



United Nations  
Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**IMPLEMENTATION REPORTS ON  
PROJECTS APPROVED AND FINANCED  
IN 2008 - 2010**

**PART I:**

**AFRICA  
ARAB REGION  
EUROPE**

**IPDC BUREAU**  
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# PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

## NATIONAL PROJECT

### **ETHIOPIA: TRAINING FOR BROADCAST JOURNALISTS ON ELECTION REPORTING**

**BUDGET CODE: 354 ETH 5091**

**US\$ 29 700**

#### **TYPE OF PROJECT**

The project sought to target eighty public and private broadcast journalists on election reporting for the 2010 elections.

#### **IMPLEMENTATION**

Out of the \$40,900 project requested, \$29,700 was received from the IPDC. The work plan is now being reduced to accommodate 60 instead of 80 journalists and 2 rounds of 10-day training sessions instead of 4 rounds of 2-week training sessions. Furthermore, this will be in preparation for the upcoming Ethiopian Regional Elections on 27 March 2011, as the National Elections have already been conducted in May 2010.

#### **RESULTS**

The training is scheduled to be conducted starting the week of 23 February 2011 at the Ethiopian Radio and Television Agency Training Center.

#### **CONCLUSION**

A final evaluation of the project will be done after the training.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

**BURKINA FASO: "ÈRE NOUVELLE" MULTIMEDIA CENTRE**  
**BUDGET CODE: 354 BKF 5071**  
**US\$ 35 000**

### NATURE OF THE PROJECT

In Burkina Faso, the liberalization of media, and in particular community media, is part of the ongoing process of democratization and decentralization in the country. The association Synergie 44 took advantage of this liberalization process to ask UNESCO for support in the creation of a multimedia centre in Sapouy, a town of some 45.000 inhabitants which had neither radio nor Internet access. The project is perceived by its initiators as a stimulator of development, in that it enables, on the one hand, local populations to speak of their experiences and critically assess the issues, processes and policies affecting their lives, and on the other hand, it mobilizes the radio audiences and Internet users around initiatives and development strategies that will help improve the well-being of the community.

### IMPLEMENTATION

The implementation of this project has been centered on the following:

- acquisition of broadcasting, production and reporting equipment, as well as computer equipment for assisted production and for the telecentre.
- training of staff
- providing access to ICTs to the population

### PROJECT OUTPUTS:

Acquisition

- 1 transmitter with an antenna and wiring, microphone and headphones, 5 computers and a printer have been purchased and installed
- 2 trainers have been trained during the course of a month by private radio stations in the capital: Radio Salankoloto and Savane FM. Managing the community multimedia centre, radio presentation techniques and radio reporting were among the themes of this training.
- 3 participants including two women were subsequently provided with the same training within the CMC.

### CONCLUSION:

All of the components of the project have been executed. The CMC is fully functional today thanks to the support of the IPDC which rewarded the efforts of the local population which participated in the building of the premises on a voluntary basis.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

**BURKINA FASO: BUILDING CAPACITY IN THE COMMUNICATION AND JOURNALISM DEPARTMENT OF THE UNIVERSITY OF OUAGADOUGOU**  
**BUDGET CODE: 354 BKF 5081**  
**US\$ 15 000**

### NATURE OF THE PROJECT

Within the framework of the study to evaluate existing journalism training institutions in Africa and to formulate a strategy for developing excellence in these institutions with a view to providing high-quality training, the Communication and Journalism Department of the University of Ouagadougou was selected as a potential Centre of Reference in journalism training in Africa. In this regard, the Head of the Department was invited by UNESCO to take part in the consultation meeting on capacity building for potential Centres of Excellence in journalism training in Africa, held from 16-18 March 2008, in Grahamstown, South Africa. Following this meeting, the Communication and Journalism Department submitted to IPDC this project aimed at building the Department's capacities.

### IMPLEMENTATION

The implementation of the project was focused on the purchase of equipment and the training of teaching staff on UNESCO's Model Curricula for Journalism Education.

### RESULTS

- Purchased equipment: 1 desktop computer for audiovisual editing and 1 digital photocopying machine (photocopying machine/printer/scanner) for the publication of the School's Journal
- Draft curricula elaborated by national consultants, taking into account the standards developed by UNESCO and the requirements of the Bachelor's-Master's-PHD system (LMD in French. As of the 2010-2011 academic year, the University of Ouagadougou has switched to the LMD system)
- Curricula validated during a training workshop for teaching staff organized from 21 to 23 April 2010
- Syllabus elaborated by teaching staff and to be made available to students specializing in written press and radio.

### CONCLUSION

All of the elements of the project have been carried out. The different teaching programmes of the Department are ready, have been validated and are being applied at L1 level (1<sup>st</sup> year of Bachelor degree) since January 2011; the other levels will be ready starting from the next academic year.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## PROJET NATIONAL

**BURKINA FASO: DEVELOPMENT OF NATIONAL LANGUAGE NEWSPAPERS**  
**BUDGET CODE: 354BRF 5091**  
**US\$ 16 000**

### NATURE OF THE PROJECT

Contributing to the national policy promoting literacy among adults in the national languages of Burkina Faso, several newspaper titles have been launched in national languages. The Association of Editors and Publishers of Newspapers in National Languages (AEPJLN), created in 1993, brings together 17 newspapers regularly published in 17 national languages. Due to high production/editing costs and low purchasing power of their readership, newspapers face important difficulties in being published and distributed; hence this project addressed to the IPDC in support of newspapers in national languages.

### IMPLEMENTATION

The implementation of this project was focused on the purchase of equipment, training in editing techniques for the editors/managers of newspapers in national languages, and the publication of a national newspaper in the three main national languages of Burkina Faso (mooré, jula, fulfuldé).

### RESULTS

- DTP equipment has been purchased, namely : 1 computer, 1 po script colour printer, 1 scanner, 1 uninterruptible power supply, 2 photo cameras, 3 recorders
- DTP software (with specific characters in national languages) and photo processing software purchased and installed
- Twenty (20) journalists and editors of newspapers in national languages trained in techniques for collecting and processing information.
- The first issue of a newspaper was produced in 3 languages: mooré, jula, Fulfulde.

### CONCLUSION

The project will go on until July 2011, and no particular problems have been faced in its execution. A mid-term report was provided with several copies of the newspaper in 2 languages

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

**GUINEA: DIGITIZATION OF THE *RADIO TÉLÉVISION GUINÉENNE'S* (RTG) AUDIOVISUAL ARCHIVES AND TRAINING IN THEIR MANAGEMENT AND USE**  
**BUDGET CODE: 354 GUI 5081**  
**US\$ 23 000**

### NATURE OF THE PROJECT

The RTG currently holds more than 30,000 hours of images and sound in its archives. Practically all of the documents are recorded on analogue media, and therefore inaccessible using modern production techniques, for the most part based on digital technology. The urgent need to convert the audiovisual archives from analogue to digital form was the focus of the project submitted to the IPDC, which aimed to create an appropriate system for saving and managing the archives of RTG through the use of ICTs by journalists.

### IMPLEMENTATION

Implementing the project entailed building human and technical capacity within the RTG through: the acquisition of digitization equipment, training technicians in archive digitization, training producers/directors in the use of archive content.

### RESULTS

- Computer equipment purchased and installed;
- Media-player equipment purchased and installed;
- 20 digitizers trained in audiovisual document acquisition, labelling, analysis and indexation.

### CONCLUSION

The implementation of the project was severely disrupted by the socio-political environment in the country. The frequent changes at the head of the RTG and the climate of political instability did not allow the training for journalists on the use of digital archives to take place, even after the amendment that prolonged the duration of the project until 31 December 2010. A letter has been addressed to the new authorities at the Ministry of Communication to enable the activities of the project to be completed.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

**MALI: MIGRATING ORTM'S CHANNEL 2 TO THE WEB**  
**BUDGET CODE: 354 MAL 5071**  
**US\$ 36 000**

### NATURE OF THE PROJECT

Channel 2 of ORTM started broadcasting in March 1993 to respond to a need that the National Radio had difficulty addressing. Broadcasting through frequency modulation on 95,2 MHz, it covers a zone of approx. 70 km around Bamako. From the very beginning, its purpose was to be an interactive radio, covering the fields of culture, citizenship and entertainment. Several of its programmes were true meeting points between the listeners and opinion leaders, men of learning and budding poets. Thanks to this, it has acquired a large audience that goes beyond its normal zone of coverage, particularly among the youth. The project submitted to the IPDC aimed at reinforcing the technical and human capacities of Channel 2 and enabling a larger audience to enjoy its programmes through the use of Internet as an extension to classic broadcasting techniques.

### IMPLEMENTATION

Implementation was focused on acquiring and installing the required equipment for enabling Channel 2 to go online, the setting up of a dedicated link, and training of personnel.

### RESULTS

- Equipment purchased and installed
- Training organized over 15 days (from 11 to 29 May 2009), in which a total of 6 staff took part.
- Channel 2's web broadcasting schedule is the same as its normal broadcasting schedule, i.e., 24 hours a day.
- The segmentation, control and archiving of the programmes are operational.

Other accomplishments:

- **Pre-project situation:** the station's radio signal was encoded for the web using an FM radio board installed on a PC. This had many disadvantages, including interference and distortion in the signal broadcast on the web due to the FM radio transmitter.
- **Post-project situation:** the radio signal is encoded directly in the station's broadcasting studio with CD-quality. The station's programmes can now be archived (approx 10hours per day) on a multimedia server.

### CONCLUSION

The project has been terminated since 31 July 2009. All of its components have been carried out. Access to archived programmes is now possible. The link for accessing Channel 2's programmes online is on ORTM's website: [www.ortm.ml](http://www.ortm.ml)

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## PROJET NATIONAL

**MALI: RADIO BROADCASTS ON PARLIAMENTARY ACTIVITIES OF MALI**  
**BUDGET CODE: 354 MAL 5091**  
**US\$ 18 000**

### NATURE OF THE PROJECT

Among the 18 FM radio stations of the Malian capital, none is dedicated to parliamentary activities. The public radio does not retransmit all parliamentary activities live, which sometimes leads to lack of knowledge on or even misinformation about the current issues at stake in the country. This IPDC-supported project seeks to support Radio Tabalé (free radio established in the capital by the Malian Association for the defense of audiovisual freedoms (Association malienne pour la défense des libertés audiovisuelles) to enable it to produce broadcasts live from the National Assembly.

### IMPLEMENTATION

The activities foreseen by this project involve the acquisition and installation of digital audio broadcasting equipment, the training of radio journalists, and the live broadcast of parliamentary sessions.

### RESULTS

- digital audio broadcasting equipment purchased and installed in July 2010: Production studio, computers and input/output device, reporting equipment
- 4 journalists including 2 women, trained during 1 month in August 2010 :
  - on the process and functioning of the Parliament and its activities
  - on digital audio recording and broadcasting
- The opening session of 4 October 2010 and the plenary session of 2 December 2010 were broadcast live.

### CONCLUSION

The project will continue until July 2011 and no particular problems have been faced in its execution. A mid-term report with CDs of the broadcast debates has been provided.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

### **NIGER: IT TRAINING FOR *LA GRIFFE* JOURNALISTS AND ACQUISITION OF THE APPROPRIATE EQUIPMENT**

**BUDGET CODE: 354 NER 5071**

**US\$ 13 000**

#### **NATURE OF THE PROJECT**

The aim of the project was to train the journalists to proficiency in the use of ICTs.

#### **IMPLEMENTATION**

This project has been approved by the IPDC, with funding to the extent of USD 13,000.00. Implementing the project entailed acquiring and installing the required equipment, and providing training for *La Griffe* journalists.

#### **RESULTS**

1) - The following equipment was ordered, received and installed

- 5 computers (Pentium 4) ;
- 2 printers (1 HP Deskjet 6943 colour + 1 Laser jet 1018);
- 3 UPS devices (2 NOVA AVR 1250 + 1 NOVA AVR 625);
- 2 digital cameras (1NIKON 7.1MEGA PIXELS + 1FUJIFIM 8 MEGA PIXELS)
- teaching and practical training material, and DTP software.

2) - **Training:** The following 2 refresher courses were delivered:

- DTP, Computer graphics and Web Design:
  - Quark Xpress (Introduction)
  - Adobe Photoshop Image retouching and processing;
  - PowerPoint: Preparing a presentation.
- the importance of a well-edited newspaper, and the role of the copy editing department

The training lasted four (4) weeks, with three (3) sessions being conducted per week. Five (5) *La Griffe* journalists were trained.

#### **CONCLUSION**

The project was well implemented and is now completed.



# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

**NIGER: DEVELOPMENT OF "RADIO FAHAM"**  
**BUDGET CODE: 354 NER 5091**  
**US\$ 20 000**

### NATURE OF THE PROJECT

Radio Faham (FAHAM' means « to understand » in the Djerma language) is a pilot experience, designed to serve as an instrument for populations to express themselves freely and participate in the management of their community in an efficient manner. The aim of this project for which support is being sought from IPDC is to equip Radio Faham and train its staff.

### IMPLEMENTATION

The activities planned for this project include:

- purchasing and installing production and reporting equipment
- training the radio's staff
- producing broadcasts

### RESULTS

Only the process of purchasing production and reporting equipment has begun.

### CONCLUSION

The project was delayed from the very outset because of the first frequency attributed to the radio was suspended. The new authorities of the Transition have established a National Communication Observatory (ONC) which proceeded in October 2010 with the attribution of a new frequency (103 MHz) to Faham. This made it possible to go ahead with the signature of the contract for the execution of the project and initial activities have finally been launched.

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

#### **GAMBIA: FORMATION PROFESSIONNELLE ET ACCÈS AUX RESSOURCES TECHNIQUES**

**BUDGET CODE: 354 GAM 5071**

**US\$ 22 000**

#### **TYPE DE PROJET**

Ce projet est soumis par 'Bora Consulting, une ONG qui travaille dans le renforcement des capacités des journalistes. L'objet principal de cette proposition consiste à tenter de réduire le déséquilibre qui existe dans la profession en termes de formation, et offrir à une plus grande partie de la population la possibilité d'accéder au savoir et de bénéficier des progrès considérables accomplis dans le domaine de la diffusion de l'information ; ils ouvrent la voie à un large accès à l'information et à l'éducation, d'où résulte une plus grande liberté pour tous.

Ce projet va donner à ceux qui vont y participer confiance et savoir-faire, pour que les communautés rurales puissent accéder à un service multimédias performant. De cette façon, les CMC installés en Gambie pourront trouver une synergie entre des offres de services de type commercial et un accès à des informations utiles dans les domaines de l'agriculture, de la santé, du progrès social des femmes et des jeunes, de l'éducation et de la lutte contre la pauvreté, pour atteindre les Objectifs de Développement du Millénaire (ODM).

#### **IMPLEMENTATION**

Un contrat a été établi avec l'ONG Bora Consulting et le matériel pour la formation a été acheté.

#### **RESULTATS**

- 30 journalistes professionnels sélectionnés, ont pu être ainsi formés et sont aujourd'hui opérationnels dans les domaines de la production radiophonique, de la collecte d'informations et de l'Internet.
- Des moyens techniques utiles aux activités quotidiennes, et offrant également des possibilités d'évolution professionnelle ont été mis à la disposition des médias communautaires de Kerewa et Farafenni dans la région de la rive Nord, et Brikama à l'Ouest du pays.

#### **CONCLUSION:**

Les médias communautaires en Gambie ont renforcé leur synergies entre des offres de services de type commercial et un accès à des informations utiles dans les domaines de l'agriculture, de la santé, du progrès social des femmes et des jeunes, de l'éducation et de la lutte contre la pauvreté, pour atteindre les Objectifs de Développement du Millénaire (ODM).

Ce projet est terminé sur le plan opérationnel

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**GAMBIA: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE**  
**BUDGET CODE: 354 GAM 5081**  
**US\$ 25 000**

#### **TYPE OF PROJECT**

This project submitted by the (NAFGUC) National Federation of Gambia UNESCO Clubs and Centres and the Gambian NATCOM was designed to create a Community Multimedia Centre to offer an avenue to rural communities to specifically discuss and address issues of concern to them. It would also empower the women and youth by providing an effective communication channel at their disposal, which would help them to mainstream their activities and concern within their communities related to poverty alleviation, gender, health, education, youth and government. Furthermore, access to Internet will enrich their radio programmes as valuable information could be downloaded from the Internet and broadcast in the local languages of their community radio stations.

#### **IMPLEMENTATION**

The contract between UNESCO and the NAFGUC regarding the financing of this project was made through the NATCOM and was signed in September 2009 and amended in November 2009. Some equipment were bought via BREDA, and delivered in 2010. Several training workshops were conducted and evaluated after the equipment reception.

#### **CONCLUSION**

The project is operationally terminated.

# PROJECT IMPLEMENTED BY THE DAKAR OFFICE

## NATIONAL PROJECT

### **GUINEA BISSAU: REINFORCING THE CAPABILITIES OF THE WEEKLY DIARIO DE BISSAU**

**BUDGET CODE: 354 GBS 5071**

**US\$ 33 000**

#### **TYPE OF PROJECT**

Guinea Bissau has suffered decades of war and conflict, and the consequences are still palpable today. Due to an acute lack of resources—essentially financial, news and analysis is only superficial and the processing of information scant. Currently not one local publication is circulated nationally. Nevertheless, *Diário de Bissau* has gone to great lengths to reach populations in the most remote regions of the country. Where the print media is concerned, there are three private newspapers, namely, *Diário de Bissau*, *Gazette de Noticias* and *Kansaré*, plus the state-run *Nó Pintcha*. None of these newspapers is published on a regular basis, due to a lack of advertising resources.

The weekly, *Diário de Bissau* is a private newspaper which, on several occasions, has encountered difficulties with the political system on account of its controversial positions. However, despite restrictions on its freedom of expression, it has never missed a publication. Today, *Diário de Bissau* needs to replace equipment and provide further training for its personnel in professional standards and in copy-writing techniques, not only to ensure its survival, but above all, to be able to continue reach all layers of the population.

#### **IMPLEMENTATION**

- Equipment has been bought: 2xMac G-5; 2x iMAC G-5; 1 Canon XL2 video camera; 1 Canon 12 Mb camera; 2 video editing software packages; 3 DTP software packages;
- Training course took place. 25 staff of Diario de Bissau has been trained successfully.

#### **RESULTS**

- 15 journalists (including 6 women) trained in standards of professional conduct and copywriting techniques;
- 5 technicians trained in DTP and copy editing techniques;
- Equipment upgraded and/or replaced;
- A newspaper which is more easily accessible and cheaper, especially for youth and women, whose financial resources are limited.

#### **CONCLUSION:**

Diário de Bissau replaced equipment and provided further training for its personnel in professional standards and in copy-writing techniques, contributing to modernize and revitalize the editorial staff and the publication as a whole, reaching reach all layers of the population.

The project is now operationally terminated

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**GUINEA BISSAU: COMMUNITY RADIO AND MULTIMEDIA CENTRE**  
**“CAMECONDE / QUITAFENE”**  
**BUDGET CODE: 354 GBS 5091**  
**US\$ 27 000**

#### TYPE OF PROJECT

Project submitted by «Association des Paysans pour la promotion Agricole et la Protection Environnementale » through UNESCO NATCOM to provide training to local journalists, producers and volunteers in the Tombali region. Since its independence in 1973, Guinea-Bissau has had problems in preventing rural exodus, deforestation, pollution etc., and the Tombali region has suffered from this social and environmental plagues. Tombali ranks amongst the poorest regions in Guinea-Bissau and in West Africa. In addition, Tombali is concerned with a high illiteracy rate due to poor school conditions and a low degree of motivation of parents, teachers and students.

Cameconde / Quitafene Radio intends to produce programmes with an emphasis on local, national and regional environment issues and concerns with the goal of improving social conditions and the quality of people's lives. As some pilot programmes have shown, community radio has become an essential element for community development

#### IMPLEMENTATION

It was agreed that the project will be implemented through the UNESCO NATCOM, but unfortunately the Secretary General of the NATCOM who was in contact with population and perfectly aware of the project died. The implementation has been postponed to 2011.

#### CONCLUSION

A community radio such as Cameconde / Quitafene Radio will undoubtedly empower people across Tombali's region, giving them the necessary tool to voice their opinions and discuss matters of vital interests to their communities, such as environment. Radio Cameconde / Quitafene will strengthen the need for diversity, democracy and freedom of expression.

This project is expected to be implemented and terminated in 2011

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**LIBERIA: COMPUTER LITERACY AND INTERNET JOURNALISM TRAINING FOR LIBERIAN JOURNALISTS**  
**BUDGET CODE: 354/LIR/5091**  
**US\$ 20 000**

#### TYPE OF PROJECT

The project was submitted by Centre for Media Studies and Peace Building (CEMESP). CEMESP intended to conduct a 6-month computer literacy and Internet journalism training programme for women journalists. For that purpose, they organised a total of 30 women journalists from various media institutions. The project was designed to provide the requisite work environment and the participants' stipends. The beneficiaries will largely be involved with mastering radio production editing software and the techniques needed for the practice of Internet journalism. The final phase of the training will concentrate on Internet journalism, i.e. blogging. The project will also establish a monitoring and tracking mechanism to determine the impact of the training on the beneficiaries. The six-month training exercise will be climaxed by a certification programme by CEMESP.

#### IMPLEMENTATION

UNESCO BREDIA signed a contract with CEMESP for the implementation phase. CEMESP conducted a 6-month computer literacy and Internet journalism training programme for women journalists. The project will train a total of 30 women journalists from various media institutions.

#### RESULTS

- 30 Women journalists have acquired the requisite knowledge of basic computer software necessary to enhance their work as journalists;
- 30 Women journalists have endowed with practical skills needed in producing radio programmes using modern digital techniques;
- 30 women journalists have gained skills and knowledge in establishing blogs;
- 30 women women journalists have gained skills in Internet journalism;

#### CONCLUSION

The project has contributed to the creation of a pool of professional Liberian women journalists. most Liberian journalists have little or no exposure to new technologies and trends in the media, leading to poor quality media products and this project has contribute to train 30 women on these issues.

**This project is operationally terminated**

# PROJECT IMPLEMENTED BY THE DAKAR OFFICE

## NATIONAL PROJECT

### **SENEGAL: REINFORCEMENT OF THE COMMUNITY RADIO, “NDENG LENG FM”**

**BUDGET CODE: 354 SEN 5071**

**US\$ 40 095**

#### **TYPE OF PROJECT**

Pluralism in the radio broadcasting sector is an undisputed reality in Senegal. A network of rural radio stations has been developed by the *Agence Intergouvernementale de la Francophonie* (Intergovernmental Agency for Francophonie). For its part, the RTS has reinforced its status as a public service provider by extending radio broadcasting coverage to the entire national territory through the COMSAT project, and by the setting up of local radio stations in regional capitals hitherto devoid of radio. More and more communities have been taking steps towards obtaining and operating their own radio stations to improve communication.

The NGO *Ndef Leng* which submitted this project has extensive experience in working with Serere populations as well as in the implementation of various types of Communication projects (functional literacy, micro-projects, health, etc.) wishes to set up a radio. The station aimed specifically at the large Serere community in the regions of Fatick, Kaolack, diourbel and Tambacounda. The project falls under the category of associative community radio.

#### **IMPLEMENTATION**

*Ndef Leng FM Dakar 93.4* has been broadcasting since July 19, 2001. The project promoter, *Ndef Leng* has obtained a 2nd broadcasting licence for the operation of the community radio, *Ndef Leng FM Fatick 93.5*. This latter, however, has been confronted with a number of difficulties, including a limited zone of coverage, inadequate listening quality, equipment maintenance and upgrade problems, very limited revenue (in accordance with the legal provisions governing associative and community radios), and lastly, inadequate training for its personnel. Within the framework of this project, equipment has been bought and all *Ndef Leng* Radio staff received training.

#### **RESULTS**

- With the acquisition of new equipment, *Ndef Leng FM Fatick* is able to extend its zone of coverage, improve its listening quality and production and broadcasting capacity, and increase the size of its audience.
- By replacing the equipment at *Ndef Leng FM Dakar* with a one-kW transmitter, a new antenna system and radio production equipment, *Ndef Leng FM Fatick* has been modernize the radio.
- By linking the two stations via a dedicated programme line, broadcasts is synchronized to provide the large migrant community in Dakar with a constant flow of local information.

#### **CONCLUSION**

This project has contributed to the pluralism permitting extensive broadcasting to Senegalese in their various national languages, and it has also played a decisive role in the coverage of the electoral process, the transparency of which has been widely recognised. The project is operationally terminated.

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**SENEGAL: “BAOBABS FM” YOUTH COMMUNITY RADIO**  
**BUDGET CODE: 354 SEN 5091**  
**US\$ 17 000**

#### **TYPE OF PROJECT**

The project was submitted by Baobabs FM - La Voix de la Cité that intends to be strengthened with a programme including the youth, civil society and local business, as well as local artists. The youth media programme will host students from local high school for 3-month programmes in partnership with their high school and their teachers. The programme will provide an opportunity to strengthen the cultural, vocational and civic intellectual character of the youth of our community, consolidating the potential of the region in a concrete way.

The first community radio in Senegal was licensed in 1996, and the number of stations has grown since then. Senegalese community radios play a very important role and are strongly rooted in the local communities. They have a strong commitment to provision of information, to raising local awareness of social and economic affairs and to encouraging participation in local life.

#### **IMPLEMENTATION**

After the submission of this project, Baobabs FM went through difficult times. Unfortunately, by the time IPDC contribution was made available, the radio was closed. We have not been able to implement this project.

#### **CONCLUSION**

This project will not be implemented since the radio is no longer functioning.



## PROJECT IMPLEMENTED BY THE DAKAR CLUSTER OFFICE

### NATIONAL PROJECT

#### **TOGO: CAPACITY BUILDING IN GOOD JOURNALISM PRACTICES FOR MEDIA PROFESSIONALS**

**BUDGET CODE: 354 TOG 5081**

**US\$ 25 000**

#### **TYPE OF PROJECT**

This project submitted by *Union des Journalistes Indépendants du Togo* (UJIT), aims at training local journalists and media professionals, and raising their awareness so that they can play their rightful role in the establishment of democracy in their country. Having identified a set of priority needs (writing techniques, collection and processing of information, good governance, etc.), the UJIT proposes to organize, with IPDC support, training in journalism basics and good governance as it applies to the media. The training will be complemented by the production of programmes and articles by the media organisations involved.

#### **IMPLEMENTATION:**

The contract between UNESCO and UJIT regarding the financing of this project was made in June 2009. A regional seminar on Election coverage was organised in cooperation with West African Journalists Association (WAJA) to contribute the improvement of journalists' level in elections media coverage in WAJA Region, to reflect on the situations of transitions and interruption of the democratic processes and their impacts on the Medias, about media as dialogue conveyor (theme of the 2009 world press celebration day) for understanding and reconciliation in these situations.

Activities included several communications and an enriching exchange of experiences. In the majority, participants particularly insisted on the necessity of a professional and good quality work in any circumstances particularly in elections periods and the need of granting journalists with better working conditions for journalists in order to have better media coverage of elections.

Some great principles stated in the Dakar Declaration adopted during the May 3, 2005 Celebration of World Press Freedom Day were recalled. This declaration called UNESCO member states «to help media to ensure a professional coverage of elections by giving at appropriate time to journalist's complete information and by guaranteeing to political parties an equitable access to media throughout all electoral process ". It also urged media and professional organisations "to commit themselves to achieve an objective and professional work and to establish mechanisms to promote a professional journalism; to take part into journalists training sessions in order to reinforce professional and deontological standards; to ensure the transparency with regard to property; to promote media companies economic and to support journalists independence in improving their working conditions and in remunerating them correctly "; the document also insisted on journalists' training namely in terms of security, with in particular training in security and the granting of a risk insurance to journalists.

It had been requested from UNESCO "to use the above mentioned declaration as reference document for its activities» in the field of media. Thus, its main issues were largely discussed during the meeting of Kpalimé.

This regional workshop was immediately followed by a national workshop for Togolese journalists mainly on the coverage of the coming presidential elections. A manual on elections coverage in West Africa was developed and distributed among journalists in Togo and in the West Africa region.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

### **COMOROS: CAPACITY BUILDING OF COMORIAN PRESS IN MODERN NEWS GATHERING AND PRODUCTION METHODS**

**BUDGET CODE: 354 COI 5091**

**USS 20 000**

#### **TYPE OF PROJECT**

This project is intended to benefit a total of 23 Journalists from five newspaper houses in the Comoros. The journalists will be trained in ethical reporting, modern news gathering approaches, and the practice of modern production equipment. Through the project an international consultant will be hired and basic equipment including 6 desktop computers with licenced desktop publishing applications, five digital cameras and twenty five digital voice recorders to support hands on training experience will be purchased.

This project will improve the participation of the Comorian population in the economic and political dialogue through the print media. It is expected that improving the professional skills and capabilities of the media workers will encourage national reconciliation, better information-sharing and make the best use of the media in fostering economic prosperity in a country that is in the post conflict situation.

#### **IMPLEMENTATION**

The project's implementation strategy will involve the execution of the below mentioned activities:

- Identification and recruitment of a facilitator and acquisition and installation of the required equipment
- 7-day training in the use of modern equipment for improvement in text processing, investigation techniques, analysis methods and objective reporting. A focus will be made on training in conflict sensitive reporting, using the UNESCO-published training toolkit.

#### **RESULTS**

- Due to perceived low capacity in implementation of the project, and the need to achieve the outcomes of the États Généraux de la Presse, that were held in July 2009 in the Comoros, the office of the UN resident Coordinator in the Comoros has agreed to include the project activities in the UNCG Comoros work plan for 2011.
- The media stakeholders in the Comoros, with the support of the Communication Specialist in the UNRC's office are currently working on the identification of a suitable International or local consultant who will assist in designing and delivering the training.

#### **CONCLUSION**

THE CAPACITY OF JOURNALISTS FROM THE PRINT MEDIA WILL GREATLY IMPROVE AS A RESULT OF THIS PROJECT TAKING INTO CONSIDERATION THAT THE PROFESSIONAL CAPACITY OF JOURNALISTS IN THE COMOROS IS KEY IN MAINTAINING THE CURRENT FRAGILE PEACE IN THIS SMALL ISLAND DEVELOPMENT STATE WHERE MOST OF THE PRINT MEDIA HOUSES PUBLISH IRREGULARLY DUE TO LACK OF FACILITIES, AND WHERE ALWATWAN, THE BIGGEST PRINT MEDIA, PUBLISHES ONLY 4,000 COPIES DAILY.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**MADAGASCAR: SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO**  
**BUDGET CODE: 354 MAG 5091**  
**US\$ 30 000**

### TYPE OF PROJECT

The Malagasy media suffers from a lack of specialist professionals coupled with insufficient national coverage. Currently, skills are acquired either on the job, or through more or less informal ad hoc courses, delivered by development partners. Insufficient knowledge of the basic principles of the profession among media professionals is therefore a major problem. Additionally, the proposed reforms in the higher-education system provides for the implementation, in the near future, of the LMD (Licence, Masters, Doctorate) system. Thus, new knowledge and skills will have to be acquired in the development of training curricula, course organisation as well as training equipment and materials. This project which is implemented by the School of Communication at Antananarivo University seeks to address the following issues:

First is the lack of course-design specialists for the development of learning / teaching programmes, second is insufficient training among trainers charged with raising the level of training and also the lack of equipment required for practical work.

The project is being implemented by the Journalism Department of Antananarivo University which was established in 1995, with the support of media professionals. The School is one of the potential centres of reference in journalism training in Africa.

### IMPLEMENTATION

The project implementation involves the following activities:

- Drafting of the trainee selection criteria
- Selection and recruitment of candidates and trainers
- Purchase and installation of equipment
- Elaboration of the training curriculum
- Delivering of the Training of Trainers

### RESULTS

A stakeholders meeting was conducted on 7<sup>th</sup> December 2010 and criteria for the selection of trainees for the programme was adopted.

Equipment selections have been conducted and orders have been placed, awaiting delivery.

Selection of consultants to be is in progress, in the view of the recently adjusted programme adopted during the December 2010 meeting. The elaboration of the training curriculum will commence after the completion of the selection of consultants.

The Project has experienced delays due to the strikes at the University.

## **CONCLUSION**

THE HUMAN RESOURCE DEVELOPMENT AT ANTANANARIVO UNIVERSITY IS BEING DELIVERED AT AN APPROPRIATE AND TIMELY MOMENT DUE TO THE CURRENT POLITICAL STALEMATE IN MADAGASCAR, COUPLED WITH THE REPORTED LACK OF PROFESSIONAL ETHICS, AND THE CONCENTRATION OF THE MEDIA. THE ROLE OF ETHICAL MEDIA IN THE MANAGEMENT OF CONFLICT IN MADAGASCAR CAN NEVER BE UNDER ESTIMATED.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**SEYCHELLES: BUILDING THE INSTITUTIONAL CAPACITY OF SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER MEDIA TRAINING IN SEYCHELLES.  
BUDGET CODE: 354 SEY 5081  
US\$ 32 000**

### TYPE OF PROJECT

Before this project started, it was estimated that over 70% of print media journalists in Seychelles lacked basic journalism skills. This figure represents an average of approximately 20 journalists in a country with a population of 85,000 people. The lack of locally available journalism training meant that skilled journalists are not readily available locally. The high labour turnover of the few journalists who are in high demand to take over PR jobs in the Government and private sectors also compounds the problems.

All the above challenges have resulted to acute shortage of professionally trained journalists in the private sector media. The impact of the shortage can be felt in the quality of reporting in the print media and the many lawsuits related to the media.

This project was initiated to build the capacity of the Seychelles Institute of Management to offer a certificate course in journalism and a diploma in journalism in future using the UNESCO's Model Curricula for Journalism Education for Developing Countries and Emerging Democracies.

### IMPLEMENTATION

This project sought to achieve the above mentioned objectives through the following activities:

1. Institutionalisation of a fully developed certificate course in journalism at the Seychelles Institute of Management for the Institute to continue offering media training.
  - a. Four trainers from SIM to be trained on training journalists.
  - b. Purchase of equipment that will be used in delivering journalism training at SIM
2. Realization of a long term partnership with the training department at the Seychelles Broadcasting Corporation (SBC) to provide training support to SIM trainers.
3. Training of at least twenty print media journalists from nine print media houses in Seychelles.

### RESULTS

A certificate course on journalism was developed with the support of the School of Communication of the University of Mauritius. The University of Mauritius was also supported by IPDC in 2008. This demonstrated the impact of IPDC capacity Building Projects.

An MoU between the Seychelles Institute of management and the Training department of the Seychelles Broadcasting Corporation was signed for the latter to continue providing technical support to SIM.

Four locally recruited trainers who will be used by the Seychelles Institute of management to deliver training were trained with the support of the school of Communication of the University of Mauritius.

Equipment consisting of 5 Computers with desktop publishing capabilities, 10 digital recording devices and 2 professional cameras, A3 colour printer, scanner, and QuarkXPress software has been purchased. Text books needed for the delivery of the courses have also been purchased

Training at a total of 120 contact hours of the first batch of 14 journalists has commenced and the first batch is expected to graduate in March 2011. This project is in the process of officially winding up, leaving SIM to continue with future journalism training-related activities.

## **CONCLUSION**

THE PROJECT HAS BUILT THE CAPACITY OF THE SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER JOURNALISM TRAINING WHICH WAS NOT AVAILABLE LOCALLY. WITH THE TRAINING AVAILABLE IN COUNTRY, THE COUNTRY WILL BE ABLE TO SAVE FOREIGN CURRENCY WHICH WAS IN THE PAST BEING SPENT BY SENDING JOURNALISTS ABROAD FOR TRAINING. BUT ABOVE ALL THE PROJECT CONTRIBUTES TO ETHICAL AND PROFESSIONAL REPORTING IN SEYCHELLES AND IN MEETING THE STRATEGY 2017 OBJECTIVES AIMED AT PROMOTING TRAINING IN SERVICE SKILLS TO MEET HUMAN RESOURCES REQUIREMENTS OF THE KNOWLEDGE ECONOMY.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: KYELA COMMUNITY INFORMATION ACCESS CENTRE**  
**BUDGET CODE: 354 URT 5071**  
**US\$ 24 200**

### TYPE OF PROJECT

The project is related to the development of a Community Multimedia Centre in Kyela District. The project seeks to address the information and communication deficit in a district which has one of the highest HIV/AIDS prevalence rates of 24%. The CMC project is also expected to be a source of reliable and up-to-date information especially for rice farmers who happen to lose by selling their farm produce at prices below the market rates, due to the lack of access to information on prices of their produce in urban centres such as Dar es-Salaam.

### IMPLEMENTATION

The CMC project is currently in the closing stage. Implementation of the project involved the purchase of production and broadcasting equipment. The project was however delayed due to the delays in issuing a new licence after the shelving of previous plans to install a 100 watts Transmitter were shelved in favour of a 300 watts transmitter. The changes in the transmitter necessitated a new licencing application which further delayed the project. All the equipment for production and broadcasting has been purchased and installed.

One-day training for volunteers who run the radio was also conducted as part of the equipment installation. A CMC Committee has also been formed to represent the Kyela Community in making decisions related to the radio. With support of UNESCO, the UN Communications Group in Tanzania (UNCG) and the Commonwealth of Learning (COL), Kyela Community Radio has also participated in three trainings, namely: Investigative and Analytical Journalism, Training in Organisational Management, and a workshop on HIV/AIDS.

### RESULTS

- A 300 Watts radio capable of covering a large part of Kyela District operational.
- Capacity of Community Radio Practitioners improved through training
- Kyela Community is now able to receive timely information on various developmental activities as well as on HIV/AIDS through radio.
- Development partners' interest in supporting Community broadcasting increased such as the \$11,500 support from the Canadian Embassy to the Kyela Community Radio project.

### CONCLUSION

Kyela Community Information Access Centre is a project that has improved access to information to Kyela, a district which is located about 1 000 km south of Dar es Salaam where the majority of newspapers and other media houses are located.

The project also provides some lessons in future implementation of CMC projects in such that a site survey with coverage prediction ought to be done right from the project inception to avoid changes in equipment specifications. Kyela Community radio project also serves as a precedent in wider Community Radio Coverage in Tanzania. The draft code of practice for community broadcasting specified a maximum of 100 watts or 100Km coverage radius for Community radios.

## PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

### NATIONAL PROJECT

#### **TANZANIA: “SPEAK WITH FREEDOM” TV TALK SHOWS**

**BUDGET CODE: 354 URT 5072**

**US\$ 27 500**

#### **TYPE OF PROJECT**

The objective of this project is to encourage a participatory environment in Zanzibar, a semi autonomous islands that are part of the United Republic of Tanzania since 1964. The project contributes to the development of culture where citizens break the silence and discuss matters that are a hindrance to development but which are also seen as a taboo. The Tanzania development vision 2025 envisages well educated and learning society whose people are ingrained with a development mindset, the attributes which will be driven through education and knowledge.

The immediate outcome of the project involved a stakeholder’s assessment of the subjects of taboo that should be prioritized by Television Zanzibar (TVZ), training of Television Zanzibar Staff in graphics design, non-linear editing and maintenance of digital equipment. The project also supported TVZ in the construction of a stage where the talk shows will be conducted.

#### **IMPLEMENTATION**

The project has been implemented successfully within the following milestones start dates:

- 30.12. 2008: Workshop to determine topics for the talk shows
- 30.12. 2009: Staff trained
- 05.01.2009: Equipment purchased
- 10.01.2009: Stage to host talk shows constructed
- 20.02. 2009: Air conditioners installed
- 01.10. 2009: Production of talk shows started
- 31.11.2010: Winding up of the project activities and continuation of talk shows as part of TVZ programmes.

By the first week of November 2010, forty four talk shows had been aired, which was a bit late due to serious power problems encountered in Zanzibar from December 2009 through the first quarter of the year 2010, as a result of the malfunctioning of the submarine power cable from mainland Tanzania.

#### **RESULTS**

The talk shows were well received by general audience. The programme (MURIKA), which ran live every Thursday from 9.00pm to 10.30 became popular in a very short time and is a talk of the week. The participants range from high ranking government officials, party leaders and members of the public. Despite the project being winded up since November 2010, soon after the parliamentary and Presidential elections, the programme MURIKA is still running and it maintains its popularity, which demonstrates the sustainability of the project.



## **CONCLUSION**

THE PROJECT; “SPEAK WITH FREEDOM” TV TALK SHOWS HAS OPENED UP A NEW CHAPTER IN THE OPERATIONS OF TELEVISION ZANZIBAR, A TELEVISION WHICH IS IN THE INITIAL STEPS OF TURNING INTO PUBLIC BROADCASTING DUE TO THE ONGOING CHANGES IN MEDIA POLICY. THE PROJECT HAS GONE A LONG WAY IN BUILDING THE CONFIDENCE OF TVZ IN COORDINATING CITIZENS IN THE DISCUSSION OF TOPICS THAT ARE CONSIDERED TO BE A TABOO OR SENSITIVE.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

### **TANZANIA: CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY**

**BUDGET CODE: 354 URT 5081**

**US\$ 35 000**

#### **TYPE OF PROJECT**

This project seeks to build the Capacity of Saint Augustine University of Tanzania (SAUT), in training approximately 400 journalism students on television production between 2009 and 2010. The training includes knowledge on writing scripts, editing programs, camera and microphone techniques, lighting techniques and TV presentations techniques.

SAUT University, located in the city of Mwanza on the shores of lake Victoria is located near the countries of Rwanda, Burundi, Kenya and Uganda, and therefore enjoys a strategic advantage of enrolling students from these countries. This project will therefore not only benefit Tanzanian students, but also students from countries listed above.

Prior to the onset of this project, Television production training at the University was not supported by practical sessions due to the lack of necessary equipment which is now available through the project.

#### **IMPLEMENTATION**

The project implementation involves the purchase of equipment followed with the review of SAUTS programme and curriculum using the UNESCO Model Journalism Curriculum. As of December 2010, 470 from certificate level up to postgraduate levels have used the IPDC supported project for television production training.

The equipment and software required to develop television production training has been purchased. A competent lecturer and permanent staff have been hired to train students in video, TV production and managing the studio.

#### **RESULTS**

- Each year approximately 250 students are use the TV production facility to undertake hands-on training in television production training from BA in Mass Communication program (majoring in TV/Radio Broadcasting) and from Certificate in Journalism and Media Studies Program. Training delivered is in TV anchoring and presentation techniques; programming news bulletins, features, magazines, panel discussions, documentaries and soaps; camera and microphone techniques; lighting techniques and TV editing; scripting; interviewing; reporting live and recorded transmissions.
- Renovations for television production studio completed
- Staff to manage the television production training sourced
- Saint Augustine's capacity in delivering television production training has been improved due to the availability of an equipped television production studio and necessary staff.
- The project is in the process of winding up.

## **CONCLUSION**

IMPACT OF THE PROJECT CAN BE FELT WITHIN THE TWO YEARS OF THE PROJECT THROUGH THE SOURCING OF GRADUATES BY MAINSTREAM MEDIA ORGANISATIONS. FOR INSTANCE 3 SAUT STUDENTS JOINED IPP MEDIA GROUP OF COMPANIES, WHICH IS ONE OF THE REGIONAL MEDIA HOUSES IN EAST AFRICA, AND FOUR OTHER STUDENTS HAVE JOINED STAR MEDIA.

DEMAND FOR TELEVISION PRODUCTION TRAINING HAS ALSO SOARED. THE GROWING DEMAND BRINGS CHALLENGES TO THE LIMITED RESOURCES AVAILABLE WHICH MIGHT LEAD TO TRAINING THROUGH GROUP DEMONSTRATIONS INSTEAD OF HANDS ON AND INDIVIDUAL PRACTICAL TRAINING.

DESPITE THE ABOVE MENTIONED ACHIEVEMENTS AND CHALLENGES, THE PROJECT WILL CONTRIBUTE TO BUILDING SKILLS IN DIGITAL PRODUCTION SKILLS AT A TIME WHEN TELEVISION BROADCASTING IS MIGRATING FROM ANALOGUE TO DIGITAL BROADCASTING.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: PEMBA PRESS CLUB CAPACITY BUILDING PROJECT**  
**BUDGET CODE: 354 URT 5082**  
**US\$ 30 000**

### TYPE OF PROJECT

This project sought to build the capacity of Pemba Press Club, through Training of its (by then, 47 members) and purchase of equipment such as Professional Video Camera, Professional Still Photo Cameras, C-Band Satellite Television equipment, LCD Projector, Computers and voice recorders. This project sought to ameliorate the lack of capacity journalists in Pemba had by training the 47 journalists on investigative journalism and modern programme production skills and supplying them with modern news gathering and production equipment which is not available even at their places of work.

Located in the small island of Pemba, North of Zanzibar Island in the eastern side of the African continent, Pemba Press Club is a journalist non –governmental and not for profit Organization of 64 members (as of January 2011) established in 2002 and legally registered under the Zanzibar Society Act Number 6 of 1995. The Press Club brings together journalists from all backgrounds regardless of their political backgrounds. The members include journalists working from state owned mass media, the Community radio, independent media and freelancers.

With the government of national unity in place for approximately one year now, Pemba Press Club has in the past been very instrumental in maintaining the fragile peace in the islands due to the nature of the constituent of its members who come from all categories of media and with membership from all political parties.

### IMPLEMENTATION

The project has been implemented through the following activities:

- 60 members of Pemba Press Club were trained in investigative skills, and modern programs production with a focus on gender sensitive reporting.
- The Press club has been equipped with modern working tools, such as Voice recorders, Computers, Cameras, LCDs Projector, and connectivity to the internet and satellite television.

### RESULTS

Ten days training was conducted from 23 August to 1st September 2010. Five days used for Investigative Journalism and five days for modern production training; A total of 60 journalists attended the training which was delivered by external facilitators from the Media Council of Tanzania (MCT) Zanzibar office and from the Zanzibar Mass Media College. The Zanzibar Mass Media college, formerly known as the Zanzibar Journalism Training Centre is a result of a 2007 IPDC Project support.

All the required equipment has been purchased and is in use by being hired by the members of Pemba Press club at affordable costs. The project has been implemented successfully and is currently in the process of winding up.

## **CONCLUSION**

THE PROJECT HAS SUCCESSFULLY RAISED THE CAPACITY OF JOURNALISTS IN THE SMALL ISLAND OF PEMBA; ONE IMMEDIATE INDICATOR FOR THE SUCCESS CAN BE MEASURED THROUGH THE INCREASE OF PEMBA PRESS CLUB MEMBERS WHO GET FUNDING SUPPORT FROM THE TANZANIA MEDIA FUND (TMF) TO CONDUCT INVESTIGATIVE JOURNALISM.

PEMBA PRESS CLUB HAS ALSO BEEN CONDUCTING A NUMBER OF CAPACITY BUILDING PROGRAMME ON RADIO PRODUCTION FOR THE NEW COMMUNITY RADIO FOR MICHEWENI DISTRICT WITH AN AUDIENCE OF APPROXIMATELY 130,000. AT THE MOMENT THERE ARE 27 NEWS AGENTS FROM ALL SHEHIAS (LOCAL ADMINISTATIONS) OF THE DISTRICT, WHICH FURTHER CREATES MORE EMPLOYMENT OPPORTUNITIES FOR PRESS CLUB MEMBERS AND BETETR SUSTAINABILITY OF THE PROJECT.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: CAPACITY BUILDING OF THE NEW COMMUNITY MEDIA NETWORK OF TANZANIA**  
**BUDGET CODE: 354 URT 5091**  
**US\$ 24 000**

### TYPE OF PROJECT

Since the introduction of multiparty system in the 1990s, Tanzania has experienced a mushrooming of media outlets both in print and electronic. This development, however, has not trickled down to community media. There are also privately owned radios and some run by district authorities, which are wrongly categorized as community radios simply because they have small coverage areas and are rural oriented.

Community media stakeholders in Tanzania found it necessary for community media to have its own network as a platform to advocate for and discuss its matters. They came up with the Community Media Network of Tanzania (COMNETA), a very young virtual network, which wasn't registered and lacked organisational capacity.

The Capacity building project for Community Media Network of Tanzania (COMNETA) was therefore deemed essential because COMNETA with its lack of capacity, became the only place where communities and the Media come together and, identify themselves, created dialogue with the Government and other stakeholders; it is the Place where support is guaranteed to all members who may not be able to take action alone when confronted with regulatory challenges; provides a platform for sharing resources etc. Furthermore, COMNETA will provide platform for sharing experience and knowledge. Most of all will help in decision making on matters that concern community radios such as in matters related to policy and legislative changes affecting community media.

### IMPLEMENTATION

To achieve the above mentioned objectives the following were the activities envisaged to be accomplished through the approved project:

- Drafting of the COMNETA Constitution
- Registration of the network and licence
- Capacity building of Community Media network members through two training opportunities
- COMNETA Leadership capacity developed
- Development of Strategic plan and implementation plan.

### RESULTS

- A technical and advocacy workshop for community media in Tanzania was held in Micheweni, District in Pemba Island from October 4-8, 2010. The workshop was attended by coordinators from 12 community radio network members and officiated by a high level representation from the government

led by the Deputy Chief Minister and Minister of Information and Culture and Sports of the Revolutionary Government of Zanzibar, There was also the participation of the Commission for Science and Technology and National and regional development partners such as Akiba Uhaki based in Kenya - a regional organization providing grants to non-state organizations in East Africa, and the Tanzania Media Fund (TMF) which provides grants to individual journalists and media houses. As a result of the IPDC-supported workshop, some community radios have started to benefit from TMF grants. Other participating partners include UNDP Comoros who were interested in providing support to setting up similar networks in the Comoros, and UN Joint programme 5 project (on Capacity Building for Zanzibar) which co-funded the Community Media workshop held in Pemba, Zanzibar in October 2010.

- Four high capacity voice recorders and a multimedia projector have been purchased for use by Community Media Members during various Capacity Building activities that are to be organised by the network.
- Registration of the Community Media Network is in progress, and Akiba Uhaki has pledged to provide additional resources to support stakeholder consultations related to the development of the COMNETA strategic plan.
- Preparation for another workshop for Community Media coordinators is in progress
- Community Media Network has been able to attract more support such as the \$80,000 UNDP-funded election support Project in 2010 delivered through UNESCO.

## **CONCLUSION**

THE PROJECT IS PROGRESSING WELL AND HAS RAISED THE PROFILE OF COMMUNITY MEDIA IN TANZANIA BY ADVOCATING ON COMMUNITY MEDIA TO THE TWO GOVERNMENTS IN THE UNITED REPUBLIC OF TANZANIA, THE DEVELOPMENT PARTNERS. THE PROJECT IS ALSO LIKELY TO BE REPLICATED BY THE UN SYSTEM IN THE COMOROS ISLANDS. THE MULTIPLIER EFFECT OF THE PROJECT EVIDENCED BY THE EXTRA SUPPORT FROM AKIBA UHAKI BASED IN KENYA TO THE NETWORK AND THE TANZANIA MEDIA FUND'S SUPPORT TO SOME COMMUNITY MEDIAS AND INDIVIDUAL PRACTITIONERS IS FURTHER TESTIMONY TO THE IMPACT OF THE PROJECT

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: ESTABLISHMENT OF A CMC FOR THE MAASAI PASTORAL COMMUNITIES OF NGORONGORO DISTRICT**  
**PROJECT 354URT5092**  
**US\$ 24 000**

### TYPE OF PROJECT

The project seeks to support 14 pastoralists' villages in Ngorongoro district who have been excluded from the information flow and avenues for self expression. Through this project, a community multimedia centre will be established in efforts to contribute to increasing diversity and plurality of media in Tanzania and enhancing the capacities of pastoralist communities to use media as a platform for building their livelihoods; government-community partnerships and dialogue and for democratic discourse. In this way, the community will have the opportunity to express their democratic values and freedom of speech. The Maasai have co-existed with wildlife for a long time and their lands have contributed highly to the present day national parks like Serengeti and Ngorongoro world heritage sites (and biosphere reserve). As another development objective, the CMC will enhance the participation of the Maasai in the conservation and preservation of these sites and in conservation in general.

### IMPLEMENTATION

**The project's successful execution relies on the below mentioned activities:**

- To conduct campaign to raise community awareness on how to access, use, and participate in the management of the Centre.
- Establishing working relationships with the Community Media Network of Tanzania and Media Council of Tanzania.
- Installation of the Center equipment and facilities
- Acquiring the equipment to furnish the CMC like radio equipment, computers, power installation so that the centre can operate at full capacity
- A three-week training for the volunteers who will be operating the CMC will be undertaken
- Establishing broadcasting partnership with TBC1, BBC, KBC, Radio Tumaini, Adventista. Partnerships on programme exchanges will also be established with other Community Radios and other National partners such as HIV/AIDS, Malaria Social Marketing Companies and National Environmental Management Committee.
- Facilitating training and mobilisation of the community on the use services provided by the CMC

### RESULTS

- Community awareness activities are ongoing, involving the village leadership, the Maasai women groups and other citizens. The Ololosokwan village has allocated a new plot of land free of charge for the Community radio as a result of the community awareness campaigns
- A working relationship has been established between IrkiRamat Foundation, the Implementing partners of the Community radio project with the Community Media Network of Tanzania (COMNETA). IrkiRamat Foundation are now members of the Community Media Network of Tanzania. Due to the



membership to the Community Media Network, IrkiRamat Foundation has benefited through two Capacity Building Programmes delivered through the National Community Media Network.

- A site survey has been conducted to get appropriate prediction coverage based on various hosting options for the transmitter and quotations have been sought, awaiting purchase due to the ongoing partnership negotiations with Airtel. If the partnership is approved, the type of equipment will have to change to the need to install the transmitter in a different site, based on Airtel's GSM cell-site locations.
- Partnerships have been sought with Oxfam and Airtel. Oxfam is constructing a brand new premises for the Community Radio. The Tanzania Communications Regulatory Authority requires all broadcasting stations to be hosted in robust premises, the specifications which the mud-walled IrkiRamat Foundation premises did not provide, as a result partnerships to get premises support has been secured and the construction of the new premises is at the roofing stages. Envisaged partnership with Airtel will involve support to host the transmitter and the antenna, provision of 3G or GPRS internet access and provision of mobile Banking facilities and selling of airtime for the Maasai Community.

## **CONCLUSION**

THE PROJECT SCOPE HAS EXPANDED CONTRARY TO INITIAL PROJECTIONS MAINLY DUE TO THE NEED FOR A BRAND NEW PREMISES, AND THE NEED FOR EXPENSIVE SOLAR POWER TO RUN BOTH THE PREMISES AND THE EQUIPMENT AT ALL TIMES DUE TO THE UNAVAILABILITY OF ELECTICITY IN OLOLOSOKWAN VILLAGE WHERE THE COMMUNITY RADIO PREMISES ARE BEING CONSTRUCTED. THE PROJECT HOWEVER, HAS A POTENTIALLY VERY HIGH IMPACT DUE TO THE POTENTIAL ON CONTRIBUTING TO THE ALEVATION OF THE LOW ECONOMIC DEVELOPMENT OF THE MAASAI PASTORALISTS WHO CO-EXIST WITH WILDLIFE, AND THE IMPORTANCE OF THE AREA IN BIODIVERSITY CONSERVATION. NGORONGORO AND SERENEGETI AREAS ARE BOTH WORLD HERITAGE SITES AND BIOSPHERE RESERVES.

# PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

## NATIONAL PROJECT

### **MALAWI: PREPARATION OF A MODULE ON PARLIAMENTARY REPORTING**

**BUDGET CODE: 354MLW5071**

**US\$ 20 000**

#### **TYPE OF PROJECT**

THE UNESCO-IPDC approved US\$20,000 to help Malawi in preparing a module for journalists on Parliamentary reporting. The project argued that parliament was very crucial in the country's democratic processes but it was poorly covered due to lack of necessary skills and competences hence the need for a module to help journalists to better do their assignments when covering the august house. Parliamentary Reporting as a discipline is a new area in Malawian Journalism professional circles. Several expert journalism consultants were thus recruited to prepare different chapters of the module and these have now submitted their Chapters.

#### **RESULTS**

The consultants prepared chapters on Parliamentary Proceedings, one dealing with Contempt of Parliament and Parliamentary privilege.. There are also chapters on Statutory constraints on Freedom of Expression and Parliamentary reporting. Other chapters deal with citizenship Journalism, ownership and performance and ideal ownership model. The chapters have been edited and reproduced for distribution for use to and by the different media houses

#### **CONCLUSION**

Comments received on the initial drafts of the Module from journalists and Experts demonstrated that the authors of the different chapters were on the right track and almost everyone who has read the drafts state unequivocally that the module will be useful for not only Malawian Journalists but even parliamentarians. The beneficiaries are grateful of UNESCO-IPDC support and are prepared to share the module with neighboring countries.

# PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

## NATIONAL PROJECT

**ZAMBIA: TRAINING IN NEW COMMUNICATION TECHNOLOGIES FOR  
COMMUNITY RADIO STATIONS  
BUDGET CODE: 354 ZAM 5071  
US\$ 24 200**

### TYPE OF PROJECT

The project seeks to train a total of 37 producers and reporters from Zambian and Malawian community radio stations. It was executed by the Zambian Institute of Mass Communication (ZAMCOM) from 16-29 November 2008.

A review of journalistic practices was undertaken prior to the training. Journalistic ethics was emphasized as a prerequisite to reporting to avoid running into chances of outsider influence on journalistic content. The participants agreed to adhere to a code of code and to attain the highest standards in professional journalistic reporting. The participants were trained on the usage of field and studio digital recorders and digital mixing consoles for post production assignments. A number of sessions also looked closely into financial, environmental and HIV and AIDS reporting.

### IMPLEMENTATION

The project has been completed. By the end of the training participants had mastered the use of digital equipment and were able to produce low cost but high quality, culturally relevant programmes.

The project provided each of the community radio participants a basic digital equipment to help them continue the different programme production techniques they had learned and to also train others in their respective radio stations.

### RESULTS

- 37 producers and reporters from Zambian and Malawian community radio station are able to use digital recording and mixing equipment for basic radio production and post production purposes.
- All of the participants are aware of journalistic professional standards and have been urged to follow the code of conduct.
- Zambia's invitation to Malawian participants helped to optimize IPDC resources and was viewed as an encouraging precedent between the two countries, which share the same official language.
- The two countries expect to increase the production of locally relevant radio programs and possibly arrange a programme exchange mechanism.

### CONCLUSION

The project was completed in November 2009. Communication and reporting between UNESCO and the project contractor has been satisfactory throughout the implementation of the project.

# PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

## NATIONAL PROJECT

**ZAMBIA: ESTABLISHMENT OF THE SAMFYA COMMUNITY RADIO**  
**BUDGET CODE: 354 ZAM 5081**  
**US\$ 16 000**

### **TYPE OF PROJECT**

The project seeks to establish a community radio station for the Samfya community in Zambia. Located 700 kilometers from the capital city, Lusaka, Samfya does not have access to newspapers nor the national radio signal. News and information therefore arrive late and often with very little relevance to the local population, which is comprised of subsistence farmers and fishermen. The Samfya community radio station is expected to contribute to a gradual change.

### **IMPLEMENTATION**

The equipment required for the project was delivered and by a South African supplier. The radio was expected to be on the air during the first half of 2010.

### **RESULTS**

- Radio equipment has been purchased and delivered.
- The completion of the project was expected during the first half of 2010 when the radio starts transmission of programmes.

### **CONCLUSION**

Identification of a supplier was time consuming and had a negative impact on the timely implementation of the project.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**CONGO (DEMOCRATIC REPUBLIC OF): CREATION OF A COMMUNITY RADIO STATION "FM KAMOLE"**  
**BUDGET CODE: 354 ZAI 5091**  
**US\$ 25 000**

### TYPE OF PROJECT

The creation of "FM Kamole" community radio station in Nyangezi (South-Kivu, DRC) is expected to address the local language, mass communication needs of 200,000 displaced persons and victims of war in the region.

### IMPLEMENTATION

The implementation of the project started in October 2010 with information meetings that mobilized the commitment and support of traditional Chiefs and the local population. In September, renovation works of the house that will host the radio station commenced as well as the acquisition of radio station equipments (1 transmitter 1kw, 1 amplified audio monitor, 1 desktop computer, 1 laptop, 2 microphones phantom, 4 headphones and amplifier, 1 printer, 1 antenna system with 2 dipoles, and accessories). Actually the equipments are under installation. The training of local volunteers in radio production and presentation techniques, and the production of broadcast programmes are expected to take place during the second and third quarter of the year. The radio will operate 8 hours (05:00 to 08:00; 12:00-14:00 and 18:00 to 22:00) per day. The operating time was defined according to villagers' habits.

### RESULTS

Renovation works were satisfactorily completed in February 2011. The radio building has four rooms where three are offices and the fourth is for studios. The equipments were acquired locally in Bukavu and are still under installation by CMCS according to the work plan.

### CONCLUSION

The project is advancing satisfactorily and the completion of all preparatory activities are eagerly awaited to enable a fully operational, local language driven community radio station in Nyangezi..

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**EQUATORIAL GUINEA: STRENGTHENING CAPACITY OF RTVGE  
JOURNALISTS AND CAMERAMEN  
BUDGET CODE: 354 EQG 5091  
US\$ 19 000**

### **TYPE OF PROJECT**

The Equatorial Guinea national television, RTVGE, is highly dependent on foreign content. Local productions represent less than 20% of programming. The lack of qualified professionals is a major issue for the broadcaster which is well equipped with the infrastructure required for TV production.

### **IMPLEMENTATION**

Live news broadcasting has been identified as one method to increase local TV programming. RTVGE's live evening news started transmission at the beginning of 2010. The production techniques of live broadcasting are slowly being mastered by the relevant staff and will be accelerated as soon as training is in place.

RTVGE has signed a partnership agreement with Canal France International (CFI) to obtain qualified and experienced TV trainers. The trainers will strengthen the skills of camera staff and producers and ensure professional standards of journalistic practice. Two workshops for a total of 25 journalists are planned to take place in March 2011— (i) treatment and production (ii) techniques of live TV production.

### **RESULTS**

In collaboration with Libreville Office, the partnership established with CFI was negotiated smoothly. By the end of the project, a core of competent Equatorial Guinean TV broadcast producers will emerge to sustain the future operation of the broadcaster.

### **CONCLUSION**

The project is currently at the initial phase of implementation. The broadcaster expects to increase its local programming by 10% percent by the end of the project.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**GABON: LA VOIX DE DIENGA**  
**BUDGET CODE: 354 GAB 5081**  
**US\$ 22 000**

### **TYPE OF PROJECT**

“La Voix de Dienga” in the South-Eastern village of Dienga is preparing to relay national radio local content to its rural population.

### **IMPLEMENTATION**

La Voix de Dienga received authorization to relay the national radio station on May 2009.

The project started with the construction of a house to host the radio station, which had not been foreseen and has required adjustments in the work plan.

All of the studio equipment required for the radio station has been acquired. This includes a console, microphones, K7 and DVD players, furniture, headphones, transmitter (300 Watts) and antenna systems. The installation, expected by end of March 2011, will assure the commencement of training, scheduled to start in April 2011.

### **RESULTS**

The license to broadcast, completion of the building and the acquisition of equipment is making La Voix de Dienga a welcome reality. The building was totally financed by the radio promoters. Contract for equipments installation was granted to technicians from national radio Station (RTG1) and this has contributed to the establishment of a good relationship between the national radio station and La Voix de Dienga.

### **CONCLUSION**

Geographical factors, such as deep forests and high mountains, inhibit large scale radio and television coverage in Gabon. Access to media in Dienga is only possible through satellite receivers that are costly for rural populations where newspaper circulation is not available.

## PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

### NATIONAL PROJECT

**GABON: SUPPORT FOR RADIO CAMPUS (UOB)**

**BUDGET CODE: 354 GAB 5091**

**US\$ US\$14 000**

#### **TYPE OF PROJECT**

Radio Campus, based within and operated by Omar Bongo University (Libreville) and Radio Emergence, operated by the Ministry of Education, are the two educational media in Gabon. The daily operation of educational media is performed by student volunteers who are trained on-the-job.

This project will enable the acquisition of new studio equipment for Radio Campus and will assure basic radio skills training to its volunteers.

#### **IMPLEMENTATION**

The selection and acquisition of equipment took place in December 2010 and January 2011. Acquired equipments comprises digital audio recorder, 1 digital-compatible console, 1 network disk of 3To disk space. With the new equipments the station is moving towards digitization with a better management and conservation of radio broadcasts.

The two training workshops are scheduled for the end of February 2011. The first training workshop on information treatment and interview techniques will benefit 16 journalists from Radio Campus (10 persons) and Radio Emergence (6 persons) while the second to be organized on-site will focus on equipment maintenance for Radio Campus' technicians (4 persons). All the two selected trainers are coming from the national radio station (RTG1).

#### **RESULTS**

IPDC support to Radio Campus has been well received and has resulted in an increased level of attention by the Government towards issues faced by educational media. For example, the Ministry of Education created a Direction of educational media in November 2010 to oversee and ensure the proper function and management of educational media at both secondary and university levels.

The new Direction is engaged in the implementation of this project and influenced a decision to involve Radio Emergence in the two training programs.

#### **CONCLUSION**

Though this project is still in progress, it has already contributed to institutional changes that favor sustainable practices in educational media which also contribute to media pluralism and diversity in Gabon.



# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

### **SÃO TOME & PRINCIPE: SKILLS REINFORCEMENT AND UPGRADE FOR TVS PERSONNEL**

**BUDGET CODE: 354 STP 5071**

**US\$ 26 700**

#### **TYPE OF PROJECT**

This project aim was to improve TVS production through the skills reinforcement of TVS journalist and technicians in the realisation and production of mini documentaries and participative (forum, debate, round table...) TV broadcasts.

#### **IMPLEMENTATION**

Libreville Office negotiated a partnership with CFI and RTP together with IPDC contribution. According to the partnership, CFI and RTP are to send respectively one expert for each planned workshop.

Since the signature of the contract with TVS, two workshops have already been organized. The first workshop took place from 21 – 27 November 2008 and was about improving the skill of TVS technicians and journalists in the production of mini documentaries. CFI and RTP sent respectively one expert in Sao Tome at the occasion. 5 technicians (2 women) and 5 journalists from TVS were trained in the design and realization of mini documentaries. During this workshop part of the IPDC funds was used to supply for the production of 4 mini documentaries.

Regarding the second workshop organized from 23 to 25 January 2009, CFI and RTP once again have sent two experts. Moreover, in addition to TVS participants (10), CFI invited 4 (2 women and 2 men) TV representatives from Cape-Verde, Mozambique, Angola and Guinea Bissau. This workshop was the occasion to review mini documentaries produced by TVS and other TV from Portuguese speaking countries in order to identify and share good practices, guidelines for improvement of the quality of future productions. Participants were also introduced to pedagogy techniques they can use when producing mini documentaries.

A last workshop was held from March 20 to April 03, 2009 in favour of 5 technicians and 5 journalists for the realization and production of TV debate. The first week was dedicated to the finalisation of mini documentaries initiated during the first workshop.

#### **RESULTS**

- 10 TVS technicians and journalists are now able to conceive, realize and produce mini documentaries.
- 15 participants received the skills to use pedagogy techniques in the production of mini documentaries.
- 4 Mini documentaries (Tourism, Apiculture, HIV/AIDS and Urban transportation) have been produced by TVS as well as 4 TV debates.

## **CONCLUSION**

The project result went beyond expected. The TVS now have 2 production teams (one for mini documentaries [5 persons] and the other [5 persons including 1 women] for TV debates) which are putting in practice the skills acquired during the different trainings session.

It is worth noting that one of the mini documentaries, related to HIV/SIDA, gave – for the first time in Sao Tome & Principe – opportunity to People Living with HIV/AIDS to speak openly on TV.

This project is operationally terminated.

## PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

### NATIONAL PROJECT

**SÃO TOME & PRINCIPE: STRENGTHENING THE EDITORIAL DEPARTMENTS  
OF NATIONAL RADIO (RNSTP)  
BUDGET CODE: 354 STP 5091  
US\$ 24 000**

#### **TYPE OF PROJECT**

For more than a decade now, the media environment is marked, among others, by the trend towards digitization. Such trend is justified by the international impetus to switch-off analogue TV and radio broadcasting systems by June 2015 (cf. Geneva 2006 Agreement). In Sao Tome and Principe, the Government has started with the migration from analogue broadcasting system to digital broadcasting system of the national radio station RNSTP. However, to benefit sufficiently from the migration, RNSTP should not only integrate digital-compatible equipments for its functioning but also train its professionals in the use of such digital equipments. This project will help RNTSP to integrate digital-compatible equipments within the editorial department as well as the training of journalists (use of digital equipments for reporting and digital-audio editing) and technicians (digital document management).

#### **IMPLEMENTATION**

According to the work-plan, the implementation of this project requires the realization of two main activities: (1) the acquisition and installation of computers and digital audio reporting kits, (2) the organization of training programs for journalists and technicians in digital-audio editing and digital document management respectively.

#### **RESULTS**

RNSTP has selected a vendor and the purchase of computers and digital audio reporting kits is under way. The project implementation started with some delay because of the election organized within the country which ended with change of the government.

#### **CONCLUSION**

The pace of project implementation is now acceptable. RNSTP will, by the end of the project, possess digital – compatible equipments and have improved the journalists’ capacity to support its operations.

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### REGIONAL PROJECT

**CAPACITY BUILDING FOR MEDIA EDUCATORS ON REPORTING  
AGRICULTURAL BIOTECHNOLOGY AND BIOFUELS IN EAST AFRICA  
BUDGET CODE: 354 RAF 5081  
US\$ 23 700**

#### TYPE OF PROJECT

The proposed project aims at enhancing capacity of media educators to integrate modern biotechnology and biofuels issues in their curriculum using radio broadcast as a case study. It provides a logical and necessary extension to on-going efforts by various communication actors aimed at improving communication of emerging development issues in the region. It also responds to identified gaps in training of media educators from recent regional consultations on media centers of excellence through the University of Nairobi's School of Journalism and Mass Communication.

This project contributes to effective reporting on modern biotechnology and Biofuels issues through radio broadcast by enhancing the capacity of media trainers on specialized writing/scripting skills from journalism institutions in Ethiopia, Kenya, Tanzania and Uganda. The activities to be carried out include a Two-days pre-workshop retreat for three facilitators (specialists on media, biotechnology and biofuels) to develop training materials; Four days TOT workshop for media educators ; Compilation and production of workshop report ; Compilation of a regional training module on modern biotechnology and biofuels and lastly Post workshop follow-ups through an on-line monitoring and evaluation tool.

#### IMPLEMENTATION

The activities under this project commenced in May 2009 . All the activities as under this project have been successfully carried out as follows.

**1. A two-day pre-workshop retreat for facilitators to develop training materials on modern biotechnology and biofuels was undertaken.**

After a session of brainstorming the facilitators agreed upon the topics presented and also discussed two modules: the Multimedia Training Kit module developed, by UNESCO & the African Network for Strategic Communication in Health and Development (AfriComNet) one. The facilitators agreed on combining the two modules by adapting some aspects of both

**2. A four days Training of Trainers workshop for fifteen (16) media trainers in ten (10) journalism training institutions and two (2) radio stations in Ethiopia, Kenya, Rwanda, Tanzania and Uganda was organized.**

An effort was made to ensure gender balance whereby six (6) of the participants were women Giving a ratio of 1:4. Gender balance was also considered by involving both male (6) and female (4) facilitators. It was challenging to achieve equal gender balance as there were not enough women representatives from these institutions.

**3 An outline of a radio training module on modern biotechnology and Biofuels with PowerPoint presentations was compiled.** A complete module could not be produced due to budgetary constraints.

## RESULTS

- A total of 16 participants (5 women), 14 media educators from 10 institutions in, Kenya, Rwanda Tanzania and Uganda and 2 radio producers from Ethiopia. were trained
- The field visit to the Genetic Technology International Limited (GTIL), a privately owned Kenyan company specialising in micropropagation of planting materials through tissue culture and aeroponics was described as an eye opener. Participants had a first-hand experience of tissue culture and appreciated the processes involved.
- An outline of the radio training module on modern biotechnology and Biofuels with PowerPoint presentations was produced for use in specialized writing/scripting course. However, complete module could not be generated due to budgetary constraints.
- One of the potential outcomes of the training is the inclusion of a biotechnology and biofuel training course in the curriculum of the mass communication training institutes. During the training participants prepared a course outline that was to be fine tuned.
- Two participants, Eva Solomon from the University of Dar es Salaam, Tanzania and Tharcisse Musabyimana University of Butare, from Rwanda indicated that as a result of the training they had decided to undertake their PhD studies on reporting on biotechnology.

## CONCLUSION

This project execution rate is high and on schedule. The objectives of this project were largely achieved as indicated by the participants' feedback in the evaluation. (Over half (55%) of the participants rated the training as relevant with 36% rating it as excellent. They indicated that it helped to correct the misinformation previously held. Participants noted that despite their high level of academic training they knew very little about biotechnology. **The project is terminated**

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## REGIONAL PROJECT

**CBA: MEDIA SELF-REGULATION TRAINING IN EAST AFRICA**  
**BUDGET CODE: 354 RAF 5093**  
**US\$ 20 000**

### TYPE OF PROJECT

The purpose of this project was to encourage and improve media self-regulation on matters of independence, fairness and ethical approach via a “top-down” training model that promoted the production and implementation of internal editorial policy frameworks. This was done through a training programme for news editors and radio station managers, representing community and mainstream broadcast outlets in three commonwealth countries of East Africa namely Kenya, Uganda and Tanzania.

This project contributed to the promotion of the role of media as a platform for democratic discourse by fostering a culture and system of positive self-regulation among the participating media outlets. It improved mechanisms and techniques of delivering fairness and impartiality, through positive and creative quality control.

### IMPLEMENTATION

The activities under this project were carried out between July and December 2010 as follows.

1. An international trainer with expertise in teaching senior editorial staff and production of editorial policy matters was identified and engaged. The international trainer was assisted by in-country trainers to facilitate the training workshops for community radio practitioners .
2. Preparation and reproduction of the training manuals as part of CBA’s contribution was done. This ensured that all the workshops included the core modules which were;
  - Policy “health check”
  - Station sound and breadth of editorial approach, news planning
  - Interactive exercises on news treatment, fairness, impartiality and ethical principals
  - Policy mapping
  - Training of trainers for effective introduction of editorial policies
3. Final project costing and implementation design dictated that one workshop was held in each country where community and mainstream or public service radio participants would be co-trained, as opposed to the original programmatic concept to separate the community radio participants. Based on the evaluation feedback from training participants this ultimately confirmed the combined sessions were of greater value for all participants whose learning experience was enhanced by cross sector knowledge
4. Since a distance learning programme was to follow the workshops, each participant was made to commit to a series of short exercises with a group within their own station whereby they further developed some of the framework regulatory material created during the workshops

### RESULTS

- The successful production of a tailored Radio Self Regulation curriculum and training manual for the East African region
- 3 in-country workshops were delivered in Kenya, Uganda and Tanzania whereby 44 senior radio journalists and editorial managers were trained

- A two-stage follow-up distance learning was completed which allowed the course director to further refine and merge the second wave of editorial policy suggestions in order to come up with a comprehensive document for each country in the programme.

## **CONCLUSION**

The project although modest in size, has allowed dozens of media professionals to begin the process of developing tangible and useable self regulation tools for their respective media outlets. This project also sheds light on a number of issues of broader interest. The most significant is the lack of meaningful industry-wide self regulation bodies or practices in any of the three countries chosen for this project. Furthermore, many participants articulated their frustrations with various councils and commissions ostensibly established to fulfil this role, but who have consistently failed to do so. This clearly indicates that it is necessary as a follow-up, to engage the existing bodies tasked with the industry wide self regulation in due course by extending such courses in the future in order to allow for required in-depth engagement and /or in replicating this model in similar contexts in other countries.

**The project activities are complete**

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

**KENYA: COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO**  
**BUDGET CODE: 354 KEN 5071**  
**US\$ 20 000**

### TYPE OF PROJECT

Community Empowerment Through Community Radio is a local initiative aimed at sensitizing the local community and giving them a voice through media. The project is hinged on the fact that sustainable democracy must first be initiated at the grassroots level.

The project aims at the procurement and installation of on-air studio equipment, recording kit and transmission mast at this community radio. The project is to further provide hands on training to community radio volunteers from the community.

### IMPLEMENTATION

IPDC approved the above project with the funding of US\$ 20,000. So far the On-air radio equipment has been purchased and installed and the, MWANEDU FM 96.1, Lwaka Lwa Waisanga, Station Ija Kuikundagha, (which means; MWANEDU FM 96.1, Voice of the People, The Station You Love) is on air. Four staff members received hands-on training towards the end of 2008. On 19<sup>th</sup> and 20<sup>th</sup> of October 2008 MWANEDU FM and Tsavo East Resort Paradise Hotel organised a joint function that brought together the community where the station got an opportunity to reach out to the community to promote its programmes.

### RESULTS

- A community radio station, Radio MWANEDU FM 96.1, has been installed and went on-air in the last quarter of 2008;
- Four radio staff have received hands-on training during the last four months of 2008;
- The station has continued to educate the community on issues ranging from democracy, human rights, child abuse, rights of women in the society, community participation and role in development, lobbying against FGM which is secretly being practiced in some parts of the province, land injustices and equity on resources, forest degradation and environmental concerns. The radio addresses topical issues including historical land injustices in the area.

### CONCLUSION

This upgrading of this community radio is complete and the radio is fully operational.

**The project is terminated.**



## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **KENYA: PROFESSIONAL CAPACITY BUILDING FOR THE KENYAN MEDIA CORRESPONDENTS**

**BUDGET CODE: 354 KEN 5081**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The aim of this project was to address the issue of a more holistic training for a significant number of the Kenya correspondents association members within a period of 18 month with specific focus on improving reporting on governance, elections, conflict situations and human rights, with elements of safety training for journalists. The training targeted the correspondents with a view to equipping those that are based in each of Kenya's 8 provinces with the professional skills to effectively report on the post election realities in Kenya to enhance active and informed debate about the country's national priorities and contribute to national healing and cohesion. The training component under this project was to be carried out by the University of Nairobi School of Journalism which is one of the potential centres of excellence in Africa. The aim is to develop and test an adapted short course for future use at the by the University of Nairobi's Journalism School (UON/SOJ) targeting middle level field-based journalists as part of its growth as a potential centre for excellence.

#### **IMPLEMENTATION**

The activities of this project have were carried out with the training of 21 field based journalists drawn from all the regions/provinces of Kenya for 10 days including five days of field work in September/October 2009. This training was carried out in close collaboration with the by the University of Nairobi's Journalism School (UON/SOJ). Key course Components:

1. Investigative and analytical coverage of Governance, Democracy and Elections with a focus on the post election realities in Kenya.
2. Human Rights and Conflict Sensitive reporting skills.
3. General focus on upgrading of ethical, professional reporting and communication skills for the correspondents trained under the project.

#### **RESULTS**

- 21 field based journalists (7 women) drawn from all the regions/provinces of Kenya trained for 10 days including five days of field work.
- Human rights and conflict sensitive reporting training modules adapted as a test bed for the University of Nairobi's Journalism School curriculum and a motivation to develop and continue running sustained short term training modules for middle level journalists as part of its growth as a potential CMC location identified and renovations done.

#### **CONCLUSION**

The involvement of the UON/SOJ as a trainer in this activity has greatly enhanced its capacity, as a potential centre of excellence, in developing workshop training modules and run these courses to meet the various market demands. **The project is terminated**

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**KENYA: UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY**  
**BUDGET CODE: 354 KEN 5091**  
**US\$ 20 000**

#### **TYPE OF PROJECT**

Daystar University Department of Mass Communication was one of the UNESCO identified African potential centres of reference in journalism training and was the first Kenyan University to have established a licensed radio station on air. However the equipment in the radio studio had been outdated and required replacement. This project therefore sought to improve media training at the Daystar University by upgrading the existing University radio studio with updated equipment. The project also provided practical training to the university staff and students in the use of the updated equipment so as to effectively train upcoming journalists especially diploma, undergraduate and masters level students in electronic media at Daystar University.

#### **IMPLEMENTATION**

All the studio equipment has been purchased. Most of the technical work on the improvement of the studio, including the cabling and sound proofing is progressing well and should be completed before the end of February 2011. Installation of the studio equipment will commence thereafter and is foreseen to be completed in March or April 2011.

#### **RESULTS**

- Studio equipment procured
- Soundproofing and cabling currently underway

#### **CONCLUSION**

The implementation of this project is on schedule. Upon completion, it is expected that the project will contribute to the promotion of pluralism, diversity and freedom of expression in the Kenyan media landscape. It will also provide capacity to the Daystar University to deliver practical training to future journalists in the field of radio broadcasting.

The project is ongoing

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**RWANDA: IMPROVEMENT OF DISTRIBUTION OF PRIVATE NEWSPAPERS**  
**BUDGET CODE: 354 RWA 5071**  
**US\$ 13 000**

#### **PROJECT TYPE**

This project aimed at the establishment of a distribution network for all private print media with an outreach to all major trading centres in the country. This was to be achieved by purchasing 90 newspaper stands to be placed in major trading centres and delivery motorcycles to collect newspapers from different media houses and dispatch them through carriers, to distribution outlets in rural trading centres. The project through the distribution network would allow local private newspapers to have a mechanism to increase distribution of their newspapers to rural towns and villages or at least to rural trading centres in the country.

#### **IMPLEMENTATION**

IPDC approved this project with a funding of US\$ 13,000. The project implementation commenced during the global spikes in fuel prices and hence prices for project inputs increased sharply. With the limited resources the Rwanda News Agency concentrated on the procurement and installation of newspaper stands.

The project established a distribution network across the country for private owned newspapers. Specifically Rwanda News Agency as the implementing body established a coordination unit to collect newspapers and dispatch them to around 70 distribution outlets found in trading centres across the country. These outlets are each composed of a newspaper stand that can display a minimum of ten (10) different newspapers while holding more than 50 copies.

As planned in the project document, the project was to provide a network for private newspapers in the country to distribute their newspapers by displaying them in trading centres in order for the community to have access to these local newspapers. These newspaper stands were placed in front of shops, supermarkets and kiosks, where more people are expected to have easy access to them.

However, all private newspapers did not turn up as expected due to their limited production capacities hindering the distribution to all parts of the country. The few who are using this channel of distribution are pleased with the idea and they are continuing to respond positively in providing newspapers. Some newspaper managers are also promising to join the network whenever their production of newspapers increases; therefore, there are good prospects for the strengthening and growth of this distribution network.

#### **RESULTS**

- Establishment of a coordination unit to collect newspapers and dispatch them to around 70 distribution outlets found in trading centres across the country. These outlets are each composed of a newspaper stand that can display a minimum of ten (10) different newspapers while holding more than 50 copies.
- Establishment of a distribution network across the country for privately owned newspapers
- Purchase of two motorcycles, 1 computer, 1 APC and 1 printer

- A number of people are now manning newspaper stands across the country and this has paid off in terms of getting extra revenue by selling more newspapers than before.

## **CONCLUSION**

The project has established a distribution network of private newspapers in Rwanda and has enhanced newspaper access by the population in rural areas across Rwanda. However, due to the sharp increase of global commodity prices during the project implementation period, the project's budget could not extend the network to all target regions. As a result fewer newspaper publishers joined the network than originally expected. The project is terminated.

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**RWANDA: BUILDING THE CAPACITIES OF THE PHOTOLAB OF THE HUYE SCHOOL OF JOURNALISM**  
**BUDGET CODE: 354 RWA 5081**  
**US\$ 21 000**

#### **TYPE OF PROJECT**

Rwanda has two communication and journalism schools, one is at the National University of Rwanda (NUR) and the other is at the Catholic Church University at Kabgayi. The major handicap in journalism training includes the absence of teaching photojournalism and television studios, the inadequacy of teaching staff and equipment. As a result the schools make use of visiting professors from schools abroad.

Hence this project seeks to establish a photojournalism laboratory at the NUR Journalism School in Huye District with the view to improving the balance between theoretical and practical learning.

#### **IMPLEMENTATION**

The project implementation commenced with the renovation of the photojournalism lab room and the procurement of equipment: 10 desktop computers, 5 digital cameras, 2 photo-printers and a local area network. The equipment installation is expected to be complete by February 2010.

#### **RESULTS**

- 10 desktop computers, 5 digital cameras, 2 photo-printers and a local area network procured.
- The photojournalism lab was installed and is fully operational
- Practical courses in photojournalism introduced at the school

#### **CONCLUSION:**

The establishment of the photojournalism laboratory at the Journalism School of the National University of Rwanda has added a new teaching facility. The school has consequently introduced new practical course.

The project is terminated.

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**RWANDA: TRAINING AND PRODUCTION RADIO STUDIO OF THE GREAT LAKES MEDIA CENTRE**  
**BUDGET CODE: 354 RWA 5091**  
**US\$ 20 000**

#### **TYPE OF PROJECT**

Radio is by far the most popular and most accessible medium in Rwanda. However, the role played by the 16 radio stations operating in the country is still limited because most of the private radio stations lack human and material resources, both in quantity and in quality. Most Radio stations in Rwanda are also not yet equipped to fulfil their mission in society despite the fact that they are the most followed medium. This project therefore aimed at upgrading the skills of full-time radio journalism students and practicing journalists by conducting practical short courses for the various categories and through the purchasing and installation of a radio production studio.

#### **IMPLEMENTATION**

The project implementation commenced with the the Great Lakes Media Centre requesting UNESCO to purchase and deliver the equipment on their behalf. Consequently UNESCO has procured and delivered the equipment The equipment installation is currently underway and training is expected to commence as soon as the installation process has been completed

#### **RESULTS**

- Radio equipment for the production Studio already purchased
- Production studio facility in place awaiting the installation of the equipment

#### **CONCLUSION**

The implementation of this activity is on schedule and expected to be completed before the first half of 2011. It is expected that at the completion of all the activities under this project, broadcast journalists at the Great Lakes Media Centre will be exposed to the latest radio production technique, thus improving the quality of radio programming in Rwanda.

The project is ongoing

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **SOMALIA: ESTABLISHMENT OF HARGEISA CAMPUS CMC**

**BUDGET CODE: 354 SOM 5071**

**US\$ 35 000**

#### **TYPE OF PROJECT**

This project was supported by IPDC to follow-up to the Wantok FM Broadcast (portable) radio equipment received in 2007 from UNESCO Addis Ababa office. The aim of the proposed university campus radio is to provide independent information and knowledge sharing through radio for the university and surrounding communities by offering access to an alternative to state and private media with a diversity of programming and professional and responsible reporting. The aim is also to improve the quality of training at the Hargeisa School of journalism through the integration of the campus radio which will provide hands-on training opportunities for the students at the university school of journalism.

#### **IMPLEMENTATION**

The University of Hargeisa successfully completed the construction of community multimedia centre building and finished it. Then it procured and installed the equipment and the Local Area Network.

Currently, the facility is functioning as a production studio and provides hands on training for journalism students. The radio is expected to go “on-air” in the first quarter of 2011.

#### **RESULTS**

- The radio equipment have been installed and are being utilized to provide radio production training to 50 certificate & degree journalism students each academic year.

#### **CONCLUSION**

Although the project implementation has been behind schedule considering the volatile situation in Somalia, the project is contributing to the improvement of the curriculum of the Hargeisa School of Journalism through the integration of practical radio broadcasting and multimedia training into appropriate courses.

The project is terminated.

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **SOMALIA: STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTS.**

**BUDGET CODE: 354 SOM 5072**

**US\$ 35 000**

#### **TYPE OF PROJECT**

This project proposes to set up the East African University radio station and the ICT centre. This is a follow-up to the Wantok FM Broadcast (portable) radio Equipment received in 2007 from UNESCO Addis Ababa office. The aim is to strengthen its journalism training in Somalia and to enhance and diversify radio programming in Puntland. It further aims at contributing to the democratization process in Somalia. Another goal is to produce a cadre of well trained journalists in Somalia as well as provide an alternative avenue for public information and development support programming in areas that are of concern to students and the community around the East Africa University EAU).

#### **IMPLEMENTATION**

The EAU made available four spacious rooms within the University premises. Six (6) desk top computers have so far been purchased and installed. The radio has been installed and is on-air since November 2008. Two (2) volunteers from the journalism degree students supervise and are completely responsible for the day to day radio operations. The 2 volunteers were involved from the onset and installed the radio, as well as all the required fittings and did the sound proofing of the studio. Students have started to broadcast the programmes they have prepared. Four hours a day (two hours for afternoons and two hours for mornings) broadcasting schedule is currently in operation.

The EAU community radio is still using the 30 W transmitter which accompanied the Wantok radio package. With this low transmission power, the radio can only cover a radius of about 12 km thus reaching only audiences living around and inside Bossaso.

#### **RESULTS**

- The community radio station the “ East Africa University Community Radio and telecentre” have been established and went on air in November 2008;
- Hands on training for EAU students is continuing. The Radio is providing an avenue for the journalist to practice gathering and preparation of programmes;
- So far there are 5 staff members that have been hired and paid by the University: 1 Manager who is also the radio technician, 2 correspondents, 1 secretary and a computer technician.
- A computer lab equipped with six desktop computers and their UPS was set up.
- A Journalism library which has 1630 books partially contributed by Indiana University was established

#### **CONCLUSION**

The EAU campus CMC is fully operational and improves the balance between theoretical and practical teaching of radio broadcasting at the EAU Journalism School.

**The project is terminated.**



# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

**SOMALIA: BUILDING COMMUNITY RADIO IN JOWHAR, MIDDLE SHABELLE**  
**BUDGET CODE: 354 SOM 5081**  
**US\$ 25 000**

### TYPE OF PROJECT

The aim of this project is to establish a community radio station in Jowhar, Somalia. This region which is 90km North of Mogadishu and relatively peaceful does not have any locally based community radio and only access information through Mogadishu based radios and the word of mouth. The target are Somalis living in Jowhar, Middle Shabelle District of Somalia with a focus on women and youths, many of whom are economically disadvantaged with limited access to news on Somalia's economic, political and social development and have to cope with influx of internally displaced persons (IDPs) from the conflict in the Mogadishu area. It is expected that this project will contribute to the enhancement of awareness and knowledge within this community about security and humanitarian issues.

### IMPLEMENTATION

The project implementation started in the last quarter of 2009 due to increased insecurity in the Mogadishu area up to mid-year. The renovation of the radio building and the procurement of the radio equipment have been delayed due to the volatile situation in Somalia. The recruitment of core radio staff and volunteers as well as the sensitisation of the local authorities and the population on the advantages of having a community radio commenced in early 2010 but the follow-up installation of the community radio could not take place as during this period high levels of insecurity were witnessed. This project has been extended by 12 months (ending 31 December 2011 for the establishment of the community radio to be finalized.

### RESULTS

- Preparation of the community radio premises has been completed.
- Procurement of radio broadcasting equipment is underway.
- Recruitment of core radio staff and volunteers as well as the promotion of the radio among the target population have been carried out.

### CONCLUSION

Radio broadcasting targeting the Somalia and the Somali Diaspora remains important for development agencies working in Somalia. The latest addition to the numerous radios is "Bar Kulan Radio" which was established by The United Nations Support Office for AMISOM (UNSOA) in collaboration with the current Transitional Federal Government of Somalia (TFG) and is based in Nairobi. Hence despite the delays in implementing this project, its relevance is still significant. Following the project extension until 31<sup>st</sup> December 2011, implementation is ongoing

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **SOMALIA: PUNTLAND COMMUNITY BROADCASTER'S TRAINING**

**BUDGET CODE: 354 SOM 5091**

**US\$ 12 700**

#### **TYPE OF PROJECT**

In spite of the prevailing conflict in Somalia, various professional media outlets have emerged in Somalia in the recent years, in particular FM radio stations which remains the dominant medium. In Puntland, Radio Galkayo is the oldest community based Radio station and depends on their voluntary staff who lack training in basic journalism, report writing, human rights reporting, conflict analysis and institutional management capacity which has hindered the radio in developing a professional and proper ethical broadcasting. The project therefore aimed at providing professional training, through the partnership support of UNESCO and the "Press Now Netherlands" to Somali community journalists to improve their capacity to report in a conflict environment

#### **IMPLEMENTATION**

The project implementation process commenced in July 2010 with consultation between Radio Galkayo (implementers) and the training partners the "Press Now of Netherlands". Following some delays in the commencement of the project implementation, the workshop organization is underway. Press Now is providing the trainer who has prepared the workshop programme and other training materials. The trainings have commenced and bring together groups of radio journalists according to their locations in Puntland and Somaliland.

#### **RESULTS**

- The course programme and the training materials have been prepared
- In consultation with the partners the "Press Now of Netherlands", trainers have already been identified and currently carrying out the training
- Trainings in report writing, human rights reporting, conflict-sensitive reporting and media institutional management currently taking place in Puntland, Somalia

#### **CONCLUSION**

The capacity building of Somalia journalists is a standing need given that the high turnover of journalists due to the dangers associated with their work and poor working conditions.

The project is ongoing

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **SOMALIA: ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO**

**BUDGET CODE: 354 SOM 5092**

**US\$ 20 000**

#### **TYPE OF PROJECT**

Although Puntland State University has been providing tertiary education in various disciplines including media- related studies, the mass media in Puntland Somalia lacks facilities and expertise. There has been a great need therefore to establish a well-equipped university radio station to not only serve as a community broadcaster but more importantly provide the much needed training in professional journalism and broadcasting. This project therefore aims at establishing a Campus radio station that would meet this need through practical training and also address issues that affect the surrounding communities such as the internally displaced people, educate the population on negative effects of piracy, female genital mutilation, HIV/AIDs among other things.

#### **IMPLEMENTATION**

Due to complexities associated with importation procedures in Puntland, the Puntland State University requested UNESCO to purchase and deliver the radio broadcasting equipment, which UNESCO has already done. The University has provided the building to house the campus radio station and the equipment installation is currently underway.

#### **RESULTS**

- Radio equipment already purchased
- Renovation of the the building for housing the radio station already completed

#### **CONCLUSION**

The campus radio stations in Somalia can effectively play the role of community radios given that the students who run these radios are exposed to training by foreign professors, thus increasing the their exposure to high journalism practices. This should contribute to more democratic participation of the communities in the surroundings by enabling them to make informed decisions through access to information and knowledge. The practical hands-on training in broadcasting should also improve the curriculum of the schools of Journalism in Somalia .

The project is ongoing

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **UGANDA: STRENGTHENING JOURNALISM TRAINING AT MAKERERE UNIVERSITY**

**BUDGET CODE: 354 UGA 5072**

**US\$ 36 000**

#### **TYPE OF PROJECT**

Makerere University department of communication was one of the UNESCO identified African potential centre of excellence in journalism training. This project therefore proposes to strengthen the journalism training by technically strengthening the capacity of the department. The aim is to establish a sound and strong training radio station which will provide journalism students and practicing journalist with the knowledge and skills to creatively produce programmes that both inform and engage the public on the development and democratic issues of the day. The project also hopes to ensure that the journalism curriculum at the University meets the internationally recognised standards as per the UNESCO's "*Model curricula for journalism Education for Developing Countries and emerging Democracies*"

#### **IMPLEMENTATION**

IPDC awarded the project US\$36,000. Despite initial efforts by the University to procure the necessary equipment through a bidding process, a suitable supplier could not be found. As a result in December 2008, the University wrote to UNESCO requesting that UNESCO takes over the procurement process.

Following a request from Makerere University, the UNESCO Nairobi Office procured and delivered the equipment (broadcast antenna, transmitter, and voltage regulator). Thereafter Makerere organized a series of training workshops for teaching staff, students and other radios.

The upgraded campus radio is being used to enhance practical teaching courses at Makerere University's Department of Mass Communication.

#### **RESULTS**

- Broadcast equipment procured
- As series of trainings delivered to teaching staff, students and other radios
- The upgraded campus radio is being used to enhance practical teaching courses at Makerere University's Department of Mass Communication.

#### **CONCLUSION**

The station has contributed significantly to improving the quality of broadcast journalism in Uganda . Recent events in Uganda led to the government shutting down several radio stations and suspending a number of broadcasters on the grounds that they were unprofessional in their practices. These trends have brought into sharp focus the importance of quality training for broadcasting practitioners. Commercial broadcasters are very unlikely to invest in training to the scale a specialised training institution can do. In that sense, the project is contributing to the professional development of broadcasters in Uganda as well as to improving the quality of broadcast products.

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

**UGANDA: ESTABLISHMENT OF Ngora COMMUNITY MULTIMEDIA CENTRE, Kumi DISTRICT, UGANDA**  
**BUDGET CODE: 354 UGA 5081**  
**US\$ 23 000**

### TYPE OF PROJECT

The aim of this project was to establish a community multimedia centre in Kumi district of Uganda that will engage the population of the Ngora county in facilitating self-expression, sharing and accessing information, knowledge and skills. The Ngora county is adversely affected by climate change, environmental degradation as well as cattle rustling from the neighboring Karamojong tribe and the two decades of insurgency civil and armed conflicts. The population is therefore stressed, with declining agricultural production, poor health and nutrition as well as sad memories and trauma of living in camps, loss of property and human life. In response to this, the Ngora CMC aims at developing and presenting radio programmes that are culturally relevant to these social-economic needs. It will also connect them to the rest of the world through internet, access to information and train fulltime staff and volunteers as radio presenters

### IMPLEMENTATION

The project implementation commenced with the community contribution which included the donation and renovation of a CMC room. Then UNESCO provided a modest Regular Programme contribution towards the purchase of 2 PCs and a printer as well as installing an Internet connection for the radio studio. The institutions in the area funded the first hands-on training of recruited CMC staff and volunteers on basic broadcasting and production skills.

The training was conducted at the studios of Radio Kyoga and Radio Delta in Bishop Wandera Development Information Centre in neighbouring Soroti District and covered news gathering, interviews, script writing, presentation skills, field recording and audio editing.

The radio broadcasting equipment has been procured and installed. The community radio is expected to go on-air soon after the February 2011 national elections

### RESULTS

- CMC location identified and renovations done
- Radio equipment procured and installed
- 10 CMC staff and volunteers (3 women) trained in basic broadcasting and production skills.
- 2 Computers and printers purchased and an Internet connection installed.

### CONCLUSION

This Ngora Region of Uganda is largely rural and its population depends on agriculture for its livelihood. Radio broadcasting is still the main channel of reaching most segments of the population which includes nomadic pastoralists. The strong partnership and support that this initiative is enjoying from Ngora local authorities, schools, churches, NGO's and the general local population, is expected to enhance the impact of the project in the area. The project is ongoing and on schedule

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

### **CAMEROON: SETTING UP OF A PILOTE COMMUNITY RADIO IN GAROUA BOULAI**

**BUDGET CODE: 354 CMR 5081**

**US\$ 22 200**

#### **TYPE OF PROJECT**

Initiated by the *Association de Développement des Communautés de l'Est* (ADCE) this project seeks to redress the problems stemming from the influx of refugees into Cameroon from the Central African Republic. Seventy two refugee sites have been identified at the borders with CAR and because of the distance between the sites, it is extremely difficult for WFP and UNHCR workers to ferry assistance to these sites and even communicate to the refugee populations as to when assistance are programmed. In light of this, the *Association de Développement des Communautés de l'Est* (ADCE) submitted this project for funding which IPDC approved 22 200\$. However, three months later five UN Agencies sought additional contributions for the implementation of this community radio project with the framework of ONE UN.

#### **IMPLEMENTATION**

The following activities were approved in the project document for implementation

- Raising the populations' awareness, mobilisation of resources among the communities to facilitate the adoption of the community radio concept, and the fitting out of a building to house the radio station;
- Establishment of the legal and institutional framework, and fitting out of the premises by the beneficiaries;
- Acquisition and installation of radio studio equipment;
- Training for 15 radio personnel: 8 radio animators, 2 radio technicians and 5 members of the management committee;
- Production of thematic programmes

A permanent sensitisation and mobilisation activities are being organised in order to enable the beneficiary communities to appropriate the radio. Also, a complete set of radio equipment has been acquired with funds provided by IPDC and the equipment will soon be installed once the radio mast would have been completed and installed. However training of radio personnel has being planned for April 2011. Inauguration of ht radio is planned for June 2011.

#### **RESULTS**

1. Radio equipment has been acquired and delivered to UNESCO Yaounde
2. Rehabilitation of the building is being finalised;
3. The installation of the mast is being carried out
4. Recruitment of the radio animators and technicians has been carried out through an organised public examination ands the results of successful animators and technicians published.

#### **CONCLUSION**

The first component of activities funded by IPDC has been implemented. The IPDC Secretariat could proceed with the financial closure of the project. The second component funded by the UN Agencies with ONE UN is due to be completed by June 2011.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CAMEROON: STRENGTHENING JOURNALISM TRAINING**  
**BUDGET CODE: 354 CMR 5091**  
**US\$ 7 700**

### TYPE OF PROJECT

This project aimed at addressing professional competence of journalism trainers at the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*. The project focused on the training of media professionals in the management of new media, as well as in audio/video editing, page layout, graphic creation, and the design and administration of online news websites

### IMPLEMENTATION

The following activities were approved in the project document for implementation:

- Recruitment of two foreign trainers;
- Selection of the four ESSTIC lecturers who will receive training
- Organisation of the training;
- Acquisition of computer equipment;
- Installation of equipment;
- Recruitment of maintenance personnel

The approved work plan of this project was revised to enable the implementation of the project fall within the ambits of allocated funds. First two local professional trainers in new media were recruited and four ESSTIC eight ESSTIC Lecturers were identified to participate at the training. The training lasted for five days. Prior to the training software were acquired and on which the lecturers were trained on.

### RESULTS

5. A proficient ESSTIC teaching staff received appropriate training in archiving, graphic arts, and the design and administration of online media;
6. A multimedia laboratory with professional-standard equipment for use by ESSTIC students and Lecturers has been put in place.

### CONCLUSION

The beneficiaries were satisfied with the training and expected to use their newly acquired skills in reinforcing their teaching capabilities in the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*.



# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC: RENFORCEMENT DES CAPACITES DE L'OBSERVATOIRE DES MEDIAS CENTRAFRICAINS**

**BUDGET CODE: 354 CAR 5071**

**US\$ 30 000**

### TYPE OF PROJECT

This project aims to address professional competence of media professionals through training, monitoring and mentoring processes. The promoter, the Central African Media Observatory, works closely with the Union of Journalists of Central African Republic and other professional media associations including the High Communication Council protect and defend press freedom, freedom of expression and of information.

### IMPLEMENTATION

The following activities were approved in the project document for implementation:

- Acquisition computer and office equipment for the OMCA secretariat;
- Sensitisation workshop in favour of newspaper editors/publishers and the civil society on the importance of professional ethics;
- Workshop on investigative journalism ;
- Publication and distribution legal texts governing media practice in Central African Republic

The annual work plan of this project was revised, further to which an activity financing contract was signed to launch the effective implementation of the project. Implementation started with the acquisition of equipment for the OMCA Secretariat, organization of the first of a series of training workshops on the role of the Media Observatory in partnership with the High Communication Council (HCC). This training brought together 41 media professionals from the various media organs in the country.

The second training component of the project focused on a sensitisation session with Political leaders and members of the civil society on the role of the media observatory. At the end of the training participants came up with a mechanism for cooperation between journalists, civil society and political leaders.

### RESULTS

A training workshop on the role of the Media observatory as an arbiter amongst media professionals and media organs has been organised.

### CONCLUSION

After the first training workshop, the beneficiary, the Media Observatory show-cased its role not as a police force but as an arbiter amongst media professionals and media organs in the Central African Republic. Project activities have been fully implemented and the project is operationally closed.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

#### **CENTRAL AFRICAN REPUBLIC: SUPPORT FOR THE DEVELOPMENT OF HUMAN RESOURCES OF THE INSTITUTE OF JOURNALISM AND THE TRAINING OF FEMALE JOURNALISTS IN INVESTIGATION TECHNIQUES AND PRODUCTION OF THEMATIC PROGRAMMES**

**BUDGET CODE: 354 CAF 5081**

**US\$ 60 500**

#### **TYPE OF PROJECT**

Approved for funding during the 53rd session of the IPDC Bureau meeting, this project had the objectives of developing human resources for the Institute of Journalism at the University of Bangui with focus on providing professional training for some forty student-journalists at the Institute of Journalism, University of Bangui in collaboration with the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*. The second component of this project concerns the training of Central African female journalists in the techniques of investigative journalism and in the production of thematic programmes with particular focus on violence against women.

#### **IMPLEMENTATION**

For the expected results to be attained, the University of Bangui, ESSTIC and with the collaboration of UNESCO, organised a transparent and competitive entrance examination into the Institute of Journalism where 40 students were selected to undergo three-year training at the Institute of Journalism I Bangui with professional backstopping from the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*, *University of Yaounde II, SOA*. The training programme at ISTIC Bangui was intensive covering all areas of journalism training, media theory and research. For the first year, the following are some of the courses were offered:

- Introduction to Information and Communication Sciences
- Journalistic writing
- History of Journalism
- Information: Identification and selection
- Information: Research and verification of sources
- Journalistic Genres
- Social responsibility of Journalists

The second component of the project, training of female journalists in techniques of investigative journalism and production of thematic programmes was organised from 8- 13 February 2010 in association with the *Association de Femmes Professionnelles de la Communication (AFPC)*. All contractual arrangements were concluded with AFPC. Twenty (20) female journalists and ten (10) female students from the newly created Institute of Journalism attended the workshop. The idea of enabled female students of this Institute take part in the training was discussed during the last IPDC Bureau meeting when the merging of the two Central African projects was decided.

United Fund for Population Activities (UNFPA) in Central African Republic supported the participation of the ten (10) female students and UNFPA made available modules on “Violence against women” which were used as training material. UNESCO Yaounde delivered a presentation on *Gender and Communication*.

## **RESULTS**

- Forty (40) student-journalists were selected through a competitive entrance examination with collaboration from *Ecole Supérieure des Sciences et Techniques de l’Information et de la Communication (ESSTIC)*,
- *Ecole Supérieure des Sciences et Techniques de l’Information et de la Communication (ESSTIC)* provided lecturers who offered courses to the young student-journalists.
- Contractual arrangements were concluded with Association des Femmes Professionnelles de la Communication (AFPC) for the organisation of training on investigative journalism.

## **CONCLUSION:**

Implementation of project activities has been fully terminated.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

#### **CENTRAL AFRICAN REPUBLIC: DIGITALIZATION OF THE CENTRAL AFRICAN RADIO AND TELEVISION SERVICE'S ARCHIVES**

**BUDGET CODE: 354 CAF 5091**

**US\$ 19 800**

#### **TYPE OF PROJECT**

Approved for funding during the 54<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of providing the Central African Radio and Television Service with digital sound archiving equipment.

State-run radio and television services play an important role in the peace consolidation process in post-conflict countries, and especially in a country like the Central African Republic, which is very large but sparsely populated. In the course of various conflicts, much of the Radio and Television Service's production and broadcasting equipment, and its archives, has been destroyed, thereby aggravating the information deficit. It is essential that the Central African Radio and Television Service be rehabilitated so that it can pursue its mission of promoting social, economic and cultural development; it can serve to unify expectations, alleviate tensions, and build popular support for the messages of peace disseminated by the government and the various actors for peace in the region.

Outdated production equipment, inadequate cameras, the lack of logistics and production resources, audiovisual archives that have yet to be digitized and the lack of an internet connection are just some of the issues that need to be resolved. The Central African Radio and Television Service needs to resolve a host of issues - technical, equipment, human resources, software, training, and partially digitized sound archives-with a view to, ultimately, setting up a National Centre for Digitized Audiovisual Archives

#### **IMPLEMENTATION**

The project document outlined the following activities to be implemented:

- Acquisition of digital archiving equipment;
- Five-day course in archive digitization, for 10 journalists;
- Five-day course in the production of programmes on development, social cohesion and agriculture, using the sound archives for 20 journalists

#### **RESULTS**

The project which is still on-going has recorded the following results:

1. An inventory of 3 900 hours of radio programmes to be digitalised
2. An inventory of 7 000 hours of images to be digitalized;
3. Acquisition of appropriate equipment initiated

#### **CONCLUSION:**

Implementation of activities is still on-going.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC: SUPPORT FOR TEACHER TRAINING IN THE JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI**  
**BUDGET CODE: 354 CAF 5092**  
**US\$ 24 200**

#### TYPE OF PROJECT

Approved for funding during the 54<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of developing a qualified, effective and responsible teaching staff capable of delivering high-quality training to journalism students registered in the Journalism Department at the University of Bangui.

In post-conflict countries such as the Central African Republic, the media has an important role to play in strengthening democracy and human rights, and promoting freedom of expression and this depends, for a large part, on journalists' ability to provide reliable information. Journalists and media professionals are at the forefront when it comes to providing information to the public, while journalism students ensure the continuity of the profession.

There is a local institution capable of providing full and ongoing training in journalism but lacks the teaching staff and equipment required to provide the appropriate training. The Journalism Department set up in 2008 is a preliminary step towards solving this problem. This initiative has received support from the Central African government, which has also sought support from international partners. UNESCO has facilitated the establishment of a partnership with ESSTIC in Yaoundé for capacity building.

This project is an extension of the efforts undertaken by the Central African government, the University of Yaoundé (ESSTIC) and UNESCO to develop the professional capacity of journalists, and in so doing, empowering them to promote the emergence of a reliable and effective information society in the Central African Republic.

#### IMPLEMENTATION

The project document outlined the recruitment and training of three young communicators at the Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) in Yaounde. The training began in July 2010 and will be terminating on the 31<sup>st</sup> of March 2011. For the following three months, the trainees will be required to return to their country (Central African Republic) to carry out their research which they will be expected to publicly defend in view of the award of a Masters II Degree

#### RESULTS

Three teacher trainers are being training for future teaching positions at the Department of Journalism, at the University of Bangui.

#### CONCLUSION

Implementation of activities is still on-going.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CHAD: ESTABLISHMENT OF A PRESS HOUSE**  
**BUDGET CODE: 354 CHD 5071**  
**US\$ 35 000**

### TYPE OF PROJECT

Initiated by the Association of Independent Print Media Editors (AEPT) the present project was designed to create an enabling working environment for Chadian media professionals and to strengthen the technical and professional capacities of the Chadian journalists through the development of a critical mass of human resources for the Chadian media industry. Within this framework, the project sought to provide appropriate technical equipment, training facilities for journalists and reporters and Internet access to all media organs and professionals.

### IMPLEMENTATION

The main activities of the project are directly linked to the objectives of the Press House which are that of Rehabilitation of the building

- Acquisition and installation of equipment
- Convening of the General Assembly to examine and adopt the Statutes of the Press House
- Composition of a management committee of the Press House
- Organisation of training and refresher courses for professionals of the independent and public media organs
- Organisation of a workshop on investigative journalism
- Organisation of a workshop in favour of desk editors and newspaper layout designers.

Implementation started with the acquisition and installation of basic computer equipment through the collaboration of the Chadian National Commission for UNESCO. A management committee was set up and which includes members of the various media organisations under the supervision of the Association of Independent Newspaper Editors in Chad The first training component of the project focused on the training of newspaper layout editors and desk editors on newspaper layout and design. The second training activity focused on investigative journalism and brought together over fifty journalists from both the print and audiovisual media in Chad.

### RESULTS

The following activities have been carried out:

- Acquisition and installation of technical equipment in the Press House.
- Organisation of a seminar-workshop on newspaper layout and design in which 36 desk editors and layout designers took part
- Fifty journalists from public and independent print and audiovisual media organs were trained in investigative journalism

### CONCLUSION

The project activities have been fully implemented and the project activities are operationally closed. The Secretariat should consider appropriate measures to financially close the project.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CHAD: REINFORCING THE ROLE OF THE HIGH COUNCIL FOR COMMUNICATION (HCC)**  
**BUDGET CODE: 354 CHD 5072**  
**US\$ 24 200**

### TYPE OF PROJECT

The promoters of the project *reinforcing the role of the High Communication Council (HCC)*, sought to reinvigorate media professionals' awareness of their responsibility towards contributing to the consolidation of peace, democracy and freedom of expression with a view to sustaining a national policy in promoting a free, independent and pluralistic media.

### IMPLEMENTATION

The principal activities of this project as outlined in the project document were:

- Information and awareness seminar for media professionals and the public at large on the missions entrusted to the HCC as the media's self-regulatory body;
- Organisation of information seminars for officers of the judiciary, the police and the army on the essential role of the media in safeguarding democratic achievements and reinforcing the
- Culture of peace and tolerance;
- Organisation of training seminars for media professionals on the topics of freedom of expression and the observance of professional ethical standards.

Implementation started with the acquisition and installation of basic computer equipment with the collaboration of the Chadian National Commission for UNESCO. The first activity of the project focused on an Information and awareness seminar for media professionals and the public at large on the mandate entrusted to the HCC a media-regulatory body. The second training activity also focused on the organisation of an information seminar in favour of officers of the judiciary, the police and the army on the essential role of the media in safeguarding democratic values and reinforcing the culture of peace and tolerance. The final activity was on the training of media professionals on issues of press freedom, freedom of expression and the observance of professional ethical standards.

### RESULTS

The following activities have been carried out:

- Fifty six media professionals were sensitised on the role of the High Communication Council.
- Organisation of an information session in favour of member of the judiciary, the military and police officers and the civil society on the essential role of the media in safeguarding democratic values and a culture of peace.
- A hundred and twenty media professionals trained in a seminar on issues of press freedom, freedom of expression and professional ethics.

### CONCLUSION

The project's activities have been fully implemented and the project activities are operationally closed.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

**CHAD: STRENGTHENING THE TECHNICAL CAPACITIES OF JOURNAL  
“LE PROGRES”**  
**BUDGET CODE: 354 CHD 5081**  
**US\$ 22 000**

#### TYPE OF PROJECT

An initiative of the daily newspaper *Le Progrès*, the present project was designed to develop and strengthen the technical production capacities of *Le Progrès* newspaper and to develop a critical mass of qualified human resources for the newspaper through a continuous process of capacity building. Within this framework, the project sought to provide appropriate technical equipment and training for its journalists and reporters, as well as the technical personnel. This project is equally seeking to develop ICT skills of the newspaper's reporters in the collection, treatment and publication of news and information.

#### IMPLEMENTATION

The approved project workplan showed that the following activities were planned for implementation

- Acquisition and installation of basic equipment ;
- Development and strengthening of the capacities of journalists in use of new information and communication technologies in newspaper production, editing and dissemination ;
- Seminar-workshop for desk editors on the use of modern techniques in newspaper layout and design.

The workplan of this project was revised to enable its implementation fall within the limits of the budgetary allocation. Implementation of this project started with the acquisition and installation of basic computer equipment through the collaboration of the Chadian National Commission for UNESCO (NATCOM).

The second aspect of the project implementation was training of journalists with focus developing ICT skills in news collection, treatment and publication. In this training, sixteen journalists were trained. Also in another workshop organised within the framework of this project 17 journalists and reporters drawn from the central and provincial desks of the newspaper were trained in modern techniques in newspaper layout and design.

#### RESULTS

The technical department of the newspaper has been rehabilitated with appropriate computer equipment acquired and installed. The following equipment was acquired.

- 04 HP desktop computers equipped with newspaper layout software
- 02 HP laptops
- 01 LaserJet printer
- 02 telephone sets
- 01 Conon IR Photocopier
- 01 Toshiba television set
- 01 Video recorder and player
- 01 DVD-VCD player.



The acquisition of the equipment has eased up the fastidious production process of the newspaper.

Regarding the training, the beneficiary acquired appropriate training in techniques in news collection, treatment, dissemination and in newspaper layout and design using ICTs.

## **CONCLUSION**

The project has been fully implemented. During the implementation process, cooperation between UNESCO and project beneficiary has been very good. The beneficiary has expressed sincere satisfaction with the results of the project as this has immensely improved on the quality of the newspaper.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CHAD: STRENGTHENING THE CAPACITIES OF RADIO FM LIBERTE**  
**BUDGET CODE: 354 CHD 5091**  
**US\$ 25 000**

### **TYPE OF PROJECT**

Approved for funding during the 54<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of developing professional capacities and competences of the personnel of Radio FM Liberté. With the advent of multiparty politics in 1990 and the emergence of a pluralistic media landscape, freedom of expression particularly press freedom was guaranteed in the constitution. Despite the constitutional recognition of freedom of expression and freedom of the press, journalists are still being arrested and detained while carrying out their professional assignments. On the other hand, the media landscape in Chad is characterised by poor professionalism which is as a result of lack of training and adequate or appropriate technical equipment. This project is therefore an initiative that seeks to ameliorate the professional capacity and the technical competences of the personnel of FM Liberté.

### **IMPLEMENTATION**

The approved work plan of this project foresaw the implementation of the following activities:

- A five-day training workshop for radio technicians on digital production and editing of programmes
- Five-day seminar-workshop in favour of journalists and reporters on programme production and professional ethics
- A two-weeks training workshop for journalists and reporters on local language translation techniques. .

### **RESULTS**

The workplan of this project was revised to enable its implementation fall within the limits of the budgetary allocation. Implementation of this project started with the acquisition and installation of basic computer equipment through the collaboration of the Chadian National Commission for UNESCO (NATCOM).

The second component of the project was training which sought to enable the technicians to appropriate skills in digital editing of broadcast programmes. Journalists and radio reporters were also trained in broadcast ethics and programme production. The list of activities ended with the training of journalists and reporters on local language translation techniques. The beneficiaries of this training were empowered with the skills of translating broadcast programmes from French language to two local languages (Arab and Sara) used in the radio.

### **CONCLUSION**

The implementation of this project has greatly contributed to the amelioration of programme contents and also on the capacity of the personnel of the Radio FM Liberté. The project is operationally closed. It is recommended that IPDC considers action for the project to be financially closed.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

#### **RHODES UNIVERSITY: TRAINING THE TRAINERS: TOWARDS AN ENHANCED ROLE FOR JOURNALISTS IN AFRICA**

**BUDGET CODE: 354 RAF 71**

**US\$ 48 000**

#### **TYPE OF PROJECT**

The project provides scholarships to post-graduate courses in Journalism for four journalists, preferably from the African countries hosting potential centres of excellence and of reference graduate with an M.A. programme tailored to African media conditions as well as four research theses generates high-quality knowledge that will deal with the issues around African media.

#### **IMPLEMENTATION**

After rigorous screening, Rhodes University provided identified two journalists to provide UNESCO scholarship for 2009-2010 to Blessing Makwambeni, a lecturer in the Dept, of Journalism and Media Studies, at the National University of Science and Technology (NUST), Zimbabwe. Later Mr Blessing Makwambeni is replaced with Isaias Fuel, a lecturer at the Mozambican School of Journalism.

The second recipient of the scholarship is Mulako Chisenga, a lecturer in the Media Studies Department at the Evelyn Hone College, Zambia. Mrs Chisenga registered for her MA in January 2009.

The scholarship for 2010-2011 was once again advertised throughout 2009 and Rhodes University received eight applications, of those eight applications, four met the requirements for acceptance to study towards a Masters degree in Journalism and Media Studies. The applications were evaluated and two candidates were deemed most suitable. Jolly Ntaba is a staff associate in the department of Journalism at the University of Malawi. Phillip Santos is a teaching assistant at the National University of Science and Technology in Zimbabwe. (UNESCO Centre of Reference).

#### **RESULTS:**

- Two journalists Mr Makwambeni ( Zimbabwe) and Mrs. Mulako Chisenga ( Zambia) who registered to do his MA in January 2009 completed the four courses and is preparing their thesis proposal with help of these scholarships
- Two journalists Jolly Ntaba (Malawi) and Phillip Santos (Zimbabwe) are two beneficiaries of 2010 fellowships and begin the coursework section of the course on the 25 January 2010.

#### **CONCLUSION**

The activity is ongoing. The scholarships proved to be very beneficial to these students which made them highly motivated and provided adequate skills and results in journalism for their professional career.

**REGIONAL PROJECT**

**AMARC: REINFORCING AFRICAN COMMUNITY RADIO NETWORKS TO INCREASE THEIR SOCIAL IMPACT ON DEVELOPMENT**

**BUDGET CODE: 354 RAF 5091**

**US \$ 22 000**

**TYPE OF PROJECT:**

The project consisted of a 3 days workshop in South Africa in July 2010. It aimed at initiating the process of strengthening National African Community Radio Networks in order to increase the social impact of community media. Given the necessity for new radio practitioners to exchange best practices on the concept and practice of community radio, the workshop sought to contribute to lessons and knowledge sharing and experience exchanges between community radio network representatives to increase the social impact of community radio in achieving its social, economic and cultural development objectives.

**IMPLEMENTATION:**

The three days workshop took place in Johannesburg from the 19<sup>th</sup> till the 21<sup>st</sup> of July, under the title: “Community Radios in African Human Development: strengthening networks, empowering women and improving content”. It was organised by the AMARC Africa Bureau (World Association of Community Radio Broadcasters in its African regional section). During the workshop the situation of the national networks in the various countries which participated was discussed and published on a website. Knowledge sharing and capacity building on community radio network management was also initiated, and mentoring and capacity building mechanisms, timetable and milestones adopted by the 25 participants from Burkina Faso, Cameroon, Central African Republic, Chad, Cote d’Ivoire, DRC, Ghana, Kenya, Mali Mozambique, Namibia, Senegal, Sierra Leone, South Africa, Zimbabwe and Uganda.

**RESULTS:**

- Participants identified knowledge-sharing mechanisms for reinforcing the existing networks, improving the community radio’s contents and facilitating their contribution to human development in Africa. They also determined the priorities in the implementation of the AMARC Africa Strategic Action Plan for 2010-2014.
- Together with the above mentioned, participants devised a plan of action to reinforce country community radio networks and set an Action Committee to follow the process.
- The acquired knowledge of the situation of the national networks will provide the basis for future training activities of AMARC Africa. The workshop was also useful as for identifying potential trainers.

**CONCLUSION**

Together with the adoption of the Johannesburg Declaration on “Improving content, strengthening networks and empowering women”, the identification of the roles of community radio networks and practices was achieved, as well as relations with stakeholders, with the community radio movement and AMARC, thus, contributing towards the reinforcement of African community radios and their impact on the public.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

**RHODES UNIVERSITY: WORKSHOP FOR THE CAPACITATION OF THE CENTRES OF EXCELLENCE IN JOURNALISM EDUCATION IN AFRICA**  
**BUDGET CODE: 354 RAF 5092**  
**US \$ 33 000**

#### **TYPE OF PROJECT:**

The project provides scholarships to post-graduate courses in Journalism for four journalists, preferably from the African countries hosting potential centres of excellence and of reference graduate with an M.A. programme tailored to African media conditions as well as four research theses generates high-quality knowledge that will deal with the issues around African media.

#### **IMPLEMENTATION:**

After rigorous screening, Rhodes University provided identified two journalists to provide UNESCO scholarship for 2009-2010 to Blessing Makwambeni, a lecturer in the Dept, of Journalism and Media Studies, at the National University of Science and Technology (NUST), Zimbabwe. Later Mr Blessing Makwambeni is replaced with Isaias Fuel, a lecturer at the Mozambican School of Journalism. The second recipient of the scholarship is Mulako Chisenga, a lecturer in the Media Studies Department at the Evelyn Hone College, Zambia. Mrs Chisenga registered for her MA in January 2009.

The scholarship for 2010-2011 was once again advertised and Rhodes University received eight applications, of those eight applications, four met the requirements for acceptance to study towards a Masters degree in Journalism and Media Studies. The applications were evaluated and two candidates were deemed most suitable. Jolly Ntaba is a staff associate in the department of Journalism at the University of Malawi. Phillip Santos is a teaching assistant at the National University of Science and Technology in Zimbabwe. (UNESCO Centre of Reference) .

#### **RESULTS:**

- Two journalists Isaias Fuel, a lecturer at the Mozambican School of Journalism. and Mrs. Mulako Chisenga ( Zambia) who registered to do his MA in January 2009 completed the course with help of these scholarships
- Two journalists Jolly Ntaba (Malawi) and Two journalists Jolly Ntaba (Malawi) and Phillip Santos (Zimbabwe) are two beneficiaries of 2010 fellowships and preparing thesis for the course .

#### **CONCLUSION**

The activity is ongoing and will be finished soon. The scholarships proved to be very beneficial to these students which made them highly motivated and provided adequate skills and results in journalism for their professional career.

## **CONCLUSION**

The representatives of those centers were sensitized on best practice with regard to the importance of integrating ICTs into their curriculum, pedagogical approaches and teaching methods that will help media professionals to obtain appropriate training. It strengthened a network that will aim to increase the capacities of Schools to become classified as excellent. Rhodes JMS intends to host a colloquium in early 2011 of journalism educators and media trainers/practitioners to consolidate some of the gains.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

#### **CBA: BUILDING THE KNOWLEDGE BASE OF BROADCASTING REGULATORS TO ENSURE PUBLIC SERVICE BROADCASTING**

**BUDGET CODE: 354 RAF 5094**

**US \$ US \$ 22,000**

#### **TYPE OF PROJECT**

The project consisted of a Broadcasting regulatory workshop which took place within the Commonwealth Broadcasting Association (CBA) in April 2010 in Johannesburg (South Africa) and an on-line course on broadcasting regulation whose launch was announced during that workshop.

The training focused on bringing about a system of regulation conducive to freedom of expression, pluralism and diversity of media, helping make the media available for democratic discourse and supporting institutions that underpin freedom of expression, pluralism and diversity.

#### **IMPLEMENTATION**

The workshop took place on 18 April 2010 in Johannesburg, South Africa and was implemented by CBA (Commonwealth Broadcasting Association). The workshop was attended by representatives from Botswana, Ghana, Gibraltar, Kenya, Lesotho, Nigeria, Pakistan South Africa Swaziland, Tanzania, Uganda and Zambia. It focused on content regulation and main topics included: the independence of broadcasting regulatory system (necessary for ensuring media pluralism and diversity, freedom of expression and information), regulating for quality content, preparing for the transition to digital environment as well as effective enforcement of regulation standards. The training was based on the CBA Guidelines for Broadcasting Regulation (supported by UNESCO and first published in 2006).

The distance learning Training that ran from from Friday 28th May to Friday 9th July 2010 was also based on the CBA Guidelines for Broadcasting Regulators. It focused on the mechanics of broadcast regulation, appropriate regulatory behaviours to encourage freedom of expression and the use of regulation as a tool for democracy.

#### **RESULTS**

24 broadcasting regulators responsible for broadcasting regulation from the Commonwealth were trained during the workshop on broadcasting regulation. The participants commented on the immediate applicability of the contents which were discussed as well as about the usefulness of the information shared.

The workshop average score was 9. Eleven students completed the online course aimed at understanding and applying social principles in broadcasting regulation. They highlighted the appropriateness of the topics as well as how helpful the course was in order to enable them to justify responses in the light of agreed principles and specific contexts.

#### **CONCLUSION**

Excellent feedback from the participants in both the workshop and the on line course was reported. It encourages the CBA to hold these activities annually, at lower cost.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

**SABA: CLIMATE CHANGE AWARENESS POLICY**

**BUDGET CODE: 354 RAF 5095**

**US \$ 22,000**

#### TYPE OF PROJECT

The project consisted of a 5 days training meeting on climate change awareness policy for broadcaster which took place in South Africa in August 2010, organized by the Southern African Broadcasting Association SABA and sponsored by UNESCO. The training focused on bringing about a unified template for climate change policy to be implemented in broadcasting. The advantages of a regional intervention enable the landlocked and resource-challenged countries to gain from regional cooperation.

#### IMPLEMENTATION

The 5 days meeting took place in Johannesburg between the 2<sup>nd</sup> and 6<sup>th</sup> of August 2010 and was implemented by the Southern African Broadcasting Association SABA. The training targeted 20 broadcast programme directors from Angola (Radio National Angola), Botswana (BTV), Lesotho (Radio Lesotho), Malawi Broadcasting Corporation, Mozambique (Televisao de Mozambique), Namibia (NBC TV), South Africa (SABA and SABC), Tanzania (Tanzania Broadcasting Corporation) and Zambia (ZNBC).

The workshop encouraged the development, production, co-production and exchange of content within the region on climate change. Ultimately it contributes to better awareness by publicizing and informing the public of the scientific realities of climate change.

During the 5 days the participants dealt with different topics, namely: climate change journalism, broadcaster responsibility, programme evaluation and the agreement on a universal template for internal broadcasting policy. The different working-dynamics included practical exercises, case studies, scenarios, simulations and other interventions. In response to two media releases sent out before the conference, the event was extensively covered by the media from different countries. The evaluation from the participants was highly positive. Among their comments they assessed the workshop as an “eye opener” and “a very memorable training”.

#### RESULTS

10 member broadcasters agreed upon and developed a model for policy and 2 delegates from each country adapted the model policy to their own conditions.

Some future follow ups include working towards a Memorandum of Understanding between broadcasters for programme exchange and co-production. The format of this MOU was presented during the sessions.

A report on the workshop was compiled and submitted to UNESCO (covering the thematic areas which guided the workshop, the agenda, the draft template, detailed financial statement and evidence of media coverage). UNESCO Training material was used for the training workshop.



## **CONCLUSION**

The policy template is being championed by the respective participants in their workplace and in programming at their broadcasters. SABA would like this template to grow into broadcast guidelines on covering climate change. The participants left with several requests for more training courses (on programme content in respective countries, ethics, co-production and programme exchange etc.). Draft Business plans to reduce production costs are being discussed.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

**TRAINING IN INVESTIGATIVE JOURNALISM IN ANGOLA**  
**BUDGET CODE 354 ANG 5091**  
**US \$ 22 000**

#### **TYPE OF PROJECT**

The project consisted of a 2 days training workshop in investigative journalism which took place in Luanda on the 25-26 January 2011 organized by the Centre de Formation des Journalistes CEFOJOR and sponsored by UNESCO. The training focused on creating a core of motivated journalists familiar with investigative journalism who will contribute towards an independent and critical media in Angola.

#### **IMPLEMENTATION**

The 2 days workshop took place in Luanda on the 25<sup>th</sup> and 26<sup>th</sup> January 2011. The training targeted around 30 journalists (mainly coming from the countryside) who were trained in investigative journalism. CEFOJOR had previously evaluated training needs in Angola, and investigative journalism was considered a high priority given that it is rare within the Angolan press due, among other reasons: to the absence of specific training (in investigative journalism) and to the strategy of the newspapers and radio broadcasters. Therefore, the workshop aimed at creating sensitized journalist with regard to the importance of investigative journalism for transforming society, as well as at providing journalists with the necessary skills and techniques for them to develop a journalism of that kind. The financial statements of the project and final report are being awaited.

#### **RESULTS**

30 journalists were trained in investigative journalism. The training programme will be used as training material at CEFOJOR.

#### **CONCLUSION**

This workshop acted as a pilot project within the broader goal of CEFOJOR of improving and increasing investigative journalism in Angola, and UNESCO's one of promoting media development in order to contribute towards strengthening free, independent and pluralistic media. It is foreseen that it will be replicated.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

**NAMIBIA: STRENGTHENING THE CAPACITY OF THE KATUTURA  
COMMUNITY RADIO STATION  
BUDGET CODE: 354 NAM 5071  
US\$ 28 000**

#### **TYPE OF PROJECT**

This IPDC project intended to use ICT as a development tool in the fight against poverty by delivering the appropriate knowledge and skills in the field of professional ethics to the KCR volunteers, especially the news team and the administrators.

#### **IMPLEMENTATION**

The project was granted to install new equipment such as a new server, terminals and associated IT needs. This equipment was purchased and installed following the basic renovations to the newsroom, where the equipment was installed. Addition repairs were also done to the building in order to carry the extra electricity burden of the IT equipment.

A local news expert has been appointed to provide news production training, for up to seven KCR journalists and volunteers, consisting of practical, theoretical training and assignments. The consultant also compiled a news style guide and news policy for the community radio station. Furthermore, a local labour expert has been appointed to compile and complete human resource staff manual, rules and regulations including job descriptions for the News Desk and management team. The manual was discussed during a workshop on the issue and validated by the KCR volunteers. A financial policy which sets out guidelines for use of the KCR administration and management has also been completed with the assistance of a local expert.

Regarding content development, a content mix policy that will determine the ratio of content in comparison to entertainment shows has been received and is in the process of being implemented. Radio presenters also received training for specific programmes.

#### **RESULTS**

Seven volunteers and journalists have received news training and a news style guide has been produced. A new staff manual has been developed, job descriptions have been identified and a staff policy is in the process of being finalised. A financial policy as well as a content mix policy have been completed and is being implemented. Radio presentation skills training, including voice training and voice principles for specific programmes, has been completed.

#### **CONCLUSION**

The delay in equipment purchasing was due to the need to complete training and policy implementation first. Once the equipment was ordered there was a two month delay for delivering the equipment. The re-branding of the Radio station from KCR to Base FM in October 2008 caused further delays in the implementing of the project, but results were met in March 2009.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

#### **NAMIBIA: UPGRADING SKILLS TO EXPAND THE COMMUNITY NEWSPAPER “CAPRIVI VISION”**

**BUDGET CODE: 354 NAM 5091**

**US\$ 32 000 and US \$ 22 000**

#### **TYPE OF PROJECT:**

The project included the provision of funding for training on news reporting, graphic design and marketing management for 10 reporters, 2 marketing officers and 2 media designers from the 6 different constituencies of the Caprivi region. Funds were also used to purchase equipment such as a laptop, new software, fax, notebook, printer and cameras. This capacity development will enable the newspaper to create a reading culture and critical thinking of social issues in the region.

#### **IMPLEMENTATION:**

Thanks to the funds provided for this project, equipment was purchased for the improvement of the functioning of the newspaper, given that the lack of equipment was one of the main obstacles hampering the publication to improve its objectives. Among the new working equipment obtained: a laptop, new software, fax, notebook, printer and cameras. Furthermore skills development was promoted through the training of a media designer, who attended a workshop on Graphic Design at Polytechnic of Namibia in Windhoek in November 2010 and 2 other participants trained in marketing also by the Polytechnic of Namibia. Funds were also used to train 10 reporters to cover community issues, news gathering, interviewing, reporting and writing skills.

#### **RESULTS:**

The training on graphic design as well as on reporting and marketing skills contributed to the improvement of the quality of the Caprivi Vision newspaper. That reverts on the newspaper's readers helping them make informed decisions, as well as on the overall goal of promoting freedom of expression. Furthermore the new skills contributed to the creation of employment for young Namibians from disadvantaged areas.

#### **CONCLUSION**

Training and equipment was beneficial, but the newspaper is still struggling to print the newspaper in a more sustainable way; a printing press is needed in order to produce the publication in time in Namibia.

# **ARAB REGION**

## PROJECT IMPLEMENTED BY THE AMMAN OFFICE

### NATIONAL PROJECT

#### **JORDAN: TRAINING OF MEDIA PROFESSIONALS AND PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM**

**BUDGET CODE: 354 JOR 5071**

**US\$ 45 100**

#### **TYPE OF PROJECT**

Due to its political stability and an intention to build a strong ICT sector, Jordan has been in the unique position of supplying the Arab media marketplace with qualified and talented media professionals. But as a result of this and other factors, the Kingdom itself has suffered a shortage of skilled and professional journalists and media practitioners. Jordan Media Institute (JMI) was established in order to close the gap between the Kingdom's real needs and what is available in terms of human resources in the media field. Through this project, JMI aims to address the issue of journalistic competencies and skills in a strategic and systematic fashion twinning the provision of academic achievement through a unique and practical MA programme as well as certified short courses addressing specific skills.

#### **IMPLEMENTATION**

With a focus on Gender and Human Rights, the project targets students of Journalism at two universities in Jordan: Petra University and Yarmouk University. Through a series of training programmes the project will provide detailed methods and techniques of reporting on human rights issues, focusing on violence against women, as well as improve the knowledge among students and the current quality of reporting on issues related to human rights at these universities and thereby influencing the journalists of the future.

The project was divided into two components, as requested by the Jordan Media Institute (JMI) who submitted the project proposal:

- The first component dealt with the training of students, undertaken by JMI, to the sum of US\$ 10,000. Three training programmes were planned, training 12-15 students on each course.
- The second component aimed at supporting the Jordan Media Institute through the purchase of equipment such as computers and software packages.

#### **RESULTS**

- 10 high specification Apple Mac computers and the accompanying licensed copies of utility programmes were delivered to the Jordan Media Institute on 10<sup>th</sup> December 2009.
- The training programme was completed at the end of 2009.

#### **CONCLUSION**

Delay in the overall implementation of the project was due to a lack of recruitment of a CI NPO since March 2008. A contract was issued under the former Head of Office and expired before the new Head of Office was appointed, and no activities were undertaken by the contractor (JMI) during this time. The current Head of Office reviewed the project and developed a new contract with the JMI for the project implementation based on the revised needs of JMI within the framework of training and equipment. JMI sent their new proposal at the end of September and implementation modalities were set by the UNESCO office.

## PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

### REGIONAL PROJECT

#### **BUILDING INSTITUTIONAL CAPACITY OF THE FEDERATION OF ARAB NEWS AGENCIES (FANA) TO OFFER MEDIA TRAINING**

**BUDGET CODE: 354 RAB 5081**

**US\$ 40 000**

#### **TYPE OF PROJECT**

This project aims at establishing a self-sustained training Centre, at the Federation of Arab News Agencies based in Lebanon, that would in turn, be capable of offering professional training for Journalists and editors from 19 Arab News Agencies. These trainings will increase the journalists' capacities towards an objective and unbiased Media that will help in enhancing democracy and respect of human rights.

#### **IMPLEMENTATION**

FANA has prepared, equipped and set up the training centre and developed its training plan. In addition, the centre was launched officially on the 19<sup>th</sup> of October, 2009 under the patronage of the Lebanese Minister of Information. Following the opening of the centre, two training courses (each lasting five days), were organized between 19 and 30 October, 2009. The topics of these training courses were: "Production of News Videos for Television" and "Multimedia Information Coverage of Environmental Affairs" respectively, and were attended by editors from 11 Arab News Agencies.

The training sessions that were already conducted, are part of a training plan that constitutes of the following topics: a) Freedom of Expression and Democracy, b) Human Rights and elections, and c) Environment.

The plan continues in 2010 with organizing and accomplishing the rest of the plan put namely, topics under "Freedom of Expression and Democracy", "Human Rights and Elections".

#### **RESULTS**

The expectations of this work plan is the bringing up of 48 skilled editors and journalists that would be able to cover news about amelioration and capable of writing Economic, Environment, Local Elections and Human Rights topics. So far, 23 editors have undertaken the "Production of News Videos for Television" and "Information Coverage for Environmental trainings from Lebanon, Morocco, Saudi Arabia, Syria, Jordan, Oman, Qatar, Kuwait, Sudan, and Egypt. By the next progress report, details on the Freedom of Expression and Democracy", "Human Rights and Elections" would have been conducted.

#### **CONCLUSION**

Within the 19 Arab countries affiliated with the Federation of Arab News Agencies, this project will aim to contribute to the enhancement of Democracy, and respect of Human Rights through the establishment of its self-sustained training institute that would be capable of improving Journalists' and editors capacity in writing news items in an objective and unbiased manner. FANA will be facing a challenge of sustaining the training centre. However, we are counting on the continued financial contribution done by member states, to help achieve that.

## PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

### NATIONAL PROJECT

**LEBANON: BUILDING NATIONAL NEWS AGENCY'S CAPACITY TO PROMOTE FREE, PLURALISTIC AND DIVERSE MEDIA.**

**BUDGET CODE: 354 LEB 5081**

**US\$ 16 500**

#### **TYPE OF PROJECT**

The objective of this project is to set up a training facility at the National News Agency premises in order to train its staff to acquire skills and knowledge in writing skills and online journalism and editing with emphasis on Media issues (freedom, pluralism, objectivity...etc)

#### **IMPLEMENTATION**

The National News agency (NNA) is the main source of domestic news on the national and international level. Hence, it is vital for the agency, while working in a very competitive field, to focus on providing the best training programs and systems to better align employee skills and activities. Thus, the need to provide staff trainings in the following fields: Writing Skills and online writing and editing skills in an ethical and transparent manner, in addition to a course in writing and editing skills for the radio.

NNA has started and almost done with setting up its training facilities (some delays encountered earlier due to the fact NNA is a government body under Ministry of Information). Moreover, Trainers have been selected, topics are set and material will be ready by end of January 2010. Four trainings with each course going on for five days will follow back to back targeting 60 NNA Journalists on the above mentioned topics covering three languages (Arabic, English and French).

Following that, NNA aims at sustaining this center for continuous training of its staff to maintain its position in its field.

#### **RESULTS**

NNA journalists Writing Skills, online journalism and editing skills improved in order to apply new Media techniques and measures towards a more pluralistic and free media.

#### **CONCLUSION**

It is vital for NNA to sustain the training facility and most importantly, keep its staff updated, being the main source of News, as well as being in a fast evolving Media environment where stopping means dropping out.



## PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

### NATIONAL PROJECT

#### **LEBANON: CONFLICT SENSITIVE JOURNALISM: EMPOWERING YOUNG JOURNALISTS IN RESPONSIBLE COVERAGE DURING TIMES OF CONFLICT**

**BUDGET CODE: 354 LEB 5082**

**US\$ 22 200**

#### **TYPE OF PROJECT**

This project aims at empowering young journalists in responsible coverage during times of conflict leading to a conflict-sensitive journalism, thus, leading to a more peace promoting media sector in Lebanon.

#### **IMPLEMENTATION**

As the Lebanese Media Institutions did not play a calming, peace-bringing role during the unrest periods in Lebanon, the Media institutions were asked to practice control over what is broadcasted to the public in order to prevent unconstructive feelings among recipients. Thus, the need to educate media bodies in order to be agents of peace is very critical and vital. Conflict Sensitive Journalism would help bridging gaps that is by finding common grounds on which to report instead of reporting subjectively.

MAHARAT foundation produced a plan to implement this approach by reaching out to both Media executives as well as young journalists.

This plan will be achieved by conducting: a) Motivational sessions for media executives for up to 15 media executives for a one day awareness seminar about conflict sensitive journalism that would allow them to be more comprehensive of their staff reporters and journalists, b) Three two-day workshops that would hold extensive training on the concept and techniques of conflict-sensitive journalism, and c) Production of a Newspaper Supplement (after the completion of the three workshops) that would give the opportunity for the students to work in groups and write an extensive story or report pertaining to conflict and that would be compiled and edited by experts.

#### **RESULTS**

The capability of thirty young journalists will be enhanced in applying the newly acquired concepts and skills of conflict-sensitive journalism. This will, of course, lead to better reporting skills and to increase their ability to produce a newspaper supplement with their own stories by the end of the training workshop.

#### **CONCLUSION**

As this project aims at increasing the skills of young journalists on conflict-sensitive journalism, it is important to give these journalists the opportunity to apply what they learned. Moreover, MAHARAT has an important role to play in synthesizing the Media Community at large in Lebanon towards this kind of approach. This will be done in collective efforts at both academic and professional levels.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### REGIONAL PROJECT

#### **AMELIORATION DES CAPACITES DES INSTITUTIONS MEDIATIQUES SUR L'EGALITE ENTRE LES FEMMES ET LES HOMMES A TRAVERS LA PRODUCTION DES CONNAISSANCES ET LE RENFORCEMENT DE CAPACITES**

**BUDGET CODE: 354RAB5091**

**US\$ 30 000**

#### **TYPE DE PROJET**

Aujourd'hui encore, la représentation des femmes dans la couverture médiatique des pays arabes reste stéréotypée et réduite. Elles sont moins fréquemment interviewées, le point de vue féminin étant marginalisé. Les femmes sont représentées comme des victimes, des assistées ou enfermées dans des rôles traditionnels alors que la femme « pseudo-moderne » est souvent hyper-sexualisée. Le rapport *Femmes arabes et médias* publié en 2005, par Center of Arab Women for Training and Research (CAWTAR), souligne que 78 % des images des femmes véhiculées par les médias sont négatives et ne sont pas en accord avec la réalité.

Etant donnée la situation de la représentation des femmes, le CAWTAR a décidé d'agir en tant que membre puissant de la société civile maghrébine afin de rendre les produits médiatiques des pays arabes respectueux de l'égalité entre les femmes et les hommes à travers le renforcement des capacités des journalistes de la région arabes afin qu'ils puissent élaborer des contenus journalistiques sensible au genre.

Le présent projet vise à profiter des capacités des médias à intégrer le souci de l'égalité entre les sexes dans les contenus qu'ils produisent/diffusent tout en profitant de leurs potentialités en tant qu'agents véhiculant des patrons de comportement et des idéologies.

#### **MISE EN ŒUVRE**

Ce premier atelier de formation qui a eu lieu à Tunis les 26, 27 et 28 octobre 2011 a servi à doter les professionnels des radios maghrébines de techniques afin de s'engager dans un processus de changement de comportement et de perception pour que les produits diffusés contribuent à la promotion de l'égalité de genre. Pour appréhender les différents aspects liés au concept de genre appliqué aux médias, la formation a été animée par un expert formateur en communication et médias arabes (M. Sahbi Ben Nablia) et par une experte formatrice en genre (Mme Najia Zirari).

D'accord avec les dates avancées par CAWTAR, les processus de sélection des formateurs chargés d'assurer cette deuxième séance de formation ainsi que des bénéficiaires sont déjà entamés et finaliseront en mars 2011. De ce fait l'organisation du deuxième atelier est prévue pour avril 2011.

#### **RÉSULTATS**

La compilation des commentaires formulés durant l'évaluation écrite a permis de conclure que les résultats escomptés ont été atteints. À la fin de la formation, les participants ont acquis des capacités afin de :

- Identifier les représentations stéréotypées des femmes dans les produits radiophoniques qu'ils élaborent,
- Trouver des moyens pratiques pour éliminer les représentations stéréotypées susmentionnées, et
- Elaborer ou donner des instructions pour élaborer des produits radiophoniques incluant des représentations plus larges et plus diversifiées des femmes et des hommes étant compatibles avec l'égalité de genre.

## **CONCLUSION**

LE PROJET AVANCE COMME PREVU ET EST ENTRAIN D'ATTEINDRE L'OBJECTIF FIXE : LE RENFORCEMENT DES CAPACITES DES JOURNALISTES DE LA REGION ARABE A INTEGRER L'APPROCHE GENRE DANS LES PRODUITS QU'ILS ELABORENT

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### REGIONAL PROJECT

#### **“SOUTH-MEDITERRANEAN PUBLIC RADIO AND TV JOURNALISM TRAINING NEEDS” SURVEY AND WORKSHOP**

**BUDGET CODE: 354RAB5092**

**US\$ 20 000**

#### **PROJECT TYPE**

The project, proposed by COPEAM, is aimed at assessing the current journalism training priorities and needs in the Southern Mediterranean public broadcasters, by collecting useful data and information contributing to the conception of an adequate journalism training strategy (PIDC priority: “Developing human resources”). The action’s results will be available to other bodies and institutes operating in this domain in the Euro-Mediterranean region. To this aim, the project proposes to:

1. Undertake a comprehensive audit on journalism training needs by means of a questionnaire ;
2. Promote cross-sector exchanges between radio-TV public broadcasters and media training organizations operating in the region (PIDC priority: “Promotion of international partnership”);
3. Spread awareness about new distance learning, new-media and satellite opportunities to be employed to implement complementary specialization or refresher training activities.

#### **IMPLEMENTATION**

The implementation comprises two phases:

- Pre-analysis phase: in collaboration with the Association National pour la Formation Professionnelle (AFPA) des Adultes), a questionnaire in English, French and Arabic regarding journalism training needs has been conceived and disseminated among the South-Mediterranean radio and TV public broadcasters. A final report analysing the results of the collected questionnaires has been produced providing quantitative and qualitative evaluations.
- Workshop phase: a 3-day inter-sector consultative and information exchange workshop on training needs and distance education/training tools has been organised in Casablanca from 20 to 22 December 2010. It gathered Northern and Southern Mediterranean training institutes operating in the region as well as heads of information and of training departments of the broadcasters targeted by the project.

The workshop has been structured into two sessions: two days of consultation and exchange starting from sharing the questionnaire results, and an info-session on e-learning tools and opportunities (distant learning through satellite TV and Internet, online tutoring and virtual classrooms, realization of video lessons, etc.) by two experts from UNINETTUNO (distance international University operating in the region) and AFPA.

#### **RESULTS**

Results of the project include:

- The conception of a three-language questionnaire in collaboration with AFPA ;
- The questionnaire circulated in the following broadcasting organisations associated to COPEAM: EPTV (Algeria), Radio Algérienne, SNRT and Soread 2M (Morocco), Télévision Tunisienne, Radio Tunisienne, ERTU (Egypt), JRTV (Jordan), LJB (Libya), PBC, (Palestine), TVM (Mauritania), ORTAS (Syria), TéléLiban ;
- 115 journalists employed in the above-mentioned organisations answered the questionnaires ;
- A quantitative and qualitative data analysis of the collected questionnaires have been carried out ;

- 19 participants attended the workshop, among which representatives of seven broadcasters (EPTV/Algeria, 2M/Morocco, SNRT/Morocco, PCB/Palestinian Authority, JRTV/Jordan, ORTAS/Syria, Radio Tunisienne) and of eight training structures (CAPJC/Tunisia, CFI/France, INA/France, Uninettuno/Italy, ESJ Montpellier/France, ESJC/Maroc, ISIC/Maroc, AFPA/France) ;
- A final report about the workshop evaluations, proposals and suggestions has been produced and will be shared with COPEAM members and partners as a starting basis for the conception and carrying out of future training projects and actions.

## **CONCLUSIONS**

The results of the questionnaire and of the three-day inter-sector workshop debate have been resumed into a final report about journalism training, whose main orientations are:

- the need of professionalising the initial training, even through the setting up of media/training partnerships in particular in the field of work-study training modules (training centre/field) ;
- the need of promoting the necessity of long-life learning strategy among both professionals and decision makers inside media organisations ;
- the need of developing training programs focused on specific journalistic branches, in particular concerning international economics, environment/climate change, health and medical information, local and investigative journalism ;
- the need of improving polyvalence, basic technical skills and transversal skills (ex. deontological ethics, copyright, etc) ;
- the interest in improving the use of ICT (satellite, videoconference, new media, etc.) for the development of multi-mode training programmes (presence-distance) ;
- the need of promoting critical thinking and a solid cultural background ;
- the interest in promoting training modules in the field of gender approach.

COPEAM has welcomed these suggestions and will try to develop future regional training projects able to meet the highlighted priorities and needs. This networking and exchange action involving media organisations and training operators will be carried on.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### NATIONAL PROJECT

**MAURITANIA: TRAINING FOR FEMALE JOURNALISTS**  
**BUDGET CODE: 354 MAU 5071**  
**US\$ 11 000**

#### **TYPE OF PROJECT**

This IPDC project intended to build capacities of female journalists of the "Réseau des femmes journalistes en Mauritanie" (Network of female Journalists in Mauritania). The 9 journalist received training in their area of specialization (radio and written press) and obtained experience in media management through their one week internship in Rabat (Morocco). On the basis of the actual approved budget, the project has been reformulated by the network, and additional 13 000 USD was obtained from ISESCO (See Cooperation agreement UNESCO/ISESCO Activity 112). This project helped the women journalists to acquire specialist knowledge and experience in news production techniques. The long term objective of the project includes the promotion of equal involvement of women within the media through dedicated training for the journalists.

The beneficiaries were for 3 groups of women journalists working in the field of radio, television and written press.

#### **RESULTS**

The internships took place from 21 to 25 July 2008 and the training courses from 26 to 30 July 2008. At the end of these sessions nine female journalists trained in news production techniques, the production of audiovisual programmes and the writing of press articles.

#### **CONCLUSION**

The beneficiaries were satisfied with the training provided in Morocco and will use their newly acquired skills in reinforcing their position in their respective media.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### NATIONAL PROJECT

**MAURITANIE: APPUI AU CENTRE DE FORMATION DE RADIO MAURITANIE**  
**BUDGET CODE: 354MAU5091**  
**US\$ 19 100**

#### **TYPE DE PROJET**

Ce projet d'appui au centre de formation de Radio Mauritanie sur la formation des journalistes et des techniciens issus de la radiodiffusion nationale, de la radio rurale et des radios locales mais aussi le développement des capacités du centre de formation de l'institution à travers l'acquisition de matériel informatique. L'objectif de ce centre est de compléter les opportunités de formation à l'étranger, offrir des sessions de formation de base en journalisme ainsi que dans d'autres domaines connexes (techniques de production radio, gestion des archives, structure institutionnelle de la Radio, cours de langues, etc.), et faciliter le transfert de connaissances entre les séniors et les juniors.

#### **MISE EN ŒUVRE**

La mise en œuvre du projet a commencé en juillet 2010 et s'est poursuivie jusqu'au mois d'août 2010. Elle a consisté à organiser les cinq sessions suivantes :

- Une session de formation en journalisme et production radiophonique au profit de 25 journalistes issus de la radiodiffusion nationale et de la radio rurale. Cette session s'est déroulée au centre de formation de radio Mauritanie entre le 25 et le 29 juillet 2010.
- Une session en maintenance informatique a profité à 15 ingénieurs et techniciens supérieurs. Cette session s'est déroulée dans les ateliers de maintenance de Radio Mauritanie entre le 25 et le 29 juillet 2010.
- Une session de formation en montage et mixage virtuels au profit de 15 producteurs et techniciens issus de la radiodiffusion nationale et de la radio rurale. Cette session s'est déroulée au centre de formation de Radio Mauritanie entre le 5 et le 9 août 2010.
- Une session en archivage numérique au profit de 15 archivistes et documentalistes issus de la radiodiffusion nationale, de la radio rurale et des radios locales de Rosso, Aleg, Nouadhibou et Barkéol.
- Une session de formation en journalisme et production radiophonique au profit de 20 journalistes et animateurs de programmes de la radio locale de Nouadhibou. Cette session s'est déroulée au siège de la radio locale de Nouadhibou entre le 8 et le 12 août 2010.

Les sessions de formation susmentionnées ont été animées par un groupe de formateurs composé de quatre ingénieurs en informatique, un spécialiste en archivage numérique, trois journalistes formateurs en communication dont le correspondant d'Aljezeera en Mauritanie.

#### **RÉSULTATS**

Les cinq sessions organisées par le centre de formation ont permis d'améliorer les compétences de 90 journalistes, animateurs de programmes, ingénieurs, techniciens, archivistes et documentalistes impliqués dans les activités quotidiennes de production. De l'avis des responsables hiérarchiques des personnes ayant bénéficié des sessions de formation, l'enseignement dispensé a eu un impact positif sur la qualité du produit radiophonique et l'audience des différentes stations. Le Centre de formation a également été équipé de quatre postes informatiques supplémentaires, d'un scanner et d'une imprimante laser.

**CONCLUSION:**

Le financement accordé par le PIDC a permis aux 90 journalistes, animateurs de programmes, ingénieurs, techniciens, archivistes et documentalistes de Radio Mauritanie de Nouakchott, Rosso, Aleg, Nouadhibou et Barkéol, de mettre à jour leurs compétences pratiques par rapport à leur métier. Ce type de formation est une réelle opportunité pour les professionnels des médias en Mauritanie qui n'a pas encore de centre formation pour les journalistes ou de filière journalistique opérationnelle au sein des universités.



## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### NATIONAL PROJECT

**MOROCCO: TRAINING FOR THE MEMBERS OF THE ASSOCIATION  
INTERPROFESSIONNELLE DES RADIOS ET DES TELEVISIONS INDEPENDANTES  
BUDGET CODE: 354 MOR 5071  
US\$ 18 000**

#### **TYPE OF PROJECT**

Through the International Programme for the Development of Communication (IPDC), UNESCO has financed specialist training for media professionals belonging to the Moroccan Inter-professional Association of Independent Radio and Television Broadcasters. It is through such actions that UNESCO seeks to reinforce its mission to promote media pluralism, and freedom of expression and press freedom as fundamental human rights

#### **IMPLEMENTATION**

The training was conducted over a period of 5 days--from November 24-28, 2008--at the *Ecole Supérieure de Journalisme* in Casablanca (37 rue Tata, Casablanca, Morocco). Topics addressed in the training included: the challenges of media convergence, the most effective strategies for selling radio, methods and use of radio audience measurement, publishing an attractive website, and the radio editorialization methods most frequently used at the international level.

#### **RESULTS**

All of the course participants said they were either satisfied or very satisfied with:

- the quality of the theoretical presentations that were made
- the structure of the course (rhythm, progression, alternation, exercises)
- the quality of the teaching materials
- the material conditions
- the rate of progression
- the course facilities and accommodation

On the other hand:

- 4 of the 17 participants described the duration of the workshop as "poor"
- 1 of the 17 participants described the content of the course as "poor"
- 1 of the 17 participants described the quality and progression of the practical exercises as "poor".

#### **CONCLUSION**

While the course, as a whole, was described as being very interesting, practical, structured and delivered by an extremely absorbing and experienced trainer, the participants also expressed the view that there was not enough content concerning the Moroccan market, nor the opportunity to examine concrete cases.

# PROJECT IMPLEMENTED BY THE RABAT OFFICE

## NATIONAL PROJECT

**MOROCCO: STRENGTHENING TEACHING CAPACITY AT ISIC**  
**BUDGET CODE: 354 MOR 5091**  
**US\$ 21 000**

### TYPE DE PROJET

Douze enseignants et techniciens du Département de l'audiovisuel de l'Institut supérieur de l'information et de la communication (ISIC) de Rabat ont bénéficié d'une formation sur la radio en ligne. La formation financée par le Programme international de l'UNESCO pour le développement de la communication (PIDC) a été organisée par l'ISIC et le Bureau de l'UNESCO à Rabat, en collaboration avec des journalistes de Radio Canada.

Le développement de l'information sur Internet, avec entre autres la télé et la radio en ligne, a modifié les modes traditionnels de consommation de l'information. Avec la webdiffusion et la diffusion en flux, l'information est désormais disponible à la demande, n'importe où et n'importe quand. Les émissions de radio diffusées en direct sur Internet configurent un nouveau canal de communication, qui se caractérise par l'interactivité entre les producteurs et les auditeurs.

Dans ce contexte, les écoles de journalisme doivent élargir les matières enseignées pour inclure le journalisme en ligne et les médias sociaux. C'est le principal thème de la formation, consacrée aux questions théoriques et pratiques de la radio en ligne et au changement de paradigme entre les médias traditionnels et les nouveaux médias.

### MISE EN ŒUVRE

Cet atelier de formation sur la radio en ligne encadré par deux formateurs journalistes à Radio-Canada, s'est déroulé dans les locaux de l'ISIC, du 4 au 8 octobre 2010. Les axes suivants ont été abordés :

- La web-radio : deux réalités bien différentes,
- Aspects théoriques de la radio sur le web,
- Aspects techniques de la radio sur le web,
- Création d'une émission,
- Publication en ligne et discussions.

Les participants ont réalisé dans le cadre de la formation une émission radiophonique sur les répercussions de la radio en ligne dans la société, qui s'est webdiffusée en direct le 7 octobre à 13 h (heure de Rabat). Une cinquantaine d'auditeurs intéressés par le sujet s sont joints à l'émission et ont dialogué avec les intervenants. Le dernier jour de la formation, les participants ont édité et ont publié sur Internet l'émission préenregistrée.

L'ISIC a également acheté l'équipement spécifié pour la réalisation d'un studio de radio en ligne (cinq magnétophones de reportage avec microphone externe, trois microphones omnidirectionnels de studio et un lecteur de CD audio multiformat)

## **RÉSULTATS**

Cette session de formation a permis aux bénéficiaires, enseignants, techniciens et cadres de l'ISIC, d'acquérir de nouvelles compétences et de développer un savoir faire nouveau dans le domaine de la radio en ligne. Cela va donc permettre à l'ISIC d'introduire « la Radio en ligne » comme matière dans ses programmes de formation en journalisme audiovisuel.

## **CONCLUSION**

Cette session de formation s'inscrit dans un processus, engagé depuis plusieurs années entre l'ISIC et le bureau de l'UNESCO de Rabat pour le renforcement des ses capacités pédagogiques, en tant qu'établissement appartenant aux potentiels centres d'excellence en Afrique pour l'enseignement du journalisme. A travers cette formation des enseignants, l'ISIC est donc mieux outillé pour améliorer davantage la qualité l'offre de formation qu'il dispense aux futurs journalistes.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

**PALESTINE: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM BY  
THE BIRZEIT UNIVERSITY MEDIA DEVELOPMENT CENTER  
BUDGET CODE: 354 PAL 5071  
US\$ 19 000**

#### **TYPE OF PROJECT**

Palestinian media journalists are working under difficult security, political and economical conditions and are lacking umbrella organizations and networks that would enable them to develop and strengthen professionalism in media. In addition the separation between the West Bank and the Gaza Strip make personal contacts and meetings impossible. The aim of the project is to establish an online platform which will increase the awareness and knowledge on the developments in the field of media and freedom of expression. The site will also be a databank of resources, activities and contacts.

#### **IMPLEMENTATION**

The website named "Sahafa" was launched by the Birzeit University Media Development Center BZUMDC in November 2009. A project coordinator/webmaster and a web designer have been working in a close cooperation with the Palestinian media NGO's, outlets, journalists and students to build and develop the website which is available both in the Arabic and English languages. Sahafa includes news and information on freedom of expression and media development, events, publications, training courses, local actors (NGOs, universities, training centers) job opportunities and contact information for local media. Further content development is ongoing

#### **RESULTS**

- Establishment of the Palestinian journalists' platform "Sahafa" to increase information and knowledge sharing for Palestinian journalists, students, media organizations, NGOs and educators
- Strengthened networking and cooperation between Palestinian media professionals and other actors in the field

#### **CONCLUSION**

The launching of the website took place in November 2009. The project will be completed by February 2010. Cooperation and reporting between UNESCO and the BZUMDC has been comprehensive and timely throughout the implementation of the project. The impact of the project has been positive, as it has created an online platform for Palestinian journalists and media community to collect and share knowledge of media related activities, trainings, work shops and other professional information and news that have been otherwise fragmented and non-coordinated between various actors in the field and connects media professionals in and between the West Bank and Gaza who are otherwise isolated from each other. BZUMDC has plans to maintain and develop the site further after the completion of the project.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

**PALESTINE: WOMEN TAKING THE LEAD – ADVANCEMENT OF MIDCAREER WOMEN MEDIA PROFESSIONALS BY AMIN MEDIA NETWORK**  
**BUDGET CODE: 354 PAL 5072**  
**US\$ 22 000**

#### **TYPE OF PROJECT**

“Women Taking the Lead” project seek to increase women’s participation in media through promoting equal career development opportunities and equal access to decision-making roles in media outlets and newsrooms. The project trains a group of mid-career women journalists to increase their career development opportunities. The project also seeks to encourage media managers to give fair consideration to female staff in terms of assignments, positions and advancement opportunities in order for women journalists to fully participate in the country’s media landscape and to contribute to its development.

#### **IMPLEMENTATION**

The project has been completed. An assessment on needs was made through connecting women journalists from the West Bank and the Gaza Strip in a videoconference meeting in April 2009 and follow up meetings were held in May and June. The discussions covered social and professional challenges faced by the women journalists, means to expose and find solutions for various forms of harassment and discrimination and means to improve the editorial skills of women journalists. Three meetings were held between women journalists and managers/editors of three daily newspapers to raise awareness of gender equality at the work place and promoting gender equality in and through the media. Advocacy material was produced to enhance gender sensitivity and distributed to media managers, women journalists and journalism students. A two day training workshop on leadership, management and advanced editorial skills was held in December 2009.

#### **RESULTS**

- A group was formed between 30 female mid-career journalists from the West Bank and the Gaza Strip connected through videoconferences and online tools to enhance professional peer support
- Strengthened editorial and management skills of women journalists
- Advocacy material was produced to promote gender equality in media
- Raised awareness on the challenges harassment in the media outlets was raised.

#### **CONCLUSION**

The project was completed in December 2009. Communication and reporting between UNESCO and project contractor has been satisfactory throughout the implementation of the project. However, some of the activities have suffered from several delays in the implementation period. The project had a positive impact on encouraging the Palestinian women journalists to discuss and share experiences about the challenges and ways to improve gender equality in media and strengthening editorial and management skills to advance their careers in the future.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

#### **PALESTINE: INTERNATIONAL PALESTINIAN YOUTH LEAGUE AND MCRC “CONNECTING PALESTINIAN YOUTH IN HEBRON AND NABLUS”**

**BUDGET CODE: 354 PAL 5081**

**US\$ 25 000**

#### **TYPE OF PROJECT**

Young Palestinians have few opportunities to express themselves or participate in the public discussion and the mobility restrictions and occupation prevents them from travelling, connecting and interacting beyond their immediate communities in and between the West Bank and Gaza. The aim of the project is to break this marginalization and isolation by connecting Palestinian youth from two communities, Nablus and Hebron through new media, ICT and social networking tools. Two groups of youth in both cities have been trained in ICT and media skills and have been working together in preparing and producing ICT and media content that would enable young people to interact with each other and visits have been organized to Nablus and Hebron.

#### **IMPLEMENTATION**

30 young people in Nablus and Hebron have been trained in media, ICT and social networking tools in the Internet and the youth have visited each other in Hebron and Nablus where they had a chance to get to know to each other and learn more about their lives in the two cities. After workshops both groups created a discussion forum on the Facebook in order to keep in touch, exchange stories and opinions and disseminate produced audiovisual media content.

#### **RESULTS**

- 30 youth in Nablus and Hebron were trained in media and ICT skills
- Two groups were visiting Hebron and Nablus to meet each other and familiarize with the lives of youth in other areas of the West Bank
- Facebook site for the group was established as a platform for media content developed and produced and to facilitate exchange and discussion

#### **CONCLUSION**

Cooperation between UNESCO and the two project contractors International Palestinian Youth League IPYL in Hebron and Multipurpose Community Resource Center in Nablus has been good. The project has piloted new activities and ideas to empower and connect Palestinian youth in different isolated areas in the West Bank. However, additional activities are needed to fully utilize the potential of social media to meet the expected results of the project which is ongoing as both project partners are planning to build and expand their future activities on this experience.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

#### **PALESTINE: SAFETY TRAINING FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK**

**BUDGET CODE: 354 PAL 5082**

**US\$ 26 000**

#### **TYPE OF PROJECT**

The January 2009 crisis in Gaza had a critical impact on the press freedom and safety of journalists in the region. The aim of the project was to increase safety awareness of the media professionals in Gaza and provide them skills on how to improve their personal and professional safety, assess risks and mitigate them, practical knowledge on the conflict management, first aid skills and psychosocial support. Furthermore, this project will build the capacity of the participating media outlets to protect their employees by providing them with safety equipment, medical kits, and information about safety policies and best practices. The total project budget was increased to \$51,000 with the Regular Program funds to organize two safety training courses for Palestinian journalists, photographers and cameramen in both private and public media who are regularly covering news events that put them at risk and danger in Gaza. Two one week long safety training courses were organized in Cairo by the Palestinian MAAN News Network in cooperation with the TOR International, which is a security and training company based in UK.

#### **IMPLEMENTATION**

The project has been completed. 35 media professionals from 20 media outlets in Gaza attended a safety training course in August 2009 in Cairo. The course focused on how to work in a hostile environment, provided information on personal safety, risk assessment, first aid, conflict management and included several practical exercises and cases. The participants were also given psycho-social support in workshops held in Gaza in July and learned how to deal with the stress and trauma that media professionals in conflict zones often have to endure.

West Bank based MAAN Network established cooperation with the Egyptian television, after it was decided to hold the training in Cairo instead of Gaza to facilitate the travel permits for the participants with Egyptian and Palestinian authorities. It should be noted that this is the first time for years that so many Gaza media professionals were able to travel out of the Strip. In addition to the training the participants had a chance to visit Egyptian media outlets and make contacts and exchange views with their colleagues.

#### **RESULTS**

- Increased safety awareness and skills for 35 media professionals from 20 outlets in Gaza
- Enhanced peer support and psychosocial on how to deal with stress and trauma related to work in conflict zones
- For many Palestinian media professionals it was the first time they could travel out of Gaza and to be exposed to different cultures and meet colleagues in Egypt and West Bank.

#### **CONCLUSION**

The project was completed in August 2009. Cooperation between UNESCO and project contractor MAAN Network has been very good, implementation of the project and reporting excellent and open communication has been maintained throughout the implementation of the project.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

**PALESTINE: MEDIA PRODUCTION FOR THE COMMUNITY DEVELOPMENT IN THE GAZA STRIP BY BIRZEIT UNIVERSITY MEDIA DEVELOPMENT CENTER  
BUDGET CODE: 354 PAL 5091  
US\$ 20 000**

#### TYPE OF PROJECT

After 2007 Hamas took over in Gaza, the security and political situation in the Gaza Strip has remained extremely volatile and has have serious consequences for the human rights situation. The restrictions on the media freedom and freedom of expression have forced most of the well known journalists to leave Gaza. However, many journalists, bloggers and film makers are committed to continue their work even under difficult conditions. During the Gaza conflict in January 2009 citizen journalism, blogging, video clips and photos were an efficient way of disseminating information while international journalists were banned to enter Gaza.

The project "Media production for the community development in the Gaza Strip" seeks to empower and develop professional skills of 20 journalists, film makers and citizen journalists in a video and documentary production to promote community development, social change and freedom of expression. A two week training course on video and documentary production will be carried out and the videos will be produced, broadcasted and uploaded on the Internet. The main goal of the project is to raise level of skills in filming, editing and writing a video story, promote the freedom of expression, community development, social change and encourage the journalists to write stories in order to inform the public about the situation in Gaza.

#### IMPLEMENTATION

The workshop will take place in April and June in Gaza. The workshop will be carried out by a Swedish documentary filmmaker Pea Holmqvist who has been working previously on several film projects in Gaza. 20 media professionals, filmmakers and citizen journalists will be trained in video production and making short documentaries and films that promote community development and social change. 10 short stories will be produced, broadcasted and uploaded on the Internet. Birzeit University Media Development Center has recently opened new premises in Gaza where the training will take place. The workshop will be split to two parts, the April training will focus on video shooting and filming and the June session on editing and finalizing the films and receiving feedback from the trainer.

#### RESULTS

- 20 media professionals, film makers and citizen journalists will be trained in video and documentary production.
- 10 short video documentaries will be produced, broadcasted and uploaded on the Internet.
- The workshop will raise the level of skills of 20 trainees in filming, editing, writing and promotes the freedom of expression, social change and community development in Gaza.

#### CONCLUSION

The project will be completed in August 2011. Communication and reporting between UNESCO and the project contractor has been good throughout the implementation of the project.



## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

**PALESTINE: DEVELOPING HUMANITARIAN NEWS REPORTING IN THE  
PALESTINIAN NEWS AGENCY Wafa**  
**BUDGET CODE: 354PAL5092**  
**US\$ 20 000**

#### TYPE OF PROJECT

Access to accurate and relevant information on the humanitarian situation and international humanitarian and development assistance in a changing political and security situation is very vital for Palestinians. Many international organizations have established effective communication and public information systems and channels, while the local media outlets in the occupied Palestinian territory are less capable of producing news and information on humanitarian and development issues.

Especially newly graduated Palestinian journalism students and mid-career media professionals generally lack specialized information and knowledge that would enable them to cover news and feature stories on complex humanitarian and development issues.

The project seeks to fill this gap by establishing a humanitarian news and information desk at a Palestinian news agency Wafa and building the capacities of 13 fresh graduates and journalists in the West Bank to make news and reporting on the humanitarian and development issues.

Wafa's services are available to all Palestinian media outlets free of charge and therefore the news agency is in a good position to offer local media news and information effectively and offer a platform for humanitarian and development news.

#### IMPLEMENTATION

A 20-hour training was carried out for 13 fresh graduates and journalists in June 2010. The workshop built the capacities of 13 trainees in the West Bank on how to make news and reporting on the humanitarian aid and development issues. A humanitarian news desk and humanitarian news section was established on Wafa's website. The humanitarian news desk provides specialized service for the local news media and offers platform for international humanitarian and development organizations to communicate with the stakeholders and beneficiaries. In addition to the training Wafa's website will be developed by an Internet design company.

#### RESULTS

- A humanitarian news desk was established in the news agency Wafa to provide information on humanitarian and development assistance in the oPt
- 13 fresh graduates and journalists were trained on the humanitarian news and development issues
- Three big humanitarian news stories were produced during the training
- At the end of the training Wafa hired all the fresh graduates to work for the humanitarian news desk
- 2 video cameras and 2 tripods were purchased
- The content of the humanitarian news portal was developed by an Internet design company

## **CONCLUSION**

Communication and reporting between UNESCO and the project contractor has been good throughout the implementation of the project. Almost all participants had little knowledge on the concept of humanitarian news, nevertheless the final output of the trainees was very impressive and the training developed the skills of local journalists to cover humanitarian and development issues. All of the trainees are currently working for WAFA. UNESCO attended a big launching event which was organized by WAFA. Several local and international media outlets and organizations were present at the event.

# EUROPE

**PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE**  
**REGIONAL PROJECT**

**MULTIMEDIA TECHNOLOGIES FOR THE DEVELOPMENT OF MASS MEDIA  
INDEPENDENCE AND PROFESSIONAL STANDARDS OF JOURNALISM**  
**BUDGET CODE: 354 RER 5092**  
**US\$ 27 500**

**TYPE OF PROJECT**

The project aims at strengthening capacities of media professionals and contributes to increasing the role of the media as a platform for democratic discourse.

This objective was achieved by means of:

- training on multimedia journalism and on the use of innovative technologies for media professionals from CIS countries;
- launching of a special communication and information resource for the participants of the project (Wiki) containing educational materials and enabling e-communication with the trainers;
- post-training supervision aimed at further development and launch of multimedia projects.

The overall goal of the project is to strengthen capacities of media specialists, to contribute to media pluralism in CIS countries and to revitalize social dialogue by means of advanced technologies.

Target audience: journalists and editors from local news agencies, print and broadcast media of CIS countries.

**IMPLEMENTATION**

This project benefited from a US\$27.500 funding from the IPDC.

One legal commitment (Contract for Services) was signed with State University Higher School of Economics in May 2010. It foresaw obligations of the Contractor to implement the activities according to the objectives of the project.

The Contractor has organized a Summer School on Multimedia Journalism for 28 journalists and editors from local news agencies, electronic, print and broadcast media of Armenia, Azerbaijan, Belarus, Moldova and Ukraine on 8-22 June 2010, Moscow, Russian Federation. It was also attended by representatives of media organizations of Kyrgyzstan, Kazakhstan, Tajikistan, which sets ground for further development of this pilot initiative.

The training programme combined innovative learning approaches and experience exchange opportunities. Two sessions of five-day intensive studies were conducted in the premises of the Higher School of Journalism and covered a wide array of topics: theory and practice of multimedia journalism and management of interactive multimedia projects; convergence journalism and fundamentals of multimedia reporting. Under the supervision of the renowned experts and media practitioners the participants of the training explored possibilities and

challenges of multimedia technologies in terms of creating common interactive space and accessing diverse audiences.

As part of the training, short-term internships were held at the Russian News and Information Agency RIA Novosti. Practical sessions were focused on video and photo processing and editing, digital publishing, internet resource development, and setting a multimedia editorial office.

To facilitate access to the training reference materials and provide communicatory platform for learning, a special informational resource was developed. Post-training supervision and consultations by trainers were provided as well.

## **RESULTS**

The results achieved correspond to the objectives of the present IPDC project.

- 28 media professionals were trained. At the final stage of the project, within distance-learning component and in consultation with trainers and experts, they developed individual multimedia projects for their media outlets and successfully presented them.
- The project outcomes received very positive evaluation from the participating media. Most of the beneficiaries (the participants of the training) interlined that following the launch of the developed multimedia projects, the audience of the media's portals has considerably increased.

## **CONCLUSION:**

The project has been successfully terminated. Final report was submitted to the UNESCO Moscow office.

# PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

## REGIONAL PROJECT

### **CULTURE OF DIALOGUE VERSUS THE LANGUAGE OF HATRED**

**BUDGET CODE: 354 RER 5093**

**US\$ 16 500**

#### **TYPE OF PROJECT**

Intolerance, racism and xenophobia being widespread in the post-Soviet countries, it is essential to target young media professionals to promote dialogue and tolerance.

The project aims to strengthen capacities of journalists of CIS countries and promote tolerance and dialogue of cultures via the media. This objective is to be achieved through training of journalists on coverage of socio-political issues and interethnic and multi-confessional aspects in print and electronic media.

This objective will be reached by the means of:

- development and organization of a training programme for journalists on the coverage of socio-political issues and interethnic and multi-confessional aspects in print and electronic media;
- development of recommendations aimed to promote dialogue of cultures in the media and their distribution among media outlets and media training organizations.

The overall goal of the project aims at capacity building of young media professionals, engaged in coverage of inter-ethnic, multi-confessional and cultural relations, to promote dialogue and tolerance via the media.

#### **IMPLEMENTATION**

This project benefited from a US\$16.500 funding from the IPDC.

One legal commitment (Contract for Services) was signed with Eurasian Academy of Television and Radio (EATR) in August 2010. It foresaw the obligations of the Contractor to implement the activities according to the objectives of the project.

Thus, the Contractor has submitted a programme of the training and a list of selected trainers and participants. The training seminar “Culture of Dialogue vs. Language of Hatred” was organized on 27- 30 November 2010 in Moscow by Eurasian Academy of television and Radio with support of the UNESCO Moscow Office.

The event brought together 15 representatives of public and regional media as well as faculties of journalism of the following CIS countries: Armenia, Azerbaijan, Belarus, the Russian Federation and Ukraine.

Among key topics of the training seminar were the following: overcoming cultural stereotypes in the media; relevant legal standards and practices; promoting cultural diversity in the media; conflicts and peace building and the role of the media. The training was focused on practical aspects of journalism. Exchange of experience among leading experts and young journalists was an essential part of the project.

## **RESULTS**

The results achieved correspond to the objectives outlined in the present IPDC project.

- 15 journalists were trained what increased the quality of their coverage of socio-political issues and inter-ethnic and multi-confessional aspects in print and electronic.
- Recommendations aimed to promote dialogue of cultures in the media were developed and distributed among media outlets and media training organizations of the countries participating in the project as well as other CIS countries.

## **CONCLUSION:**

The implementation of this project was carried out successfully and within IPDC's prescribed timelines. Final report was submitted to the UNESCO Moscow office.

## PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

### NATIONAL PROJECT

**ARMENIA: BUILDING THE CAPACITY OF COMMUNITY RADIO  
BROADCASTING SERVICES TO COVER LOCAL SOCIO-POLITICAL ISSUES  
BUDGET CODE: 354 ARM 5081  
US\$ 17 600**

#### **TYPE OF PROJECT**

The project aims at building the capacity of community radio broadcasting services to cover local socio-political issues in the Republic of Armenia.

This objective was attained by means of:

- development of a training module for a training on the coverage of socio-political issues in radio programmes;
- conduction of trainings on the premises of five participating regional radio companies and post-training supervision;
- production of radio programmes covering local political and social content as part of the training and their broadcasting by the five radio companies, participating in the project.

The overall goal of the project is to contribute to development of community media, building professional capacity and enhancing access of the local communities to quality information.

#### **IMPLEMENTATION**

This project benefited from a US\$17.600 funding from the IPDC.

One legal commitment (Activity Financing Contract) was signed with the Committee to Protect Freedom of Expression in October 2009. It foresaw obligations of the Contractor to implement the activities according to the objectives of the project.

The Contractor has submitted the developed training module, including theoretical and practical components; the list of five regional radio companies of the Republic of Armenia, participating in the project (Shirak (Shirak region), Shant (Shirak region), Radio Hay Kapan (Kapan region), Mig (Lori region), Radio Hay (Gyumri); training kit, including training programme and training materials.

The trainings took place during December 2009 – March 2010. The participants were also provided with post-training assistance.

It was noted that staff of some of the community radio stations had a relatively low professional level which resulted in delaying the launch of pilot radio programmes covering socio-political issues. However, post-training assistance ensured their successful launch and broadcasting by all the radio stations that participated in the project.

The Contractor submitted final report to UNESCO Moscow office.



## **RESULTS**

The results achieved correspond to the objectives of the present IPDC project.

- Five series of trainings were organized and ten regional media professionals participated in the trainings and acquired necessary skills for producing socio-political radio programmes for local communities.
- The project contributed to the professional development and capacity strengthening of community media specialists and received a very favourable assessment by the beneficiary group.
- The project provided community members with access to community-orientated quality information on social and political issues. Five series of weekly radio programmes covering local political and social content in the regions of Armenia were launched as part of the hands-on trainings.

## **CONCLUSION:**

The project has been successfully terminated. Final report was submitted to the UNESCO Moscow office.

The approach combining on-the-spot practical workshop resulting in the launch of radio programmes and post-training support should be expanded to similar capacity-building projects.

## PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

### NATIONAL PROJECT

**AZERBAIJAN: TRAINING OF BROADCAST JOURNALISTS TO STRENGTHEN QUALITY COVERAGE OF CLIMATE CHANGE RELATED ISSUES**  
**BUDGET CODE: 354 AZE 5091**  
**US\$ 19 800**

#### TYPE OF PROJECT

The aim of the project is to provide Azerbaijani broadcast media professionals with knowledge and professional skills to cover climate change issues and to raise public awareness about climate change and its implications.

These objectives will be attained by the means of:

- carrying out a training seminar for journalists;
- development of a handbook addressing coverage of the climate change issues and its distribution among relevant media organizations in Azerbaijan;
- launching a website addressing climate change coverage in the media and facilitating public debate;
- development of recommendations on how to cover the issues of climate change in the broadcast media and their distribution among media NGOs and other relevant stakeholders.

The overall goal of the project is to strengthen capacity of media professionals of Azerbaijan through providing access to professional training (MDI category 4). In the long run the project also contributes to promoting good governance and sustainable development by building professional capacities in the field of environmental journalism in Azerbaijan.

#### IMPLEMENTATION

This project benefited from a US\$19.800 funding from IPDC.

The project is conducted in Baku, the region which is most vulnerable to anthropogenic impact on nature.

A legal commitment was signed with the Press Council of Azerbaijan. It foresaw the obligations of the Contractor to implement the activities according to the objectives of the project.

A three-day workshop was held on the premises of Public TV and Broadcast Company on 17-19 December, 2010 in Baku, Azerbaijan. Participants of the workshop discussed climate change issues, sustainable development, green economy, new consumption patterns, measures to prevent global ecological threats as well as the role mass media can play in educating community on climate changes. Women and men equally participated in the training.

The Contractor has provided the UNESCO Moscow Office with the final list of the participants of the seminar, press release in English, photos of the training as well as a hand book summary in English.

Despite a slight delay in the preparation of the handbook addressing coverage of the climate change issues in Azerbaijani language, the project has been running smoothly and its implementation may be considered as on track.

## **RESULTS**

The results achieved at the current stage of project implementation correspond to the objectives outlined in the present IPDC project.

- Effective cooperation was established between Azerbaijan MAB Committee and Press Council of Azerbaijan;
- Professional capacities of broadcast journalists of Azerbaijan in covering climate change issues were strengthened – 50 journalists were trained during a three-day training seminar in Baku.

## **CONCLUSION**

The project is still ongoing and is expected to be concluded by March 2011. Progress reports are regularly submitted to the UNESCO Moscow office.

## PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

### NATIONAL PROJECT

#### **REPUBLIC OF MOLDOVA: STRENGTHENING REGIONAL MEDIA COMMUNITY**

**BUDGET CODE: 354 MOL 5071**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The project aimed to strengthen regional media capacity to cover and analyse themes linked to the achievement of UN Millennium Development Goals (MDG) in the Republic of Moldova.

The overall goal of the project was to develop community media; enhance professional capacity; promote freedom and media pluralism.

#### **IMPLEMENTATION**

Legal commitment was signed with the Association of Independent Press (API) of the Republic of Moldova to implement a range of activities to reach the objectives of the project by the means of:

- organization of training seminars for regional media organizations of the Republic of Moldova on MDG topics;
- organization of a contest to select five best media campaign projects;
- support and supervision of the implementation of five selected media campaigns on MDG topics in five different regions of the Republic of Moldova;
- publication of a DVD for regional journalists, summing up best practices and aimed at raising awareness regarding the implementation of MDGs.

#### **RESULTS**

Trainings for media professionals reinforced by the intensive media coverage of MDG related issues were organized for journalists of regional media of Moldova and focused on the promotion of the following Millennium Development Goals: to eradicate extreme poverty and hunger, to ensure environmental sustainability, to reduce child mortality, to improve maternal health and to achieve universal primary education.

In total, 20 journalists from 10 regional Moldovan media organizations were trained; close to 50 articles and TV or radio reports were released and published. Apart from providing the information on the existing problems related to the implementation of MDG to the local communities, the media campaigns included a variety of activities aimed to increase public engagement.

To discuss the outcomes of the project a round table with the participation of journalists and non-governmental organization leaders was held. DVD for journalists of the regional media, summing best practices and aimed at raising awareness regarding the implementation of MDGs, was developed and distributed.

#### **CONCLUSION**

The implementation of this project was successfully carried out within IPDC's prescribed timeline.

## PROJECT IMPLEMENTED BY CI/FED

### REGIONAL PROJECT

**ERNO: STRENGTHENING COOPERATION AMONG  
SOUTH EAST EUROPEAN BROADCASTERS  
BUDGET CODE: 354 EUR 5081  
US\$ 25 000**

#### TYPE OF PROJECT

ERNO is a regional TV news exchange network in the South East Europe (SEE) established in November 2000. The news exchange, coordinated in Sarajevo, serves mainly public broadcasters from ex-Yugoslavia post-conflict region (Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Slovenia and Serbia) and SEE region transitional countries (Albania, Bulgaria, Romania and Hungary). One of the ERNO's main objectives is to reinforce the tradition of cooperation among the public broadcasters in the region, strengthen the professionalism of TV news staff and improve the quality of the news stories and bulletins. Within this project, the first joint workshop for producers of current affairs/documentary departments in Southeast European PSBs ever held was organized, in which they shared their experience from their work for their own TV stations, but also gained more knowledge about the best practices in investigative reporting and co-production procedures.

#### IMPLEMENTATION

This project benefited from a US\$25.000 funding from the IPDC. Duration of the project was from May to November 2009. During this period:

- The workshop was held in Split, Croatia on June 3-6th, 2009 and has gathered 16 participants, documentary programme producers and editors to discuss the possible ways of cooperation in the exchange of programmes and the best practices of the investigative journalism. The participants came from news and documentary departments of public broadcasters in Romania, Bulgaria, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Kosovo (as understood under UN Security Council Resolution 1244), Macedonia and Albania. Guest speakers from same departments were invited from public broadcasters from Slovenia and Hungary, to contribute to the discussion with the experience from the “older” EU member countries.
- Immediately after the completion of the workshop, the press-release with all information about the discussion, agreements and results of the workshop, has been disseminated to management of all involving public broadcasters, in order to insure the support for future cooperation.
- Online discussion of all participants was organized.
- ERNO implementation team has provided a platform for discussion, networking and exchange of information and video materials in a form of a website that is placed on [www.erno.tv](http://www.erno.tv) web-page and accessed with protected login.

#### RESULTS

- 16 trainees from the PSBs of the Southeast Europe gained knowledge about the principles of investigative journalism in documentary production and about developing of investigative reporting initiatives, and on such a way, about filling an important need for enhancing co-produced investigative stories on essential topics, such as minority rights and return of refugees

- PSBs of the Southeast Europe reached the final agreement on the establishment of a new network, as an extension of ERNO news exchange activities, to organize joint co-productions, documentary exchange and to re-establish personal contacts between journalists and other media professionals in South-East European region.
- During the following online discussion it was agreed that every four months participants offer for exchange up to three investigative documentaries of their choice, depending on television production capacity. In the same time framework ideas for coproduction will be recommended

### **CONCLUSION:**

The implementation of this project was successfully carried out and within IPDC's prescribed timeline and budget. The results achieved within the project will be used on a long-term basis.

## PROJECT IMPLEMENTED BY CI/FED

### REGIONAL PROJECT

#### **ERNO: INCREASING PUBLIC AWARENESS WITH THE SOUTH EAST EUROPEAN PUBLIC BROADCASTERS FOR CLIMATE CHANGE**

**BUDGET CODE: 354 EUR 5091**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The project has been implemented following the development objective to enhance free flow of information and strengthen regional cooperation between ERNO member Public Service Broadcasters in the Southeast Europe region in order to optimize the quality and relevance of programming and reporting on climate change. Information provided by broadcast media plays a critical role in stimulating policy debate and in mobilizing knowledge to empower societies to make informed decisions on options for mitigation of the global climate changes impact and averting potential human suffering. Therefore, the regional project aimed to promote opportunities for media professionals to build information-sharing networks and increase public understanding of the negative impacts of the climate change which is essential in stimulating policy debate on the climate change issues and to share this knowledge by providing the information through the audio visual media content. Broadcasters play a vital role by informing and educating the public about the realities of climate change and the costs of inaction. Armed with information, citizens are better equipped to push for meaningful and responsible follow-through from their elected representatives. Increased co-operation among Public Broadcasters in the SEE region in sharing and disseminating climate change information that incorporates both global and local perspectives would further encourage individuals and policy-makers to undertake timely action.

#### **IMPLEMENTATION**

In the approved work plan for this project the following activities have been implemented:

- Consultation with ERNO members and preparation of the training materials for the workshop / training;
- On-line discussion organized about the ways on which the coverage of these issues have already been made by Public TV stations to adopt the content of the workshop to media staff's needs.
- Uploading some examples of existing media material to ERNO web-site for pre-screening
- Organizing practical workshop / training on the ways of cooperation among current affairs/documentary departments based on the current model of cooperation among members of ERNO and the European Broadcasting Union (EBU), and on the concrete procedures for production and best possible media reporting coverage of the climate change issues relevant for the SEE region over four days in Sofia, Bulgaria for 15 media professionals, with a presence of 2 ERNO Coordination Office's staff members with the role of facilitators/media experts and organizers, and 1 EBU representative;;
- Getting feedback from the participating TV stations;
- On-line discussion of workshop participants and ERNO Coordination Office about the results of the project.

#### **RESULTS**

Discussions and screenings of audio-visual material brought new ideas to the table and the need for coverage on regional level was recognized. Plans for enhanced cooperation among PSB's have been made and agreement on

the co-productions and exchange of news items for the next six months made. The participants have come to understanding that by encouraging production and dissemination of audiovisual materials content with strong messages addressed to the public, a change can be made first within the borders of their respective countries and then beyond, as consequences of the climate change do not recognize borders. Results of the workshop are guidelines for future TV coverage on the climate change issues in the SEE region, which were agreed at the workshop, and the code of practice for formalization of the network of current affairs/documentary journalists among SEE PSBs, which was presented to all ERNO members in written form following the training.

## **CONCLUSION**

The role of broadcasting media is to competently and adequately report in order to enforce public and political action; reporting should be proactive and independent; journalists should look more for environmental impact of each policy action or project, rather than just report on officials and protocols. Despite the fact that climate change affects everybody, even those who do not pay attention, there is not enough media content and broadcasted program that could help raise awareness on the consequences that are to be faced globally involving people from the bottom, changing the laws immediately working with politicians and business decision makers.