

## UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF JOURNALISTS ON PEACE JOURNALISM IN NORTHERN UGANDA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 UG/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>CATEGORY 3: MEDIAS AS A PLATFORM FOR DEMOCRATIC DISCOURSE</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>TRAINING SUPPORT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>23,300.00 USD</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>15,150.00 USD</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>NORTHERN UGANDA MEDIA CLUB (NUMEC) P.O. BOX 346, GULU, LOWER CHURCHILL DRIVE, SENIOR QUARTERS, GULU TOWN CONTACT PERSON: MOSES ODOKONYERO MOBILE NO: +254 712 262 244/+256 471 660 363, EMAIL ADDRESS: MODOKONYERO@GMAIL.COM</b>

<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICE FOR EASTERN AFRICA, NAIROBI, KENYA, JACO DU TOIT</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>NORTHERN UGANDA (GULU, LIRA, KITGUM, SOROTI, ARUA DISTRICTS)</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>MOSES ODOKONYERO, CHAIRMAN AND JACO DU TOIT</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The growth of Uganda's media industry can be traced back to the government's liberalization policy in the late 1980's. Before that broadcasting was an exclusive monopoly of the government. But from 1990 onwards individuals were allowed to open up private media houses. The opening of the airwaves led to a massive growth in the broadcasting sector. From 1996 to 2009, the number of licensed radio stations in Uganda grew by more than 1,000 per cent from 14 by the end of 1996 to 214 in 2008<sup>2</sup>. Most of the radio stations were initially found around the Ugandan capital Kampala but today, they are spread across the country with Northern Uganda alone having more than 50 licenced radio stations<sup>3</sup>, according to the regulator, the Uganda Communications Commission (UCC). The majority of the radio stations are commercial broadcasters but retain some aspects of community broadcasting. The public broadcaster, the Uganda Broadcasting Corporation (UBC) has outlets in the whole country. In Northern Uganda, it owns Mega FM, the industry leader in the region. Mega was originally established as a community radio stations.

Major newspapers in Uganda include the privately owned Daily Monitor, Sunday Monitor (owned by the Nation Media Group) and the New Vision and Sunday Vision in which the Uganda government has a strong control. The Red Pepper, The Observer, The East African Procurement News and the weekly East African newspaper are the other newspapers in the country. With internet usage on the rise in Uganda online newspapers have also emerged. And the number of citizen journalists continues to grow.

It's now been eight years since the conflict between the government of Uganda and the Lords Resistance Army (LRA) rebels ended. In as much as the conflict took place in the northern part of the country, it also affected the surrounding neighboring countries in Uganda. The conflict led to displacement of about 2 million people from their homes and villages to be settled in camps<sup>4</sup>. In 2006, after 20 years of conflict, the Ugandan government and the LRA signed a

<sup>2</sup> A swot analysis report for 10 radio stations in the Acholi Sub region, March 2009

<sup>3</sup>

<http://www.ucc.co.ug/files/downloads/Radio%20&%20TV%20Stations%20in%20Uganda%20as%20of%201%20December%202011.pdf>

<sup>4</sup> <http://www.unhcr.org/4f06e2a79.html>

cessation of hostilities<sup>5</sup> agreement in the South Sudan capital of Juba. Although the Juba peace talks ended inconclusively, it brought the much needed and sought for peace in northern Uganda. The region was the epicenter of a vicious war that began in 1986 ending only in 2006. With the guns silent, the 1.8 million people that had been displaced returned to their homes and villages.

With the return of peace in Northern Uganda, the government with support of donors initiated the Peace, Recovery and Development Plan (PRDP)<sup>6</sup>. The key objectives of PRDP's were to consolidate state authority, rebuild and empower communities, revitalize the economy in Northern Uganda and support peace and reconciliation efforts. The third phase of PRDP is currently ongoing and ends in January 2015. In a context such as in Northern Uganda, the media has a crucial role to play in post war reporting in a sensitive and responsible manner. In order to do this, journalists working with media houses in Northern Uganda must embrace the relatively new field of peace journalism. Peace journalism is not taught in Ugandan journalism schools. Journalists can only acquire the skill through capacity building trainings or through picking an interest in the field. But most critically is that many journalists practicing in Northern Uganda have not previously had professional journalism training. According to Leandro Komakech, a Senior Researcher for the Access to Justice Programme of the Refugee Law Project, *'From my profiling of many media reports in Northern Uganda on issues of land conflict, I think in my conclusion I must say the media has been reporting land conflict from the perspective of events happening. Which is good in terms of information but then information then we do what? I think the role of the media here is to come clear and begin to say that there exist a gap in terms of in depth reporting that also draws in analysis on context in which this conflicts are happening and therefore this is clear that in northern Uganda the media reports events on land conflict but the contextual analysis of why this conflict occur is absent.'*

The media industry in Uganda is still male-dominated. In rural parts of the country like Northern Uganda, there even few female journalists. But over the years there have been indications that this trend is beginning to change. The project will seek to build capacity of journalists through conducting 3 days peace journalism training to 80 journalists in Gulu, Lira, Kitgum, Soroti and Arua in Northern Uganda. This will entail a representation of 50% males and 50% females. The project will mainly support radio journalists as radio is the predominant means of mass communication for rural audiences in Uganda including Northern Uganda. This project will use UNESCO Model curricula for journalism education i.e. foundations of journalism, media law, reporting and writing, journalism ethics, and UNESCO's Gender-Sensitive Indicators for Media (GSIM) will be used as a guide in developing the course curricula that will be used during the 3 days training workshop in Uganda.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project will target 80 practicing journalists comprising of radio managers, citizen journalists, radio presenters and talkshow hosts from Gulu, Lira, Kitgum, Soroti and Arua districts. Participants attending the training will comprise of 50% women and 50% males.

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<sup>5</sup>

[http://northernuganda.usvpp.gov/uploads/images/CC7WoA\\_oEcZPzABUMOk86w/coha\\_addendum2signed1216.pdf](http://northernuganda.usvpp.gov/uploads/images/CC7WoA_oEcZPzABUMOk86w/coha_addendum2signed1216.pdf)

<sup>6</sup> <http://www.peacebuildingdata.org/uganda/results/transitioning-peace/prdp>

### **3. DEVELOPMENT OBJECTIVES:**

The project will contribute to promoting good governance and transparency by building professional capacities in peace journalism in Uganda.

### **4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge in peace journalism to 80 journalists (50% men and 50% women) working in media houses in Gulu, Kitgum, Lira, Soroti and Arua districts in Northern Uganda through a 3 days training workshop in each region;

### **5. PROJECT OUTPUTS:**

- Eighty (80) journalists from Gulu, Kitgum, Lira, Soroti and Arua districts capable of reporting and producing programmes on peace journalism trained;
- Two hundred (200) copies for Peace Journalism Toolkit printed and distributed in Gulu, Kitgum, Lira, Soroti and Arua Districts in Northern Uganda;
- Ten (10) episodes radio features on peace building initiatives produced and broadcasted in Northern Uganda

### **6. ACTIVITIES:**

- Three days training held in Gulu, Kitgum, Lira, Soroti and Arua districts to impart essential knowledge and skills on peace journalism for 80 journalists comprising of radio managers, citizen journalists, radio presenters and talk show hosts (50%men and 50% ) working in Northern Uganda;
- Printing of 200 copies for Peace Journalism Toolkit to be distributed in Northern Uganda;
- Production of a Ten (10) episodes radio features on any subject around peace building initiatives for broadcast in Northern Uganda

### **7. PROJECT INPUTS:**

- Two trainers capable of training and mentoring the journalists on peace journalism;
- Laptops (indicate specifications of the laptops);
- One rented overhead projector for use in 3 days workshop in Gulu, Kitgum, Lira, Soroti and Arua districts in Northern Uganda;
- Internet Connection

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Selection/contracting of trainers	X											
Selection and notification of workshop participants		X										
5 Trainings of 20 People each			X	X	X	X	X					
Produce 10 Radio Programs (2 per month)							XX					
Printing 200 copies for Peace Journalism Toolkit								XX				
Submission of Implementation reports									XX			

**9. INSTITUTIONAL FRAMEWORK:**

NUMEC’s mission is to ‘Integrate the critical role of media and communication into the strategic objectives of actors and stakeholders in northern Uganda’ and other parts of Uganda. NUMEC was founded 12 years ago but existed unofficial until 2007 when it was registered as a Community Based Organisation (CBO) in Gulu and was later-in 2009 registered as a company limited by guarantee (not-for-profit). NUMEC is run by a Chairman elected by the over 80 journalists who are members of the organisation. NUMEC has a General Secretary and a Treasurer who make part of the six- member Executive Committee of NUMEC. The Executive Committee comprising of six members meets every three months to review the organisation’s operations and activities implemented and approve the organizations plans. Each year an annual general meeting is held to discuss activities, challenges and chart a way forward. The General Assembly is the supreme organ of NUMEC. The Chairman, the General Secretary and the Treasurer are the three signatories to the NUMEC account. But NUMEC also has a professional accountant whose main job is to make sure accounting principles are respected and followed while implementing activities. The organization also has a monitoring and evaluation officer, media trainers, radio producers and four full time journalists. Most of NUMEC’s resources are from donor organisations. But the organisation has a radio production studio, chairs and tents, photocopiers, scanners etc which is uses to raise revenue to meet operational costs such as paying electricity bills, buying fuel for running and service the office generator, among others. The other source of revenue is from the 80 plus members who pay an annual membership fee. NUMEC annual budget for the current financial years is 80 million Uganda shillings.

## **10. SUSTAINABILITY:**

To enable sustainability of the project, trained journalists would be required to also transfer knowledge and skills to other journalists in Northern Uganda who will not have participated in the training. It is for this reason that news editors and programme managers (personnel responsible for internal training at their respective media organisations) will participate in the proposed training. This is important for continuity after the end of IPDC assistance. Additionally, NUMEC is a growing media development organisation that is increasingly gaining recognition and funding from reputable donors such as United States Agency for International Development (USAID). Getting on board more donors to support NUMEC activities is important for long term sustainability.

## **11. PRIOR EVALUATIONS CARRIED OUT:**

Peace journalism skills continue to remain a key skill that journalists from or working in Northern Uganda need. An evaluation of news reports on local radios and newspapers reports about conflicts and emerging conflicts in Northern Uganda show the need to be more in-depth and conflict sensitive in reporting of news. In interviews conducted by NUMEC of peace building experts, local leaders and media trainers pointed out the need for more peace journalism training for journalists in the region so they are able to produce in-depth reports on emerging conflicts and peace building efforts. NUMEC runs a media resource center which is used by at least 10 journalists a day. A random assessment over a one-month period of the training needs of journalists who use the facility strongly pointed to the need to improve their peace journalism skills.

## **12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Activities under this project will be communicated to both internal (NUMEC membership) and external publics through a variety of channels including but not limited to social media platforms like Facebook, Twitter, blogs, NUMEC's Google Group ListServ, the NUMEC website and radio. This will be done before, during and also after the implementation of the project.

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

NUMEC will report on the progress of the project on a four-month basis to UNESCO Regional Office for Eastern Africa and submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The reports will be written and submitted to UNESCO by Moses Odokonyero, Chairman of NUMEC.

## **C. ADDITIONAL INFORMATION**

The Northern Uganda Media Club (NUMEC) is the only vibrant and operation media development organization based outside of the Ugandan capital of Kampala. The training and media content that we produce is context specific and usually targets rural audiences that hardly get much access to media.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Accommodation and meals for participants	\$50x15pax x3 days	2,250.00
Accommodation and meals for trainers & NUMEC	\$50x4x4 days	800.00
Local travel for participants	\$40x20pax	800.00
Local travel for trainers and NUMEC		1,800.00
First local trainer	(3 days x 1 day travel x 1 day preps, USD170.00 per day)	850.00
Second local trainer	(3 days x 1 travel x 1 preps x USD 130.00per day)	650.00
Production of 10 feature episodes by trained journalist	\$ 800x10	8,000.00
<b>TOTAL</b>		<b>15,150.00</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Training materials, visibility materials and rental of training aids	\$450x3	1,350.00
Rental fees for venue	\$300x3	900.00
Communication		900.00
Guest trainers/ speakers	\$500x3	1,500.00
Equipment's (laptops, projectors)	\$700 x 5	3,500.00
<b>TOTAL</b>		<b>8,150.00</b>