

## RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF JOURNALISTS FROM RWANDAN EDUCATION JOURNALISTS NETWORK IN SPECIALISED EDUCATIONAL JOURNALISM</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 RW/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>PROFESSIONAL CAPACITY BUILDING AND SUPPORTING INSTITUTIONS THAT UNDERPINS EDUCATION JOURNALISM.</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>29,700.00 U\$D</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>21,300.00 U\$D</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>ETOILE.COM BLUE HOUSE BUILDING, 3<sup>RD</sup> FLOUR, AMAHORO STADIUM AVENUE , KIGALI CITY/ RWANDA, P.O. BOX : 4538 KIGALI – RWANDA PHONE. : (+250) 788 564 259 E-MAIL : ETOILECOM_RW@YAHOO.FR CONTACT PERSON: NSENGIYUMVA PATRICE, EXECUTIVE DIRECTOR.</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICEFOR EASTERN AFRICA, NAIROBI, KENYA, JACO DU TOIT.</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>RWANDA</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>NSENGIYUMVA PATRICE, EXECUTIVE DIRECTOR, ETOILE.COM AND JACO DU TOIT</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Today, Rwanda's media landscape has considerably changed in terms of the number of media houses and it now comprised of 5 television stations, 18 radio stations, 40 newspapers and 15 online media platforms. The plurality of the media, however, in terms of content and orientation, leaves much to be improved in order to foster freedom of expression for both media professionals and the public at large.

Media houses in Rwanda have today turned off the page from being referred to as "hate media" due to the key role they played in 1994 Genocide. 20 years later, the Rwandan Government has progressively reduced its "rigorous eye" upon independent media. Despite the novelty of independence, growth and flourishing of media houses and the education sector in Rwanda, there has not been any effort to cover school activities and reporting on educational issues in Rwanda. There's a big difference between covering schools and covering education. Many newspapers for instance require their school reporters to churn out multiple stories each week, a process that results in poor articles about school board conflicts and other quick features that provide little context to help readers understand how schools work or the pressures they face.

Deconstructing newspaper articles and broadcast reports on educational issues is an occupational hazard for everybody who understands the role of education. Journalists have to know and be able to effectively communicate educational information to their readers. Different pedagogical approaches, developmental psychology, the hierarchical nature of lessons all have to be considered.

Education journalists need to at least have a working knowledge of the competing pedagogical theories that struggle for dominance in education field. They need to know about the rapidly changing demographics of the school-age population. They need to know about cognition, motivation, human development, linguistics, and the interaction between poverty and learning. Journalists also once sensitized and involved in education sector, they can contribute to improving the quality of education, fighting drop out, and promoting girl child education among other positive values from schools to society.

The methodology to be used during the training will combine presentations, group discussions, individual and group assignments. The purpose of this project is to build capacity of 35 journalists from Rwandan Education Journalists Network through 5 day training on specialized educational journalism in using the UNESCO Model Curriculum in Journalism Education i.e. foundations of journalism, media law, journalism ethics, reporting and writing. The journalists will be comprised of 15 journalists from newspapers, 10 from radio stations, 5 from TVs and 5 from online media.

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

The project will target 35 journalists comprising of 15 from newspapers, 10 from radio stations, 5 from TVs and 5 from online media. 60% of the trainees will be men and 40% will be women.

**3. DEVELOPMENT OBJECTIVE**

The project will contribute to increasing the plurality and diversity of media in Rwanda by building and enhances the capacities of communities to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVES:**

Provide skills and deepen knowledge on specialized educational journalism to 35 journalists (60% men and 40% women) from Rwandan Education Journalists Network in Rwanda through a five day training course.

**5. PROJECT OUTPUTS**

- a. Thirty five trained journalists from Rwandan Education Journalists Network equipped with skills and knowledge on specialized educational journalism in Rwanda;
- b. A network of journalists (60% men and 40% women) on specialized educational journalism established in Rwanda;
- c. Monthly educational newspaper articles published by journalists from the Rwandan Education Journalists Network.

**6. ACTIVITIES:**

- a. Five day training course held at Etoile.com to impart essential skills and knowledge on specialized educational journalism to 35 journalists (60%men and 40% women) from Rwandan Education Journalists Network in Rwanda;
- b. Quarterly monitoring and evaluation meetings held with journalists and editors from the Rwandan Education Journalists Network;

**7. PROJECT INPUTS:**

Four trainers/ national consultants capable of training journalists on specialized educational journalism;

**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>
Organize preliminary project meetings with selected media houses authorities												
Recruit trainers/consultants												
Selection and notification of workshop participants												
Organize a five- day training workshop												
Coordination, monitoring and evaluation												
Submission of implementation reports												

## **9. INSTITUTIONAL FRAMEWORK:**

ETOILE.COM is a non-profit making organization created in 2004 which works as Press Agency fully named «Rwanda Agency for Editing, Research, Press, and Communication», abbreviated “ETOILE.COM, governed by the Constitution of Rwanda and subjected to the provisions of law N°22/2009 of 12/8/2009 governing the Press in Rwanda. Its headquarters is established in Kigali City and carries out its activities in the whole territories of the Republic of Rwanda. ETOILE.COM’ mission: to see, to judge and to communicate. Its management structure comprises of an Executive Director who is responsible for the day-to-day management of the organization. ETOILE.COM has five permanent staffs (Executive Director, Assistant secretary, Programme Manager, Accountant and Information, documentation and Communication officer. Its annual income is estimated between 50,000 and 100,000 USD. All the media projects by ETOILE.COM are implemented in close collaboration with National Commission for UNESCO, ARJ (Rwanda Journalists ‘Association), Media High Council and Press house.

## **10. SUSTAINABILITY**

The ETOILE.COM strategy for sustainability is through initiating collaborations with the Rwanda Ministry of Education, Rwanda Education Board, Rwanda National Commission for UNESCO and Rwanda Media Self-Regulatory Board (RMC) in implementing the proposed project activities in this proposal. This will ensure sustainability of such activities in future since educational journalism initiatives tested and piloted in selected media houses will be replicated in other media houses countrywide. The trained journalists would be required to also transfer knowledge and skills to their colleagues in their respective media houses. Finally, the creations of Educational Journalists Network will ensure project sustainability.

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

A consultation with some media house and Rwanda National Commission for UNESCO was carried out during this project preparation and the Ministry of Education of the Republic of Rwanda recommended ETOILE.COM a recommendation letter (see attachment doc.) to intervene in the sector of education especially in promoting peace and sport into schools. The evaluation has been in form of a focus group discussion between various stakeholders and beneficiaries and thus it served as a baseline data to inform the formulation of this project proposal.

## **12. FRAMEWORK OF COMMUNICATIONS AND MONITORING**

At the beginning and after training session, project press releases and articles will be published mainly at organization website and UNESCO website. Articles related to the training will be also produced by the trained journalists and published in the print newspapers.

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

ETOILE.COM will undertake to report on the progress of the project on a quarterly basis to UNESCO Regional Office for Eastern Africa, Nairobi, Kenya and submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The reports will be prepared and submitted by Mr. NSENGIYUMVA Patrice, Executive Director of ETOILE.COM.

#### **C. ADDITIONAL INFORMATION**

ETOILE.COM previously received IPDC support in 2012 to implement a project titled “Empowering Rwandan Journalists professionals to deepen peace, democracy and good governance”. ETOILE.COM has also been supported by UNESCO to implementing short term training activities in areas such as peace building and professional reporting. ETOILE.COM will make contributions to the project in terms of staff time, the use of equipment and salaries for the project personnel.

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION IN U\$D**

<b>DESIGNATION</b>	<b>QUANTITY</b>	
<b>A. Establishing contacts with media houses to discuss about education journalism and to identify trainers</b>		
A.1. Meals for staffs during field visits	2 pers. x \$10.00 x 5 days	1 0 0
A.2. Car hiring for transport of project staff and/or program officer during preliminary meetings with media houses managers	1 vehicle x \$85.00 x 5 days	4 2 5
A.3. Transport for the trainees	2 pers. x \$30.00 x5 days	3 0 0
A.4. Communication fees	2 pers. x \$5.00 x 5 days	5 0
<i>S/Total</i>		<b>8 7 5</b>
<b>B. Training workshop for 35 journalists on specialized education journalism</b>		
B.1. Hiring of Training hall	1 hall x \$200.00 x 5 days	1 0 0 0
B.2. Transport of the participants	35 pers. x \$40.00 x 2 days	2 8 0 0
B.3. Trainers fees	4 pers. x 150.00 x 5 days	3 0 0 0
B.4. Accommodation	35 pers. x 50.00 x 5 days	8 7 5 0
B.5. Meals and drinks	35 pers. x \$10.00 x 5 days	1 7 5 0
B.6. Facilitators fees	2 pers. x \$25.00 x 5 days	1 2 5 0
B.7. Stationery (Notebook, Flip charts, Pens, Maker pens and Documents folders	35 pers. x \$25.00 x 1 days	8 7 5
B.8. Advertisement for the training session in radios	3 pers. x \$ 100.00 x 2 day	3 0 0

B.9. Photocopying the trainees syllabus	35 x \$ 200.00	700
<i>S/Total</i>		<b>20425</b>
<b><i>TOTAL AMOUNT REQUESTED TO IPDC</i></b>		<b>21300</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US DOLLARS)**

<b>DESIGNATION</b>	<b>QUANTITY</b>	
Contribution to the evaluation and monitoring meetings with journalists	12 months x \$200.00	2400
Project coordination and reporting	12 months x \$500.00	6000
<i>S/Total</i>		<b>8400</b>
<b>GRAND TOTAL</b>		<b>29700</b>