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**I**NTERNATIONAL  
**P**ROGRAMME FOR THE  
**D**EVELOPMENT OF  
**C**OMMUNICATION

**DECISIONS OF THE 49<sup>TH</sup>  
MEETING OF THE IPDC BUREAU**

(27 FEBRUARY-1 MARCH 2006)

**DECISIONS DE LA 49<sup>EME</sup>  
REUNION DU BUREAU DU PIDC**

**INTERGOVERNMENTAL COUNCIL OF THE IPDC**

**Twenty-fifth session**



**UNESCO HEADQUARTERS, PARIS  
21-23 MARCH 2006**

(CI-2006/WS/6)



<p>1. The Bureau of the Intergovernmental Council of the International Programme for the Development of Communication (IPDC) held its forty-ninth meeting at the UNESCO Headquarters in Paris from 27 February to 1 March 2006, chaired by Mr Torben Krogh (Denmark) and in the presence of Mr Abdul Waheed Khan, the representative of the Director-General of UNESCO. All the Members of the Bureau were present at the meeting (Peru, Portugal, Tanzania, Qatar, Republic of Korea, the Russian Federation, as well as IPDC Rapporteur, Mrs Barbara Gloudon (Jamaica)), along with observers from a number of donor countries and the Advisers for Communication and Information, who were invited to take part in the examination of the projects.</p>	<p>1. Le Bureau du Conseil intergouvernemental du Programme international pour le développement de la communication (PIDC) a tenu sa 49<sup>e</sup> réunion au siège de l'UNESCO à Paris du 27 février au 1<sup>er</sup> mars 2006, sous la présidence de M. Torben Krogh (Danemark) et en présence de M. Abdul Waheed Khan, représentant du Directeur général de l'UNESCO. Tous les membres du Bureau étaient présents à cette réunion (Pérou, Portugal, Tanzanie, Qatar, République du Corée, la Fédération de Russie, et le Rapporteur du PIDC Mme Barbara Gloudon (Jamaïque)), ainsi que les observateurs d'un certain nombre de pays donateurs et les Conseillers pour la Communication et l'Information, qui étaient invités à participer à l'examen des projets.</p>
<p>2. In accordance with its new functions adopted by the 32<sup>nd</sup> General Conference, the Bureau proceeded with the examination of 78 new projects submitted to the IPDC and has taken the following decisions:</p>	<p>2. Conformément à ses nouvelles fonctions, adoptées par la 32<sup>e</sup> Conférence Générale, le Bureau a procédé à l'examen des 78 nouveaux projets soumis au PIDC, et a pris les décisions suivantes :</p>

### THE BUREAU'S DECISIONS ON PROJECTS

PROJECT N°	PROJECT TITLE	FUNDS allocated US\$	DECISIONS/ COMMENTS
<b>AFRICA</b>			
1.	PDC/49 RAF/01	25000	APPROVED
	ESTABLISHMENT AND OPERATION OF A NETWORK OF AFRICAN FREEDOM OF EXPRESSION ORGANISATIONS		
2.	PDC/49 BEN/01	14000	APPROVED
	BENIN : STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"		
3.	PDC/49 BKF/01	-	NOT APPROVED
	BURKINA FASO: SUPPORT FOR REGIONALIZATION OF RADIO RURALE		
4.	PDC/49 BKF/02	40000	APPROVED (FINANCED FROM RP)
	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU		

5.	PDC/49 BDI/01	BURUNDI: COMMUNITY RADIO EQUIPMENT FOR WOMEN USING MEDIA FOR PEACE IN BURUNDI (DUSHIREHAMWE NETWORK)	32000	APPROVED FINANCED BY CZECH REPUBLIC
6.	PDC/49 CMR/01	CAMEROON: MESSOK RURAL COMMUNITY RADIO	-	NOT APPROVED
7.	PDC/49 CMR/02	CAMEROON: RENFORCEMENT DES CAPACITES DU MENSUEL AMAND'LA	-	NOT APPROVED
8.	PDC/49 CVI/01	CAP VERDE: DIGITIZATION OF TELEVISION ARCHIVES	-	TO REDRAFT AND RESUBMIT
9.	PDC/49 CAR/01	CENTRAL AFRICAN REPUBLIC: ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	25000	APPROVED
10.	PDC/49 CAR/02	CENTRAL AFRICAN REPUBLIC: ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	50000	APPROVED (FIT-JAPAN)
11.	PDC/49 CAR/03	CENTRAL AFRICAN REPUBLIC: ESTABLISHMENT OF A DEPARTMENT OF JOURNALISM AND OF A CAMPUS RADIO AT THE BANGUI UNIVERSITY	-	NOT APPROVED
12.	PDC/49 CHD/01	CHAD: PROMOTING ENROLMENT OF GIRLS IN SCHOOL AND WOMEN'S RIGHTS VIA COMMUNITY MEDIA	-	NOT APPROVED
13.	PDC/49 CHD/02	CHAD: STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"	20000	APPROVED
14.	PDC/49 ZAI/01	CONGO (DEM. REP. OF): CENTRE MULTIMEDIA COMMUNAUTAIRE ARCO-KINSHASA	-	SENT BACK RESUBMIT
15.	PDC/49 ZAI/02	CONGO (DEM. REP. OF): STRENGTHENING OF PROFESSIONAL ETHICS AND FREEDOM OF EXPRESSION IN KATANGA AND EASTERN KASAÏ	32000	APPROVED (FINANCED FROM RP)
16.	PDC/49 ETH/01	ETHIOPIA: CREATING AWARENESS IN FIGHTING HIV/AIDS	45000	APPROVED (FIT-JAPAN)
17.	PDC/49 GAM/01	GAMBIA: EXPANDING ACCESS TO INFORMATION THROUGH MULTIMEDIA CENTRES	-	NOT APPROVED
18.	PDC/49 GHA/01	GHANA: SOGAKOPE COMMUNITY MULTIMEDIA CENTRE (CMC)	20000	APPROVED
19.	PDC/49 KEN/01	KENYA: SHINYALU COMMUNITY MULTIMEDIA CENTRES, KAKAMEGA DISTRICT KENYA: ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS	20000	APPROVED FINANCING TO BE PROVIDED UPON RECEIPT OF BROADCASTING LICENSE
20.	PDC/49 KEN/02	KENYA: ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS	-	TO REDRAFT AND RESUBMIT
21.	PDC/49 KEN/03	KENYA: RADIO FOR YOUTH CENTRE (KOINONIA MEDIA CENTRE )	20000	APPROVED

22.	PDC/49 MLW/01	MALAWI: REVIVAL OF THE MEDIA COUNCIL	-	NOT APPROVED
23.	PDC/49 MAL/01	MALI : SUPPORT FOR THE CONSERVATION OF THE AUDIOVISUAL HERITAGE OF THE NATIONAL BROADCASTING COMPANY (O.R.T.M.)	-	NOT APPROVED
24.	PDC/49 MAR/01	MAURITIUS: CREATION OF A SCHOOL OF PROFESSIONAL JOURNALISM AND AN ADVOCACY AND WATCHDOG PUBLICATION	-	NOT APPROVED
25.	PDC/49 MAR/01	MAURITIUS: PORTAL SITE OF THE MAURITIAN PRESS: DEMOCRATIZATION OF ACCESS TO A PLURALITY OF INFORMATION	-	NOT APPROVED
26.	PDC/49 NER/01	NIGER: NAFOUTA COMMUNITY RADIO	19000	APPROVED
27.	PDC/49 SAF/01	SAF: "STORIES FROM THE MARGINS": COMMUNITY SOUND PORTRAITS ON ISSUE OF GENDER AND POVERTY	-	NOT APPROVED
28.	PDC/49 SAF/02	SAF: CREATION OF A GENDER AND MEDIA CENTRE SOUTHERN AFRICA	-	TO CLARIFY AND RESUBMIT
29.	PDC/49 SEN/01	SENEGAL: STRENGTHENING THE RESOURCES OF RADIO PENC MI	18000	APPROVED
30.	PDC/49 SOM/01	SOMALIA: COMMUNITY RADIOS IN RURAL AND COASTAL AREAS OF SOMALIA	-	NOT APPROVED
31.	PDC/49 SOM/02	SOMALIA: SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION IN SOMALIA	20000	APPROVED
32.	PDC/49 SOM/03	SOMALIA: SUPPORT AND EXPANSION OF PRESS FREEDOM VIOLATION MONITORING GROUP IN SOMALIA	-	NOT APPROVED
33.	PDC/49 URT/01	TANZANIA: JOURNALISM TRAINING CENTRE	20000	APPROVED
34.	PDC/49 URT/02	TANZANIA: COMMUNITY RADIO FOR THE KARAGWE DISTRICT	14000	APPROVED FINANCING TO BE PROVIDED UPON RECEIPT OF BROADCASTING LICENSE
35.	PDC/49 URT/03	TANZANIA: SOUTH LINK FM MAKETE DISTRICT	-	NOT APPROVED
36.	PDC/49 ZAM/01	ZAMBIA: CAPACITY BUILDING OF A CHILDREN'S NEWS ROOM	20000	APPROVED
<b>ASIA AND THE PACIFIC</b>				
37.	PDC/49 RAS/01	ABU: TRAINING WORKSHOP FOR SETTING UP OF ABU RADIO NEWS EXCHANGE	20000	APPROVED
38.	PDC/49 RAS/02	AIBD: CAPACITY BUILDING AND LEADERSHIP DEVELOPMENT FOR CITIZENS MEDIA	-	NOT APPROVED
39.	PDC/49 RAS/03	AIBD: TRAINING OF RADIO JOURNALISTS IN ETHICS, STRATEGIES AND CONCEPTS FOR PUBLIC SERVICE AND DEVELOPMENT PROGRAMMING	21000	APPROVED

40.	PDC/49 RAS/04	AMSAR: DEVELOPMENT OF MEDIA SKILLS FOR ENVIRONMENTAL NEWS AND FEATURES PRODUCTION, AND PROFESSIONAL NETWORKING	15000	APPROVED
41.	PDC/49 RAS/05	INTERNEWS: FINANCIAL INDEPENDENCE FOR MEDIA MOVEMENT IN CENTRAL ASIA	15000	APPROVED
42.	PDC/49 RAS/06	ADIL SOZ FOUNDATION: LEGAL RIGHTS OF THE MEDIA IN CENTRAL ASIA	15000	APPROVED
43.	PDC/49 RAS/07	CENTRAL ASIA: PROMOTING FREEDOM OF THE MEDIA AND PRE-SCHOOL EDUCATION THROUGH STORY-TELLING	-	NOT APPROVED
44.	PDC/49 AFG/01	AFGANISTAN: WOMEN TV PRODUCTION COOPERATIVE	-	NOT APPROVED
45.	PDC/49 AFG/02	AFGHANISTAN : SAUVEGARDE ET DE NUMERISATION DES ARCHIVES RADIOPHONIQUES ET DE FORMATION DES PERSONNELS DE LA RADIO TV AFGHANE (RTA)	32000	APPROVED (FINANCED FROM RP)
46.	PDC/49 AFG/03	AFGHANISTAN: INTERNET AND WOMEN MANAGED COMMUNITY RADIO, IN MAIMANA	18000	APPROVED
47.	PDC/49 AFG/04	AFGHANISTAN: A FUTURE FOR FUTURE MAKERS	-	NOT APPROVED
48.	PDC/49 BGD/01	BANGLADESH: TRAINING IN HUMAN RIGHTS AND GOOD GOVERNANCE FOR PRESS IN CHITTAGONG - BANGLADESH	-	NOT APPROVED
49.	PDC/49 BGD/02	BANGLADESH: ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	15000	APPROVED
50.	PDC/49 CPR/01	CHINA: MULTIMEDIA PRODUCTION CENTER FOR BROADCASTING AND TV FOR THE DEVELOPMENT OF WOMEN IN TIBET	-	TO BE RESUBMITTED
51.	PDC/49 IND/01	INDIA: COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING	15000	APPROVED
52.	PDC/49 IND/02	INDIA: DEVELOPMENT AND APPLICATION OF MEDIA RESEARCH TRAINING MODULE	-	NOT APPROVED
53.	PDC/49 IND/03	INDIA: TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING	15000	APPROVED
54.	PDC/49 MLD/01	MALDIVES: REINFORCING COMMUNITY BROADCASTING AT ATOLL MEDIA CENTERS	18000	APPROVED CONDITION: ACCEPTABLE CODE OF PRACTICE ON COMMUNITY PARTICIPATION
55.	PDC/49 MAS/01	MARSHALL ISLANDS: BUILDING MEDIA CAPACITY	-	NOT APPROVED
56.	PDC/49 MON/01	MONGOLIA: PUBLIC BROADCASTING FOR MINORITIES IN MONGOLIA	20000	APPROVED

57.	PDC/49 NEP/01	NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL	18000	APPROVED
58.	PDC/49 PAK/01	PAKISTAN: MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	10000	APPROVED
59.	PDC/49 THA/01	THAILAND: BANNOK TV COMMUNITY MEDIA TRAINING		TO BE RESUBMITTED
60.	PDC/49 VIE/01	VIETNAM: LOCAL DEVELOPMENT RADIO TO ENHANCE ACCESS TO INFORMATION IN RURAL VIET NAM UNITY (VIETNAM)	15000	APPROVED CONDITION: ACCEPTABLE CODE OF PRACTICE ON COMMUNITY PARTICIPATION

### LATIN AMERICA AND THE CARIBBEAN

61.	PDC/49 RLA/01	LA TRIBU DIGITAL: RADIO AND INTERNET FOR SPANISH SPEAKING COMMUNICATORS	-	NOT APPROVED
62.	PDC/49 ARG/01	ARGENTINA: TRAINING WORKSHOPS FOR YOUNG MEDIA PRODUCERS AND YOUNG JOURNALISTS	-	NOT APPROVED
63.	PDC/49 BRA/01	BRAZIL: DEVELOPMENT OF COMMUNITY TELEVISION IN RIO DE JANEIRO	15000	APPROVED TRAINING
64.	PDC/49 COL/01	COLOMBIA: "DER-HECHOS", AN INFORMATIVE RADIO PROJECT IN DEFENSE OF THE HUMAN RIGHTS OF COLOMBIAN CHILDREN AND TEENS	-	NOT APPROVED
65.	PDC/49 COS/01	COSTA RICA: TRAINING IN FREEDOM OF EXPRESSION FOR RURAL JOURNALISTS	-	TO BE RESUBMITTED
66.	PDC/49 DOM/01	DOMINICAN REPUBLIC: STRENGTHENING OF FREEDOM OF EXPRESSION IN DOMINICAN REPUBLIC	15000	APPROVED
67.	PDC/49 ECU/01	ECUADOR: COMMUNITARIAN JOURNALIST TRAINING	22000	APPROVED
68.	PDC/49 GUA/01	GUATEMALA: CREATION OF A MAYAN COMMUNICATION NETWORK - REFCOMAYA-	20000	APPROVED
69.	PDC/49 NIC/01	NICARAGUA: TRAINING PROGRAMME IN RADIO PRODUCTION FOR COMMUNITY COMMUNICATORS	-	TO BE REFORMULATED
70.	PDC/49 PAR/01	PARAGUAY: INFORMATION, PRESS FREEDOM AND GOOD GOVERNANCE	17000	APPROVED
71.	PDC/49 PER/01	PERU: TRAINING PROGRAMME FOR JOURNALIST ON THE CULTURE OF PEACE IN ORDER TO STRENGTHEN PARTICIPATIVE DEMOCRACY	12000	APPROVED
72.	PDC/49 STK/01	St. KITTS and NEVIS: EDUCATION MEDIA UNIT FOR SUSTAINABLE DEVELOPMENT	-	NOT APPROVED

### ARAB STATES

73.	PDC/49 MAU/01	MAURITANIA: SUPPORTING RADIO DURING THE DEM. TRANSITION		NOT APPROVED
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74.	PDC/49 PAL/01	PALESTINE: PALESTINIAN HOUSE OF FRIENDSHIP – COMMUNITY RADIO STATION, NABLUS, WEST BANK	20000	APPROVED FINANCING TO BE PROVIDED UPON RECEIPT OF BROADCASTING LICENSE
75.	PDC/49 PAL/02	PALESTINE: GIVING WOMEN A VOICE	20000	APPROVED
76.	PDC/49 PAL/03	PALESTINE: UPGRADING Wafa PHOTOARCHIVES	-	APPROVED FOR EVENTUAL FIT
77.	PDC/49 PAL/04	PALESTINE: PROMOTION FOR AUDIO LIBRARY	-	NOT APPROVED
78.	PDC/49 SUD/01	SUDAN: COMMUNICATION TECHNOLOGY FOR RURAL DEVELOPMENT	-	APPROVED FOR EVENTUAL FIT
<b>TOTAL:</b>			<b>857000</b>	

### 3. DISCUSSION ON THE EVALUATION REPORT CONCERNING IPDC REFORMS

In response to the proposal made by the IPDC Bureau during its 48<sup>th</sup> Meeting in March 2005, a new external evaluation of the IPDC working methods was carried out in 2005, as a follow-up to the evaluation conducted in 2002 under the auspices of the Norwegian authorities. The same evaluation team from the Department of Media and Communication at the University of Oslo, Prof. Helge Rønning and Ms. Kristin Skare Orgeret, was invited to assess the way in which the reforms they had proposed in 2002 were carried out and to measure their impact. Their report was submitted to the Bureau for discussion.

The Bureau welcomed the evaluation report and took note of the conclusions and recommendations formulated in it. Members of the Bureau found it to be a very encouraging document giving due credit to the progress made by the IPDC in implementing its reforms.

With regards to specific recommendations contained in the new report, the Bureau noted the concerns expressed on the role of

### 3. DÉBAT SUR LE RAPPORT D'ÉVALUATION CONCERNANT LES RÉFORMES DU PIDC

Pour répondre à la proposition faite par le Bureau du PIDC à l'occasion de sa 48<sup>e</sup> réunion en mars 2005, une nouvelle évaluation externe des méthodes de travail du PIDC a été entreprise en 2005, faisant suite à l'évaluation réalisée en 2002 sous les auspices des autorités norvégiennes. La même équipe d'évaluateurs du Département des Médias et de la Communication de l'Université d'Oslo, composée du Professeur Helge Rønning et de Mme Kristin Skare Orgeret, a été invitée à analyser la manière dont les réformes proposées en 2002 ont été mises en œuvre, et à mesurer leur impact. Le rapport a été soumis au Bureau pour qu'il en débatten.

Le Bureau a réservé un bon accueil au Rapport d'évaluation et a pris note des conclusions et des recommandations qui y étaient formulées. Les membres du Bureau ont considéré que c'était un document très encourageant, qui rend parfaitement compte des progrès réalisés par le PIDC dans la mise en œuvre des réformes.

Pour ce qui concerne les recommandations spécifiques contenues dans ce nouveau rapport, le Bureau a pris note des



<p>the Intergovernmental Council. The Bureau distanced itself from one of the recommendations made by the evaluators, namely that the IPDC should focus its support on a particular theme (eg. professional training) or medium (eg. community radio) during each biennium. The Bureau believes this would be in contradiction with the basic spirit of the Programme that is to ensure that the variety of needs faced by the media are met. The Bureau therefore recommends that the current approach based on the IPDC priorities be maintained.</p>	<p>préoccupations exprimées sur le rôle du Conseil intergouvernemental. Le Bureau a marqué quelque distance par rapport à l'une des recommandations faites par les évaluateurs, à savoir que le PIDC devrait focaliser son assistance sur un thème (p.ex. la formation professionnelle) ou un média particulier (p.ex. les radios communautaires) au cours de chaque biennium. Le Bureau considère que ce serait en contradiction avec l'esprit qui sous-tend le Programme, qui consiste à faire en sorte qu'il soit répondu au large éventail de besoins auxquels les médias font face. Aussi, le Bureau recommande que l'approche actuelle, basée sur les priorités du PIDC, soit maintenue.</p>
<p><b>4. DISCUSSION ON MEDIA DEVELOPMENT INDICATORS</b></p> <p>The Bureau decided to submit to the Council a proposal to launch a broad consultation to define indicators of media development that would enable media professionals, policy makers, development agencies, implementers and project proponents to determine the level of media development in a given country and identify the areas where assistance is most needed. If the Council accepted this proposal, an expert group composed of media specialists and professionals could be constituted to discuss and establish a set of indicators for media development.</p>	<p><b>4. DÉBAT SUR LES INDICATEURS DU DÉVELOPPEMENT DES MÉDIAS</b></p> <p>Le Bureau a décidé de soumettre au Conseil une proposition visant à lancer une large consultation afin de définir des indicateurs du développement des médias qui permettraient aux professionnels de la communication, décideurs, agences de développement, organismes de mise en œuvre et concepteurs de projets, de déterminer le niveau de développement des médias dans un pays donné et d'identifier les secteurs où l'assistance apparaît particulièrement nécessaire. Si le Conseil acceptait cette proposition, un groupe d'experts composé de spécialistes et de professionnels des médias pourrait être constitué pour en débattre et définir un ensemble d'indicateurs concernant le développement des médias.</p>
<p><b>5. IPDC-UNESCO RURAL COMMUNICATION PRIZE</b></p> <p>The IPDC-UNESCO Rural Communication Prize, consisting of a sum of \$US 20 000, is awarded every two years and is intended to recognize a meritorious and innovative activity in improving communication in rural communities, chiefly in the developing countries.</p>	<p><b>5. LE PRIX PIDC / UNESCO POUR LA COMMUNICATION RURALE</b></p> <p>Le Prix PIDC / UNESCO pour la Communication Rurale, doté de US\$ 20 000, est décerné tous les deux ans ; il est conçu pour honorer une activité méritoire et novatrice ayant pour objectif d'améliorer la communication dans les communautés rurales, principalement dans les pays en développement.</p>