the classroom and on audio-visual production techniques, programmes involving parents and students to promote reading, and workshops on book production.

RESULTS

The project successfully trained teachers in the use of audio-visual media in the classroom, instructed high school students in the techniques of television production, promoted reading at the primary school level, helped strengthen and promote school libraries, and facilitated the interchange of ideas and experiences among schools in the region which contributed to the development of a curricula in communication and social development.

CONCLUSION

This is an example of a successful IPDC project that combined the goal of improving communication capacities at the community level with educational objectives, including the promotion of literacy. It explored how audio-visual media can be used to enhance education and provided training to both teachers and students, thus contributing to the project's future sustainability.

NATIONAL PROJECT

BOLIVIA
STRENGTHENING OF EDUCACIÓN RADIOFÓNICA DE BOLIVIA (ERBOL RADIO)
PROJECT NO: PDC/21 BOL/01 (353 BOL 5011)
US\$20,000

TYPE OF PROJECT

ERBOL is an NGO in La Paz, Bolivia dedicated to using radio for education, social service and pluralistic news. The present project is designed to provide training in radio production, programming content and management to radio practitioners from stations affiliated with ERBOL, to developing an electronic news bulletin distributed to ERBOL members, and to producing a weekly radio programme on national affairs.

IMPLEMENTATION

So far, ERBOL has conducted two work shops, one on strategies for publicity and sustainability of radio stations and one on production and editing of news and information programming. The project has also launched its daily electronic new bulletin with content provided by ERBOL itself and affiliated radio stations and disseminated nationally and has begun production of a weekly, two-hour programme "Sin Censura" that is distributed via satellite to 19 radio stations.

RESULTS

Twenty-five radio practitioners attended each of the first two work shops; and the news bulletin has grown to disseminating more than 60 news stories daily. The programme Sin Censura has become established as a leading radio programme for discussion and analysis of national affairs.

The project still has to conduct two more workshops on technical issues such as new technologies and digital software for radio production and a work shop on station management for directors. ERBOL intends to strengthen further the news bulletin and continue production of Sin Censura

CONCLUSIONS

The implementation of the project has been affected somewhat by the recent political developments in Bolivia, however ERBOL to date has managed to carry out successfully a number of the activities. The successful launch and ongoing operations of the news bulletin and of Sin Censura are of special note. There is every reason to believe the other foreseen activities will be carried out successfully as well.

NATIONAL PROJECT

BRAZIL

AUDIOVISUAL PRODUCTION AND TRAINING CENTRE FOR THE DEVELOPMENT OF CITIZENSHIP

PROJECT NO: PDC/19 BRA/01 (352-BRA-91)

US\$40,000

TYPE OF PROJECT

This project was carried out by Sociedad Brasileña de Estudios Interdisciplinarios de Comunicación (INTERCOM), headquartered in Sao Paulo, with the objectives of contributing to the development of community-based communication capacities in both rural and marginalized urban areas. The activities under this project were to include training and promoting the sharing of knowledge and cooperation among community groups, NGOs and associations.

IMPLEMENTATION

IPDC approved US\$40,000 for this project. However, only about US\$23,500 was spent on activities before the obligated funds were liquidated when the two-year time period expired. By the end of 2001, INTERCOM had organized regional seminars on "Audiovisual Production and Training for the Development of Citizenship in Brazil," as well as created a database on community television stations in San Paulo, Rio de Janeiro, Belo Horizonte and Vitoria. In addition, INTERCOM produced six videos on themes related to the project.

RESULTS

INTERCOM carried out a regional seminar on community television channels and their role in promoting citizenship and four workshops on audiovisual training. Some members of INTERCOM participated in the 5th International Course in Communication for the Regional Development of Community Television. However, INTERCOM did not publish a book on the main achievements of the project, which was part of the contract. Furthermore, they did not present their second progress report on time and it was not received by the Quito office until June 2002. As a result of this delay, the final two payments of \$11,500 and \$2000 were not made and these funds were liquidated by Headquarters in 2001.

CONCLUSION

This project has been terminated. The expenses made with the two first payments were duly supported by documentation. Although it is unfortunate that the book was not published, and \$13,500 in funds not spent, what was carried out under this project was worthwhile.

**CHILI
BROADCASTING SERVICE FOR THE DEVELOPMENT OF EASTER ISLAND
(RAPA NUI)
PROJECT NO: PDC/ 21 CHI/ 01 (353 CHI-5011)
US\$ 25,000**

TYPE OF PROJECT

This project provided support for training in radio station management, production techniques and programming content development to the community radio station on Easter Island, also known as Rapa Nui. The project also provided some equipment. This project was carried out jointly with Radio Nederland, which provided some technical and financial support.

IMPLEMENTATION

The studio equipment purchases foreseen in the budget have been made. Three of the four work shops have been carried out; on radios script writing, radio news and information programme production and radio interviewing techniques. The fourth work shop on radio station management should be carried out in the first semester of 2004.

RESULTS

The first three workshops have improved the programming content and management of the community radio, and the equipment purchases have improved the station's efficiency and production capacity. The production of programming in the local language has helped promote its preservation among the local population.

CONCLUSIONS

This project is an example of how support to a community radio can serve its public in numerous ways, for example in the provision of local news and information as well as the promotion of linguistic diversity. The project is also an example of how IPDC projects can promote multipart cooperation – in this case with UNESCO, Radio Nederland and the Rapa Nui community.

NATIONAL PROJECT

JAMAICA

WORKSHOP FOR PRODUCTION OF TRAINING VIDEO/MANUAL FOR JOURNALISTS REPORTING ON VIOLENCE AGAINST CHILDREN

PROJECT NO: PDC/20 JAM/01 (352 JAM 01)

US\$ 33 000

TYPE OF PROJECT

This project was aimed at fostering within the Jamaican media, a new sensitivity in reporting on crime and violence in respect to children, with a view to long term change in this respect. A multi-media reference guide was foreseen as an internal code for use by journalists in respective media houses.

IMPLEMENTATION

A contract was drawn up for the workshop and the guide to be carried out in the latter part of 2001. *The workshop was postponed due to a perceived lack of expertise and commitment within the Press Association of Jamaica, executing agency of this project.* Efforts made to transfer execution of the project to the Jamaica Broadcasting Commission, a more capable national body which was involved in developing programming standards for children along similar lines to those envisaged under the project, were rejected by the PAJ. Recently, on the assumption of new PAJ leadership and ensuing discussions involving CARIMAC and the University of the West Indies, Mona, the project was relaunched with activities to be carried out in close collaboration with CARIMAC for a final delivery date of May 2004.

RESULTS

CONCLUSION

NATIONAL PROJECT

NICARAGUA

TRAINING IN COMMUNICATION TO STRENGTHEN DEMOCRACY AND A CULTURE OF PEACE

PROJECT NO: PDC/20 NIC/01 (548 NIC 5060)

US\$ 30000

TYPE OF PROJECT

The Violeta B. de Chamorro Foundation (FVBCH for its Spanish acronym) is in charge of the execution of the project. The FVBCH is a national and international organization, headquartered in Managua, Nicaragua, and its goal is to contribute to the construction of peace and to facilitate initiatives by the civil society for the poorest populations in Nicaragua.

The Foundation also works to promote and maintain a Culture of Reconciliation, Peace and Democracy, through education, freedom of expression and actions directed at diminishing poverty.

In order to execute the project, IPDC has made strategic alliances with the Centro de Investigación de la Comunicación (CINCO – *Nicaraguan Communication Research Centre*) de Nicaragua, a non-profit Association, specialized in studies on Communication, Culture, Democracy, and Public Opinion.

The key aspects included in the project are: (a) To carry out training, educational, and permanent professional improvement activities for journalists, (b) To produce and create a journalistic agenda to support research, (c) To encourage the use of mechanisms for the promotion and defence of freedom of expression, the search for tolerance, and pluralism of ideas, within the framework of a Culture of Peace; (e) To contribute to the strengthening of a democratic system in Nicaragua, by giving support to new independent information sources, to the production of endogenous programs and messages, and by promoting a better understanding of the community's ideals, and of the tasks carried out by the media.

IMPLEMENTATION

The PIDC project was approved by the 20th PIDC Council Session for the amount of US\$ 30.000. The funds were decentralised to San Jose in May of 2003, and starting on that date, the contract was negotiated, as well as the necessary re-formulation of the project. The signing of the agreement between UNESCO and the Violeta Chamorro Foundation took place on July 4th, 2003. The first outlay was for the amount of US\$ 8,910.00, on August 22nd, 2003.

During the project's first execution period (which ended in December, 2003) the Violeta Chamorro Foundation successfully implemented all the activities included in the chronogram for that period. In fact:

- (a) Four TV productions, of 30 minutes each, were organized and executed. These productions were broadcasted in the TV program *Esta Semana*, shown in Nicaragua on Sundays;
- (b) Four radio programs, of two hours each, were organized and executed. These programs were broadcasted in *Onda Local*;
- (c) Four articles were published in the *Weekly Confidencial*;
- (d) The topics included in the information agenda were:
 - Decentralization and municipal elections

- Migration and development
- Cost of elections and electoral transparency
- Debate on the national development strategy
- Debate on the Free Trade Agreement with the United States of America
- Indigenous rights and property

e) A national seminar on The Right to Free Access to Public Information Sources was organized and carried out in Nicaragua.

The UNESCO Office for Central America is currently waiting to receive the financial report corresponding to this first period of expenses, in order to pay out the second amount foreseen in the contract.

RESULTS AND IMPLICATIONS OF THE PROJECT

a) To have achieved a compromise between the Nicaraguan Government, some non-governmental organizations, the universities, and the media with the VIOLETA B. DE CHAMORRO Foundation, to jointly work and present to the National Congress, a Law Project that may guarantee the Free Access to Public Information to the country's citizens.

b) To have enhanced the knowledge and national debate, through the provision of information and plural perspectives, regarding important topics such as: development and democracy, the situation of ethnic minorities and of indigenous sectors of the Nicaraguan Atlantic Coast, works on development projects jointly carried out by local communities, town halls, and NGO's; decentralization and civil society.

c) To have strengthened the professional and technical capability of journalists and communication students who participated in the training and education activities executed within the framework of the project.

CONCLUSION

Of the US\$ 8910 corresponding to the first payment, to date USD6190.44 have been spent. The payment of the second amount of USD7, 045 will be done during the month of January. It is foreseen that the project will conclude in the month of August 2004.

The project is being executed successfully and according schedule. On the other hand, the activities carried out have had good impact and special coverage.

NATIONAL PROJECT

PANAMA
STRENGTHENING AND DEVELOPMENT OF RADIO
PROJECT NO : PDC/19 PAN/01 (352-PAN-91)
US\$30,000

TYPE OF PROJECT

The objectives of this project, executed by the Asociación Panameña de Radiodifusión (APR), were the strengthening of the participation of radio in the democratic process in Panama, as well as the defense and strengthening of press freedom and freedom of expression; the increase and improvement of radio programming production and dissemination and to improve the professional and technical skills of those persons working in radio.

IMPLEMENTATION

Although US\$30,000 was approved for the project, only US\$16,700 was spent by APR on activities carried out from 1 June 2000 through December 2001, at which time the remaining funds under the budget obligation were liquidated. Completed activities included three workshops dealing with news production, radio station management and achieving better efficiency in the selling of advertising.

RESULTS

More than 50 radio station directors and executives participated in these seminars that covered both radio production and radio management. APR also produced a compact disc on El Canal de Panama and the situation of radio in Panama, which also received support from Radio Nederland. A document on the experiences of the project was also published. Despite the achievements cited above, APR's second report on the activities undertaken was not satisfactory because the financial part was not supported by appropriate documentation. A new report was requested but never submitted. The last two payments totalling \$10,300 were not released and subsequently these funds were liquidated by Headquarters..

CONCLUSION

The Quito office time cannot recommend that this project be continued, and it should be considered terminated.

NATIONAL PROJECT

**PANAMA
CONTINUOUS EDUCATION PROGRAM FOR JOURNALISTS
PROJECT NO: PDC/21 PAN/01 (353 PAN 5011)
US\$ 20 000**

TYPE OF PROJECT

The Panamanian National Gremial Association of Journalists (CONAPE) was founded in 1986. Its principal function is to defend the liberty of expression and of the press, to defend the labour interests of its associates and to contribute to the formation of Panamanian journalists, so that they may achieve better professional performance, at the service of society and of democratic institutions. In this sense, emphasis has been placed on formation, research and ethics. CONAPE has also sought to create conditions for the exercise of journalism with independence and intellectual honesty.

IMPLEMENTATION

The project currently being realized by the Panamanian National Gremial Association of Journalists was approved by the decision taken in session 20 of the IPDC Council. The amount assigned was US\$ 20.000. The funds were decentralized on 27 May 2003. After UNESCO had made several transactions with the new board of CONAPE and the corresponding reformulation of the project, due to the time lapsed between its approval and the decentralization of the funds, the contract was signed between UNESCO and the Gremial Association on 30 May 2003. The first payment of US\$ 6000 was made according to the schedule, on 14 August 2003. After these first administrative transactions, and at the request of UNESCO for the first Progress Report, in November, CONAPE requested that the Organization reformulate the contract to allow the project to initiate operations in January 2004. In the correspondence from the Association's President, several valid reasons were given, and therefore the modification was permitted. Upon that request, the calendar and schedule of activities were reprogrammed. It is now expected that the project will finalize its operations in August 2004.

RESULTS

Due to the foreseen circumstances, the first results will be known in February 2004, after UNESCO/San Jose receives the first progress report on the completed tasks from the Association, according to the programmed calendar.

CONCLUSION

This project has not yet had any tangible results, but it is in its implementation process, there is a commitment from the Panamanian National Gremial Association of Journalists to complete it within the requested timeframe.

NATIONAL PROJECT

**SURINAME
DEVELOPING A COMMUNICATION NETWORK IN THE HINTERLAND OF
SURINAME
PROJET NO: PDC/19 SUR/01 (352-SUR-91)
US\$ 60 000**

TYPE OF PROJECT

The longterm objectives of this project to use telecommunications and mass media to build integrated and self-sustaining rural and remote communities, were part of an overall National Plan for broadcasting in the interior in Suriname. Based on the experience of Radio Muye, the first community radio station to be set up by UNESCO in Suriname, the project aimed to provide basic community broadcasting (radio and television) infrastructure at 10 telecentre sites and hands-on training of 40 community youth in sustainable broadcasting techniques. It was later foreseen to begin the process of integration of radio and television telecentre and entertainment systems as a total solution to broader development of hinterland peoples.

IMPLEMENTATION

Taking into consideration the reduced project budget, equipment was delivered to set up five complete radio stations - three of them with solar power supply. A training programme for 20 village youth was also prepared. During a mission to Suriname August 2002, a schedule of activities was agreed to, leading to an official launch of this project in January 2003.

This project was fraught with difficulty over the past year or so, following a change of government and internal political orientations and hostilities. Follow up efforts throughout 2003 were unsuccessful mainly due to the failure of one of the local counterpart partners to deliver on its obligations and responsibilities as agreed.

Following an ultimatum issued to the Suriname government regarding completion of this project, the matter was brought to the attention of the President of Suriname, by the Suriname National Commission and the Suriname Executive Board member. Apologies were made to UNESCO for the shortcomings of the government with regard to execution and the official assurances were given that every measure will be taken, as a matter of urgency, to ensure that the project activities are all completed by the deadlines required.

Based on required information a contract has been drawn up with TELESUR, the executive agency to ensure the completion of y May 2004.

CONCLUSION

Should this project be allowed to reach its logical conclusion, it would be of tremendous benefit for the people of the interior of Suriname and a model for such development in the region.

NATIONAL PROJECT

VENEZUELA

ESTABLISHMENT OF A SERVICES CENTRE FOR PRODUCTION AND TRAINING IN INTERCULTURAL, BILINGUAL RADIO BROADCASTING

PROJECT NO: PDC/19 VEN/01 (352-VEN -91)

US\$ 40 000

TYPE OF PROJECT

Carried out by Luz FM, the Radio Station of Universidad del Zulia, Venezuela, the project's objectives included the promotion of social, cultural and educational development, as well as the strengthening of democracy and freedom of expression and of the press through the implementation of communication strategies incorporating indigenous peoples and their culture into intercultural radio programming; improvement of programming by radio stations serving the Zulia province through the creation of productions that take into account the cultural identity and language of the indigenous population; and training of local ethnic groups in radio production so as to promote their active participation in the processes of communication.

IMPLEMENTATION

The project held workshops on reading, speaking and writing in the indigenous language, Wuayunaiki, as well as workshops on various aspects of radio programming production and station operation. The project also produced programmes on health and disease prevention, on preventing violence against women, on local cultures and music, as well as bilingual news programming in Spanish and Wuayunaiki. The project also included the acquisition of numerous pieces of equipment for radio production.

RESULTS

By the end of the project, other organizations had expressed interest in undertaking activities that would promote knowledge of the Wuayunaiki languages; and the workshop participants were themselves enthusiastic about producing programmes on indigenous languages and cultures. The project provided training in radio programming technologies to technical personnel, as well as to journalists, who had not had access previously to such training and equipment, with the result being a marked improvement in the quality of programming available to audiences in the project's target area. The project also succeeded, through its programming, in providing local communities with effective information on preventing diseases among children and on the rights of women and families to be secure from violence.

CONCLUSIONS

This project is a successful example of how radio can be used to promote cultural preservation and intercultural understanding in addition to fulfilling its function as a news and information medium. It could also serve as a model for future projects involving bilingual radio production, and it demonstrates what can be accomplished when support is given to a dedicated and effective partner.

ARAB STATES

REGIONAL PROJECT

**ARAB STATES: ARAB STATES BROADCASTING UNION
ENHANCING THE QUALITY AND STRENGTHENING EXCHANGES OF
VIDEO/AUDIO PROGRAMMES AMONG ASBU MEMBERS
PROJECT NO: PDC/20 RAB/01 (353-RAB-01)
US\$45 000**

TYPE OF PROJECT

The project's objectives were to strengthen the exchange of television and radio programmes among Arab States and private broadcasters, especially in the fields of news, sports, cultural and educational programmes and to promote intercultural exchanges within the Arab world by providing viewers with wider opportunities to open their minds to other societies and realities.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$45,000 for the purchase of a digital video tape recorder and non-linear editing suite to enable this regional broadcasting union to provide a better service to its member states.

RESULTS

The equipment was installed in September 2001 and staff training took place in October. The system is now fully operational and in fact is being used for the ASBU TV coverage of the Arab Summit in Beirut, 23-29 March 2002.

CONCLUSION

The IPDC allocation, topped up with ASBU funds, has considerably improved their coverage of events in the Arab region.

NATIONAL PROJECT

ALGERIA

TRAINING FOR WOMEN BROADCASTERS AT THE NATIONAL RADIO BROADCASTING COMPANY OF ALGERIA

PROJECT NO: PDC/20 ALG/01 (353-ALG-01)

US\$27 000

TYPE OF PROJECT

The objective of the project is to bridge the gap in the training of women journalists, to teach them the new techniques in editing, feature reporting, interviews and live debates, basic training in computing and to help them benefit from the information technology revolution by providing access to the Internet and distance learning. In the long-term, it will facilitate reflection on content and improvements in the level of programmes and also promote exchanges with women from the region, the continent and the Mediterranean basin.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$27,000 for this project. Since funding was not immediately available, an initial series of five training sessions (in Annaba, Algiers (two), Tlemcen, and Sétif) was organized between June 2000 and May 2001, financed from Regular Programme funds decentralized to the UNESCO Rabat Office. The IPDC funds became available at the end of 2001. The five workshops foreseen – in El Oued, Algiers, Oran, Tlemcen and Annaba – have now taken place and final reports are awaited to enable the project to be closed.

RESULTS

The training organized under the Regular Programme financing (US\$25,000) enabled 80 women to be trained. We are informed by the National Radio's Management that these training workshops have had a very positive impact, not only from a technical training point of view, but also in that for some of the women trained this was the first time they had been able to travel on their own. The offer of training thus led to family discussions of women's issues and to an increase in respect for the participants

CONCLUSION

The training programme has proved both popular and effective.

NATIONAL PROJECT

LEBANON

TRAINING OF JOURNALISTS AT THE DAILY STAR NEWSPAPER

PROJECT NO: PDC/20LEB/01 (353-LEB-01)

US\$25,000

TYPE OF PROJECT

This project sought to organize assist the Daily Star Newspaper in Lebanon organize specialized training courses for its management and journalistic staff.

IMPLEMENTATION

UNESCO signed a contract with the Star Newspaper for the recruitment of an international team of experts to conduct courses on: Management essentials for Administration Managers, People Management for Editors, Sales and Management Team, Skills for Sales and Management Team. All these courses were organized during the month of January 2003. The management of the Daily Star Newspaper has prepared a videocassette on the different training courses and this will be shared with other media institutions in Lebanon as well as, on demand from other regions.

RESULTS

The training of the Daily Star Newspaper staff is one of the very few projects executed by the UNESCO/IPDC in Lebanon. The management's commitment to continuous and further training of its personnel demonstrates the recognition by newspaper publishers/owners of the importance of training in media institutions. The decision of the Daily Star Newspaper management to share its training experiences with other newspapers by producing training videocassettes indicates a path – of sharing training experiences and expertise - that could be followed by newspapers worldwide.

CONCLUSION

UNESCO/IPDC approved seed money to support the training and further training of personnel of the Daily Star Newspaper. The response of the management of the Daily Newspaper has been very supportive and demonstrates the recognition of newspaper owners/publishers of the importance of training in furthering journalistic and managerial standards in media institutions.

NATIONAL PROJECT

**MAURITANIA
STRENGTHENING THE PRODUCTION CAPACITY OF THE FM RADIO
STATION “FEMME ET DÉVELOPPEMENT” IN ROSSO, MAURITANIA
PROJECT NO: PDC/20 MAU/01 (510-MAU-60)
US\$25 000**

TYPE OF PROJECT

Within the framework of the national strategy for the promotion of women through education, the improvement of health care, and development of the community, the project aims to promote the concept of participation and communication. The second phase of this project, initiated within the framework of a wider UNFPA project, is to strengthen the production capacity of the local radio station at Rosso on the Senegal River through the creation of a second studio destined for production, releasing the existing studio and its equipment for broadcasting purposes.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$25,000 for this project. However, it was subsequently submitted to DANIDA for financing and the Danish agency approved \$33,000 for the equipment of this second studio. Radio Mauritanie has built the second studio and the equipment has been delivered and installed. Irregular electricity supply has proved somewhat of a problem in delivering daily broadcasting, but it is expected that this problem should be solved when the supply from the Manataly dam (serving Mali, Senegal and Mauritania) becomes fully operational.

RESULTS

The second studio is now equipped and operational.

CONCLUSION

The local population is very attached to its radio station and has created an Auditors Committee that has protested to the authorities when electricity cuts or other problems have prevented broadcasting. The second studio will facilitate programme production and take some of the pressure off equipment in the existing studio, part of which is now ready for replacement.

NATIONAL PROJECT

**OMAN
PRODUCTION OF TELEVISION PROGRAMMES
TARGETED AT RURAL WOMEN
PROJECT NO: (PDC/20 OMA/01) 353-OMA-01
US\$50,000.**

TYPE OF PROJECT

This project, executed in conjunction with the Oman Ministry of Social Affairs, Labour Health as well as other relevant national rural development offices developed three television programmes aimed at Oman rural women. Women are generally marginalized in national media landscapes and it can be said that rural women are often ignored. The project sought to address the communication needs of rural women by producing documentaries dealing empowerment and income generating activities.

IMPLEMENTATION

The project was executed in close collaboration with the Oman Television and this was carried out during a one year period.

RESULTS

Three short films were produced covering income generating activities and empowerment of rural women. Other issues also concerned the application of communication techniques to support education, health and agriculture.

The Film – as a medium of communication – proved very popular in rural settings whereby most of the women are still illiterate. Moreover the recruitment of Oman actors as well as other local community activists meant that the local communities could easily identify themselves with the problems and appreciate the need of seeking solutions to their common problems.

CONCLUSIONS

The project the UNESCO/IPDC executed in cooperation with the Oman Television enabled the country to meet the communication needs of rural women whereby they were also assisted through film to understand the issues of poverty and self-empowerment. Oman television has continued its programming aimed at rural women.

NATIONAL PROJECT

TUNISIA

REPLACEMENT OF RADIO AND TELEVISION EQUIPMENT AT THE INSTITUT DE PRESSE ET DES SCIENCES DE L'INFORMATION (IPSI)

PROJECT NO: PDC/20 TUN/01 (353-TUN-01)

US\$55 000

TYPE OF PROJECT

The objective of the project is to provide IPSI with modern radio and television equipment to satisfy training needs, and to upgrade equipment and keep abreast of developments in teaching techniques. In the long term, this will strengthen capacity across the profession and contribute to the development of regional radio and television entities through the training of skilled personnel in the mastery of new, and in particular, digital, techniques.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$55,000 for this project. Funding became available in February 2002, and the equipment was purchased locally in order to ensure maintenance. It was installed at the end of 2002 and is now fully operational.

RESULTS

The contribution of IPDC assists students in the third and fourth years of training at IPSI in their journalism and communication studies. It will enable them to prepare for the evolution to digital technology and thus give them an edge in their field.

CONCLUSION

The IPDC contribution will enable the IPSI students to arrive on the job market with up-to-date skills.

EUROPE

REGIONAL PROJECT

**SOUTH-EASTERN EUROPE
JOURNALISM TRAINING NETWORK IN SEE
PROJECT NO: PDC/20 EUR/01 (353-EUR- 01)
US\$ 25,000**

TYPE OF PROJECT :

The Media Plan Institute is based in the building of the University in Sarajevo and has several functions:

- to monitor and analyse the media situation in Bosnia Herzegovina as well as other countries of South East Europe
- to provide training to journalists from the sub-region
- to animate a communication network for free and professional journalism in South East Europe

The funds requested from IPDC were foreseen for the creation of the communication network in providing 12 PCs as well as to contribute to a workshop on free and professional journalism with participants from the whole sub-region.

IMPLEMENTATION

The project was implemented as foreseen UNESCO provided the requested computers permitting the Institute to network with their relevant partners in SEE. Furthermore, part of the funds was used to cover travel expenditures and conference costs of 23 participants from the sub-region to workshop in Sarajevo on several press freedom issues.

RESULTS

The Institute provides an excellent work on media research and analysis and fulfils its training tasks for students and journalists from different countries. The funds contributed to the setting-up of those activities and were best used for this purpose.

REGIONAL PROJECT

**IMPROVING TELEVISION THROUGH TRAINING
AND PROGRAMME EXCHANGE IN THE CIS AND BALTIC STATES
PROJECT NO: PDC/20 EUR/02 (353-EUR- 02)
US\$ 25,000**

TYPE OF PROJECT

The creation of the Euro-Asian Association of Audio-Visual Arts “Vklad” was the culmination of a five-year experience aiming at preserving the professional links among television producers of the former USSR, now under the umbrella of the Commonwealth of Independent States (CIS) and the Baltic States. The peculiarity of the region is that recently created borders between the new independent states, of all kind, and on-going political conflicts also prevent from establishing contacts and exchanging experience between directors and producers. The efforts and support of aid agencies are generally limited to enabling some productions or artists to participate in festivals, from which the economic benefits and the opportunities for professional enrichment are often negligible.

The work of the Euro-Asian Association of Audio-visual Arts, strongly supported by UNESCO, consisted of organizing on an annual basis regional workshops for television producers gathering professionals from CIS and Baltic countries and providing them with a regional forum for debate, programme exchange, co-production opportunities and, most important, access to the international fora and markets.

The Moscow Television Center, member of the Euro-Asian Association of Audio-visual Arts, was the focal point for this initiative.

IMPLEMENTATION

Two annual regional workshops for television programme makers, producers and broadcasters from CIS countries and Baltic States (200 professionals) were organized, including pre-screening sessions, programme selection, participation of directors and production sub-titling or dubbing. An international distribution mechanism for CIS countries and Baltic States was set up. The participation of internationally selected programme-makers in international screening conferences and other relevant international for a was organized. The regional and international network of television producers from CIS countries was strengthened and further developed.

RESULTS

200 producers trainees

Some 100 productions promoted at international levels.

CONCLUSIONS

The project is successfully completed although sustainability was not achieved and donor dependence is still a pre-requisite for new undertakings

NATIONAL PROJECT

ALBANIA

TRANSFORMING THE NATIONAL TV AND NEWS AGENCY INTO INDEPENDENT MEDIAS

PROJECT NO: PDC/19ALB/01 (352-ALB-91; 520-ALB-60) (FIT-FRANCE)

US\$65 000 & US\$31 000

TYPE OF PROJECT

A UNESCO inter-sectorial mission to Albania took place in January 1998, following which a project was prepared and submitted to the Bureau of the International Programme for the Development of Communication (IPDC) in October 1998. The project, aiming at strengthening the National Television (TVSH) and the Albanian News Agency (ATA), was approved and an amount of US\$65,000 was assigned to it in summer 1999. In November 1999, the French Government allocated additional funds to the project (FF200,000). These funds were released in May 2000.

IMPLEMENTATION AND RESULTS

All equipment was purchased and is operational. Computer hardware, software, cameras, scanners and printers, and the necessary know-how to use them, were provided to the news agency ATA so that they can offer their services via Internet and set up a photo service which enables them to receive, process, transmit and save pictures. This is currently operational.

A modern newsroom was set up at TVSH, where information and broadcast material can now be processed with the computers purchased under this project;

Training courses for the staff of these institutions were also organized. Three Albanian women television professionals (director of marketing, news director and variety director) were trained during four weeks at the *Centre International de Formation Audiovisuel et de Production (CIFAP)* in Paris, with practical courses at TF1, France2, France 3 (rédaction nationale et régions, IDF), TV5, ARTE, Canal Plus, M6, "les chaînes tout-info" (LCI, I Télévision).

CONCLUSION

The project is terminated successfully

NATIONAL PROJECT

ARMENIA
DEVELOPMENT OF JOURNALISM TRAINING
PROJECT NO: PDC/19 ARM/01 (352ARM91)
US\$40 000

TYPE OF PROJECT

The objectives of this project were:

- To enhance the training facilities at the Faculty of Journalism at the Yerevan State University through the provision of modern equipment;
- To develop training programmes and to consolidate study exchanges between the University and the other educational institutions and training organizations overseas.

IMPLEMENTATION

IPDC approved this project with US\$36,000 in funding, which was used to organize an Exchange programme for students of the Journalism Department, to renovate the premises of the Faculty of Journalism, to purchase adequate furniture, to translate and publish relevant manuals and articles, to purchase and install equipment at the renovated premises, to provide the Faculty of Journalism with Internet connection and all other administrative support needed for an effective implementation of the project. From the start, Ms Christine Péronne, Regional Advisor for Communication, supervised the activities, in co-operation with Mr Sergey Karpov, CI/INF Specialist.

RESULTS

As a result of the project, premises at the Journalism Faculty of the Yerevan University were renovated and equipped with up-to-date facilities; two postgraduate students prepared journalism-related researches in two European universities: at the University of Paul Valeric Montpellier III (France), and at the Bournemouth University (Great Britain). Manuals prepared by Western authors were translated and published. Articles and research of local journalists were published as well.

CONCLUSION

The implementation of the project has greatly contributed to the development of journalism training corresponding more to world journalism standards and meeting the Armenian contemporary society's needs and challenges.

NATIONAL PROJECT

**AZERBAIJAN:
IMPROVEMENT OF MEDIA PLURALISM AND PROMOTION OF PRESS
FREEDOM
PDC /21 AZR/01 (353-AZN-5011
US\$ 15 000**

TYPE OF PROJECT

The objective of the project was to improve journalism skills and professional culture of young journalists.

IMPLEMENTATION

The project was implemented by the Union of Journalists of Azerbaijan.

One-week courses (30 hours of training) were organized twice a month for a period of four months, in the capital Baku and in the regions, as well as 6-week courses (180 hours of training) during a three-month period, on the following issues:

- Mass media experiences in other countries and regions, a comparative overview.
- Evaluating information: how to identify and report on the most important issues for society?
- Legislative basics of mass media activity
- Role and position of journalists in society - how to be independent and impartial
- Trustworthiness is the main criteria of the press
- Legal and ethical norms of mass media
- Protection of the rights of the journalist
- Press and authorities
- Combination of local and international news
- Economy and management of mass media.

RESULTS

A total of 90 young journalists trained.

CONCLUSIONS

The project is successfully completed and the objectives fully met.

NATIONAL PROJECT

**CROATIA
MEDIA TV PRODUCTION HOUSE
PROJECT NO: PDC/20 CRO/01 (353-CRO- 01)
US\$25,000**

TYPE OF PROJECT

At the moment when the project was initiated and implanted Croatia had no independent TV station broadcasting on its territory. For this reason, UNESCO supported the creation of an independent TV production house permitting Croatia to participate in a news exchange programme in South East Europe. Furthermore, it gave the opportunity to journalists from the country to produce TV programmes without censorship and to bring Croatia nearer to its neighbouring countries where the programmes were broadcasted by independent TV-stations.

IMPLEMENTATION

The project was implemented as foreseen and the contribution was mainly used for the purchase of the necessary TV equipment. The production house 'Midas' continued its work until the elections after which State Radio and TV was transferred to a Public-Service System and private electric media started broadcasting.

RESULTS

According to international partners involved in the news exchange programme and national broadcasters from the region, the TV production house 'Midas' provided excellent programmes and promoted a positive image of Croatia showing a different picture of the country than the official TV stations.

NATIONAL PROJECT

MACEDONIA

CREATION OF A NEWS AGENCY

PROJECT NO: PDC/19MCD/91 (352-MCD-91; 520-MCD-60) (FIT FRANCE)

US\$64 000 & US\$43 000

TYPE OF PROJECT

As early as 1992, following the independence of Macedonia, the Skopje authorities started making attempts to establish an independent news agency, the Macedonian Information Agency (MIA). However, for various political and financial reasons, it was impossible to implement the project at the time, and it was only revived in 1998. Its aim was to create a national independent news agency in a country that so far had none. UNESCO's assistance was requested in October 1998 and approved by the International Programme for the Development of Communication (IPDC), with an allocation of US\$60,000 at the end of 1999. The French Government announced the provision of additional funds (FF280,000) in November 1999. The funds were released in May 2000.

IMPLEMENTATION AND RESULTS

The project is currently being implemented. All equipment has already been purchased and is operational. Training courses have also been organized although some difficulties were encountered during the period 2000-2002, the agency not being very independent from government influence. A change of directorship has however improved the situation and the final cycle of training courses should take place in 2003.

The final objective is to broaden the scope of the news and information provided to the Macedonian society by developing a national independent news agency capable of distributing local and world news to the country's media. The uniqueness of MIA is that almost all its professionals are under the age of 30 and eager to learn and work efficiently if allowed.

- The equipment bought were the following: computers and software, laser printers, modems, TV screens and VCRs, an Internet server, photo equipment and computer software for a photo library and service.
- Three cycles of training courses were organized during the period 2001-2002. The final cycle should take place in 2003. The training has covered the following areas:
 - News agency journalistic practices and ethics,
 - Practical work with reporters, desk journalists and managers with a view to improving the quality of the agency's outputs (part of this course was conducted with real timing, that is while journalists performed their daily work),
 - Critical reading of the agency's news reporting and brainstorming for improvement,
 - Special session with managers on how to structure and stimulate the agency's work and outputs: daily summaries on important national issues, daily forecasting for clients, personality portraits, chronologies and photo service,
 - The agency's relationship with its correspondents, its clients and the new, tailor-made services to be offered,
 - Photo service: how to use it to boost the agency's output quality and its on-line services,

New technologies and new challenges for news agencies: managing a website, creating on-line data bases, etc.

INTERREGIONAL

INTERREGIONAL PROJECT

JOURNET: GLOBAL TRAINING PROJECT
PROJECT NO: PDC/21 INT/02 (353 INT 5011)
US\$50 000.00

TYPE OF PROJECT

The objective of this project was to establish a network of trainers and curriculum developers, to catalyse the work of member institutions and the creation of innovative curricula and course materials through regional activities, website development and academic cooperation.

IMPLEMENTATION

Approved with a funding of US\$50,000 against the foreseen cost of US \$ 238,000.00, the project financed an International Conference on Professional Education for the Media entitled “Professional Education for the media in the Digital Age” in February 2003 which amounted to US \$ 34,520 The project has also been financing the hosting and updating of its website.

RESULTS

JourNet has been able to comply with two major expected results of the project a) the holding of a major interregional consultation as well as a professional education training workshop; and b) Networking of Journet’s activities through the setting up of its website which has been up and regularly updated

CONCLUSION

JourNet has been able to implement 72% of the project activities proposed in the project document approved by the IPDC Council. The interest aroused by JourNet around the world by the activities carried out and it’s potential for providing academic and professional support services are major assets for this project.

INTERREGIONAL PROJECT

**IFEX: IFEX PROGRAMME FOR FREEDOM OF EXPRESSION
TRAINING AND COMMUNICATION SUPPORT
PROJECT NO: PDC/20 INT/01 (353-INT/01)
US\$ 34 000**

TYPE OF PROJECT

In view to reinforce IFEX in the developing world, the objective of the project was to:

- provide personalized hands-on instruction for developing country groups in the use of new communications technologies, such as identifying and using reliable computer systems, installing and using electronic mail, and taking advantage of the many services available through the Internet.
- expand the IFEX Internet site – the most comprehensive site of its kind in the world -- easily accessible to thousands of organizations and the general public throughout the developing world by making links with at least 200 other sites on press freedom and freedom of expression.

IMPLEMENTATION

Project commenced with the signing of the contract in 2002 under which priority attention was given to providing the network's 32 groups in developing countries and Newly Independent States with various forms of support.

RESULTS

Priorities have ensured that all IFEX members have a basic level of ICT capacity. The program first focussed on those groups that are working with the least ICT capacity to see that they all obtain reliable and regular access to e-mail and an Internet connection, as well as reliable hardware and software.

IFEX's workshops and annual conference have focussed on Information Communications Technologies and how these new technologies can be used effectively for human rights campaigning in Southern and countries and newly Independent States. Through workshops held in conjunction with the annual conference, IFEX has provided these groups with the skills they need to grow and develop.

IFEX continued to develop an easily-accessible and functional site. Perhaps the most important service on the IFEX site is the searchable database of Action Alerts. This service is the most comprehensive resource of its kind in the world. The site holds more than 10,000 reports dating back to 1995 that are made available to human rights activists, journalists, researchers, educators, and others. The site contains issues of the *IFEX Communiqué*, the world's only weekly newsletter that carries up-to-date information on the most recent developments in free expression issues. It also includes the world's most comprehensive list of groups working in a wide range of freedom of expression activities.

Design and graphics improvements were also done, to provide further information on special free expression topics, such as anti-terrorism laws and free expresión, as web as special reports.