

## MADAGASCAR

| <b>A. PROJECT IDENTIFICATION</b> |                                   |  |
|----------------------------------|-----------------------------------|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>              | <b>ESTABLISHMENT OF A MULTIMEDIA CENTRE TO PROVIDE JOURNALISTS WITH SUPPORT AND BASIC AND ONGOING TRAINING</b> |
| <b>2.</b>                        | <b>NUMBER</b>                     | <b>IPDC/59 MG/01</b>   |
| <b>3.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b> | <b>USD 17.000</b>  |
| <b>4.</b>                        | <b>PROJECT BENEFICIARY</b>        | <b>ASSOCIATION CENTRE DE PRESSE MALAGASY</b>   |

## **B. PRESENTATION**

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

The majority of practising journalists in Madagascar have no formal training in journalism. As such, there is a deficit in skills and knowledge among many Malagasy journalists, who, for the most part, have learned their profession on the job. The aim of this project is to garner support to broaden the range of available courses in journalism by setting up a multimedia platform through which ongoing training can be delivered to 250 journalists, regardless of their media background or membership status as regards the Centre de Presse Malagasy.

### **2. IMMEDIATE OBJECTIVE:**

To set up a multimedia platform for practising and future Malagasy journalists, featuring a training centre and a discussion forum providing basic and specialist training and information on the profession.

### **3. ACTIVITIES:**

- Implementation of an online survey allowing journalists to express their training needs;
- Selection of trainers;
- Design of course syllabuses;
- Individualised replies to questions submitted by journalists;
- Design and implementation of the multimedia platform;
- Update and administration of the multimedia centre;
- Awareness campaigns to promote the Multimedia Centre.

### **4. INSTITUTIONAL FRAMEWORK:**

The project will be piloted by the Association Centre de Presse Malagasy (CPM) with input from a university offering journalism training, as well as from various journalist associations.

The CPM has as its mission to contribute to the promotion of democracy, strengthen capacity among Malagasy journalists, and generally improve their profession. It hosts training sessions, press conferences, meetings organised by professionals and other associations, and gatherings around themes that it values. It operates a meeting room, a document resource centre, and a multimedia centre.

## D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>          |    |              |
|--|----|--------------|
| <b>I – CONSULTANCY WORK</b>  |    |              |
| Definition of the project-management framework                     |    | 400          |
| Analysis of user needs and profiles                                |    | 400          |
| Partnership agreement with technical and financial partners        |    | 400          |
| Negotiations with professional trainers                            |    | 400          |
| Authoring of specifications for each trainer                       |    | 400          |
| <b>Total Consultancy:</b>  |    | <b>2,000</b> |
| <b>II- PLATFORM DESIGN</b>   |    |              |
| Authoring of specifications  |    | 400          |
| Graphic interface and user-experience features                     |    | 600          |
| Definition of sections and site map                                |    | 300          |
| Definition of functional features                                  |    | 200          |
| <b>Total Platform Design:</b>                                      |    | <b>1,500</b> |
| <b>III- PLATFORM IMPLEMENTATION</b>                                |    |              |
| Configuration of the CMS   |    | 500          |
| Integration of functional features                                 |    | 500          |
| Hosting on a local (in-country) server                             |    | 200          |
| Testing and optimisation   |    | 300          |
| <b>Total Platform Implementation:</b>                              |    | <b>1,500</b> |
| <b>IV- DESIGN OF COURSE CURRICULA</b>                              |    |              |
| Consultancy work (specifications, description of content and form) |    | 250          |
| Documentation work   |    | 500          |
| Creation of 50 course sheets                                       | 25 | 1,250        |
| <b>Total Curriculum Design:</b>                                    |    | <b>2,000</b> |
| <b>V-TRAINERS AND EXTERNAL PROFESSIONALS</b>                       |    |              |
| 50 professional coaching sessions                                  | 25 | 1,250        |
| 1 Training Coordinator (11 months)                                 |    | 2,750        |

|  |     |                   |
|--|-----|-------------------|
| <b>Total Trainers and External Professionals:</b>        |     | <b>4,000</b>      |
| <b>VI – ADMINISTRATION OF THE ONLINE TRAINING CENTRE</b> |     |                   |
| 1 Editorial Content Manager (10 months)                  | 20  | 2,000             |
| 1 Moderator (10 months)                                  | 10  | 1,000             |
| <b>Total Administration:</b>                             |     | <b>3,000</b>      |
| <b>VII- RAISING AWARENESS AMONG JOURNALISTS</b>          |     |                   |
| Travel to 5 pilot regions with extensive media presence  | 200 | 1,000             |
| Press relations, visits to/talks at media houses         |     | 250               |
| One-day presentation on the platform (5 days)            | 150 | 750               |
| <b>Total Awareness</b>                                   |     | <b>2,000</b>      |
| <b>VIII- EQUIPMENT</b>                                   |     |                   |
| Laptop computer  |     | 450               |
| Video projector  |     | 450               |
| Tablet   |     | 100               |
| <b>Total Equipment</b>                                   |     | <b>1,000</b>      |
| <b>Total IPDC</b>  |     | <b>USD 17,000</b> |

|  |                  |
|--|------------------|
| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION<br/>(in US dollars)</b> |                  |
| Project coordination   | 1,500            |
| Communications   | 1,000            |
| Monitoring and evaluation  | 300              |
| Report   | 200              |
| <b>Total</b>   | <b>USD 3,000</b> |