

MADAGASCAR

| A. PROJECT IDENTIFICATION | | |
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| 1. | PROJECT TITLE | AWARENESS-RAISING AND TRAINING FOR A BETTER UNDERSTANDING OF THE COMMUNICATION CODE |
| 2. | NUMBER | IPDC/59 MG/02 |
| 3. | AMOUNT REQUESTED FROM IPDC | USD 28,471 |
| 4. | PROJECT BENEFICIARY | Média en Action pour la Formation (MAF). Head Office: Lot AF 17 C, Villa Tsara Lavitra, Ambohitrarahaba. Tel.: 033 15 700 33. e-mail: mediaenaction6@gmail.com. Contact person: RADAVIDSON Jorlyn Edouard, President of the Association |

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Madagascar currently has 30 newspapers (including 21 dailies and 9 periodicals published in French), as well as 8 public- and private-sector electronic-media outlets. There are several community radios, but no official record of their activities exists. Given the current backdrop of political change, and the role played by the media in Madagascar, MAF has been actively preparing for the upcoming adoption of the Communication Code. Once the Communication Code is adopted (in May 2015), media professionals will need to become familiar with it and be trained in its implementation. A popularisation campaign among journalists, especially those working in the regions, is essential to ensure that the Code is understood, adopted and effectively implemented. This project is being submitted to obtain support for an awareness-raising and training programme on the Communication Code, aimed at 240 journalists in 12 towns in Madagascar.

2. IMMEDIATE OBJECTIVE:

On completion of the training, discussions, debates and analyses provided for in the 1-day programme, the 240 male and female journalists will have acquired the skills and resources required to understand and apply the Communication Code.

3. ACTIVITIES:

- Organisation and training of 6 coordinators/trainers (2 coordinators/trainers per town): a coordinator to moderate the discussions on the Communication Code, and a trainer for training on ethical aspects and the media's Charter of Commitment.
- Preparation of materials for the awareness and training programme
- Invitation and selection of participants in the 12 towns
- Training for journalists in Antananarivo, Antsirabe, Ambatondrazaka, Toamasina, Fianarantsoa, Toliary, Mahajanga, Antsiranana, Manakara, Morondava, Tolagnaro, Nosy Be
- Submission of activity reports

4. INSTITUTIONAL FRAMEWORK:

MAF is a social-purpose association established in 2013 with the authorisation of the Interior Ministry. It is composed of professional journalists with at least 10 years' experience, who are recognised for their competence in their fields and occupy the position of Managing Editor or Editor-in-Chief. It is both independent and neutral. MAF draws its financial resources from its members' subscriptions, its own operations and activities, external financing, and donations in various forms.

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) <i>Exchange rate: USD 1 = 2492 Ariary</i> | | |
|--|--|-------------------|
| TRAINING: 12 AWARENESS AND TRAINING SESSIONS | | |
| Refreshments (coffee breaks, water) for participants | USD 30/day x 12 days x 22 persons | 7,920 |
| Daily allowance for national trainers | USD 100/day x 12 days x 6 pers.) | 7,200 |
| Total travel to/from the 11 towns: | | 4,929 |
| Antananarivo - Antsirabe | 16 | |
| Antananarivo - Ambatondrazaka | 320 | |
| Antananarivo - Toamasina | 64 | |
| Antananarivo - Fianarantsoa | 80 | |
| Antananarivo - Toliary | 160 | |
| Antananarivo - Mahajanga | 48 | |
| Antananarivo - Antsiranana (air) | 1928 | |
| Antananarivo - Manakara | 100 | |
| Antananarivo - Morondava | 128 | |
| Antananarivo - Tolagnaro | 160 | |
| Antananarivo - Nosy Be (air) | 1928 | |
| Sub-total: Training | | USD 20,049 |
| REQUIRED EQUIPMENT AND SUPPLIES | | |
| Paper (A4 Ram) | (USD 4 x 12) | 52 |
| Computer rental (USD 50 x 6 units) | USD 50 x 12 | 600 |
| Whiteboard | | 30 |

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|---|-------------|-------------------|
| PA system for 12 conferences | USD 20 x 12 | 240 |
| Sub-total: Required equipment and supplies | | 922 |
| TOTAL IPDC | | USD 20,971 |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|---|------------------|
| Personnel (7 months x 2 pers.) | USD 3,500 |
| Communications (connections, advertising, reports, printing and copying, paper,...) | USD 1,500 |
| Upkeep of materials and cost of local transport | USD 2,000 |
| Miscellaneous and unforeseen expenses | USD 1,000 |
| Total | USD 7,500 |