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**REPORT BY THE INTERGOVERNMENTAL COUNCIL OF THE  
INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF  
COMMUNICATION ON ITS ACTIVITIES IN 1992-1993**

**SUMMARY**

In accordance with 21 C/Resolution 4/21 and in pursuance of Article 11 of its Statutes, the Intergovernmental Council of the International Programme for the Development of Communication (IPDC/PIDC) submits the present report which covers the work of its thirteenth ordinary session (Paris, February 1992), the activities of the other bodies of the programme, and the voluntary contributions received in 1992 and 1993.

23 SEP. 1993

## INTRODUCTION

1. The Intergovernmental Council of the International Programme for the Development of Communication (IPDC) submits this report to the General Conference of UNESCO in accordance with 21 C/Resolution 4/21 and in pursuance of Article 11 of its Statutes adopted at the twenty-first session, which stipulate that the Council shall submit reports on its activities to the General Conference of UNESCO at each of its ordinary sessions.
2. Since submitting its last report to the General Conference at the latter's twenty-sixth session in 1991, the Intergovernmental Council of the IPDC has held its thirteenth session from 17 to 24 February 1992 at UNESCO Headquarters in Paris. The session was attended by the 35 Member States of the Council, under the chairmanship of Mr François Nordmann (Switzerland), the outgoing Chairman. Observers from 59 Member States that are not members of the Council, from one observer mission and six intergovernmental organizations, 11 non-governmental organizations, one foundation and one professional organization also attended the session. The Chairman of the General Information Programme (PGI) also participated in the proceedings.
3. Mr Nordmann, the outgoing Chairman of the Intergovernmental Council of the IPDC, was replaced by Mr Torben Krogh of Denmark, who was elected unanimously.
4. The following were elected to the Bureau: as Vice-Chairpersons - India, Venezuela, Yemen; as Rapporteur - Mr Amadou Dieng (Senegal); as members - France, Jamaica and the Russian Federation.
5. The session dealt mainly with the examination of the projects submitted by the developing countries and the follow-up to be given to resolution 4.3 adopted by the General Conference at its twenty-sixth session concerning the promotion of press freedom in the world.

## THE PROMOTION OF PRESS FREEDOM

6. On the basis of 26 C/Resolution 4.3, the Intergovernmental Council of the IPDC adopted the following decision:

### **IPDC decision 13.1**

The IPDC Council,

Recalling the resolution adopted by the General Conference on the promotion of press freedom in the world (26 C/Resolution 4.3),

Noting with satisfaction the favourable response that the Windhoek Declaration has elicited among the international community,

Noting with interest the great similarity between the objectives of IPDC and those of the Windhoek Declaration,

Acknowledging in particular the need to encourage the pluralism and independence of the media,

Considering that a substantial increase in the resources of IPDC could help it to promote more successfully the pluralism of the press in the world,

Congratulating the Secretariat on the pertinent observations contained in its 'Memorandum on the implications of the Declaration of Windhoek for the pre-selection and selection of projects' (CII-92/CONF.201/3),

Decides:

- (a) that IPDC's orientation regarding freedom of the press and the pluralism and independence of the media must become a priority concern;
- (b) to make procedures for submitting projects more flexible so as to enable public bodies, international non-governmental organizations in categories A, B and C and foundations and similar institutions with which UNESCO maintains official relations to submit projects directly to the IPDC Bureau, in accordance with the rules and procedures of the Organization; in addition, to recommend that the Director-General should continue at a faster pace to establish working relations with professional media organizations;
- (c) to encourage Member States and their National Commissions to submit projects originating from sources other than governmental sources;
- (d) that to make allowance for the new categories of submitting agencies, two projects per country could be selected by the Bureau, one at most relating to the public sector;

Considers that there is no need to define 'pluralism' as the concept is sufficiently clear and any definition is in danger of limiting its scope;

Recommends to the Director-General that he:

- (a) continue to reflect on the ideas contained in the above-mentioned document concerning the implications of the Windhoek Declaration for the pre-selection and selection of projects;
- (b) consult Member States and their National Commissions concerning all aspects of the Windhoek Declaration;
- (c) submit a report to the fourteenth session of the Council on the possibility of allotting part of the Special Account to initial studies and evaluation;
- (d) contact and inform all institutions concerned by communication (consortia, major television channels, newspaper companies, etc.) so as to encourage them to contribute to IPDC, and particularly to its Special Account.

### **APPROVED BUDGET AND PROJECTS FOR 1992 AND 1993**

7. The thirteenth session of the Intergovernmental Council, held in February 1992, had to examine projects amounting to \$10,706,000, pre-selected by the Bureau and submitted for financing. The Council approved a budget of \$2,304,000 originating from the Special Account for 1992 in order to finance 32 projects. The total financing of two projects and partial financing of six others, totalling \$554,000, were postponed until 1993. Moreover, at its 28th meeting, held in April 1993, the Bureau earmarked a supplementary budget of \$1,230,000 for the financing of the projects approved in 1992, and allocated funds to the projects that

were approved without financing before 1992 and have been reformulated (for list of projects financed under the Special Account see Annex I).

8. Ten projects approved by the Council during the thirteenth session and the preceding sessions were financed from funds-in-trust, to a total of \$2,768,718. An eleventh project, amounting to \$6 million, which concerns the 'Development of the independent press in Africa', and was approved without financing because of its high cost, was formulated by the Secretariat, which divided it into phases of \$800,000 each. In 1993, this project obtained \$200,000 from the Special Account, \$300,000 from Italy, \$35,000 from the United States and \$100,000 from Denmark. Other donors are also interested in the financing of the project, whose activities began in September 1993.

9. In 1992 and 1993 a total of 45 projects, amounting to \$6,837,718 were financed by the Special Account and the funds-in-trust. The following is a breakdown of the projects: 15 projects amounting to \$3,549,466 for Africa; 11 projects totalling \$611,000 for Latin America and the Caribbean; three projects amounting to \$500,000 for the Arab States; 14 projects amounting \$1,914,252 for Asia and the Pacific region; one project amounting to \$113,000 for the Europe region, and two interregional projects totalling \$150,000.

10. IPDC has also set up, together with the non-governmental organization 'Reporters sans frontières', an early-warning network to combat infringements of press freedom in Africa.

#### **PREPARATION OF THE FOURTEENTH SESSION OF THE INTERGOVERNMENTAL COUNCIL OF THE IPDC**

11. With a view to ensuring that the African projects submitted to the fourteenth session of the Intergovernmental Council of the IPDC are better prepared, the Secretariat of IPDC organized a meeting of African communication experts in Yaoundé from 17 to 19 March 1993. The discussions concerned five major themes:

the present situation of the mass media in Africa;

the criteria for the preparation of projects;

priorities and examination of the projects submitted by Africa;

the role of IPDC;

funding of projects originating from the private sector.

12. *Concerning the current media situation in Africa*, the experts at the Yaoundé meeting were in agreement on the need to ensure a balance between the urban and the rural press as well as between the private press and the public-service press.

13. *Concerning project preparation criteria*, they felt that the orientation regarding freedom of the press and the independence of the media should remain the first criterion in project preparation.

14. *Concerning priorities*, the participants felt that the development of the pluralism and freedom of the press remained the top priority.

15. *Concerning the role of IPDC in Africa*, they considered that the role of the programme in Africa was to maintain the necessary balance between procurement of equipment and training. IPDC should also help to carry out project feasibility studies.

16. *Concerning the funding of private-sector projects*, the participants were of the opinion that IPDC should not be involved in purely commercial projects and should refuse its support for private projects that did not comply with the legislation of the countries concerned.

17. The Yaoundé meeting also considered the African projects submitted for pre-selection at the 28th meeting of the Bureau of the Intergovernmental Council of the IPDC. The African experts were of the opinion that only 17 out of the 28 projects submitted met IPDC's criteria of quality and priority.

18. The 28th meeting of the Bureau of the Intergovernmental Council of the IPDC was held in Paris from 19 to 28 April 1993 and pre-selected 58 out of the 102 projects received by the Secretariat for submission to the fourteenth session of the Intergovernmental Council of the IPDC. *In response to the Declarations of Windhoek and Alma Ata, the projects pre-selected include several private projects as well as projects for Central European countries.*

### CONTRIBUTIONS RECEIVED IN 1992 AND 1993

19. IPDC received the following contributions for the 1992 fiscal year:

- |                                     |   |
|-------------------------------------|---|
| <b>Denmark:</b>                     | US \$600,000 to the Special Account and \$1,096,771 in funds-in-trust for the following projects: Bhutan: 'Equipment for NYAB Radio'; Zimbabwe: 'Cinematographic training'; Philippines: 'Tambuli' (community radios)   |
| <b>Federal Republic of Germany:</b> | US \$101,654 to the Special Account; \$1,650,751 in funds-in-trust for the CANAD and SEANAD regional projects and for the Guinea-Bissau project: 'Development of the national radio service'  |
| <b>France:</b>                      | US \$219,415 to the Special Account and \$246,350 in funds-in-trust for the following projects: Lao People's Democratic Republic: 'Development of provincial radio-broadcasting service'; Egypt: 'Establishment and operation of the State Information Service (SIS)' data bank; Romania: 'Computerization of the ROMPRES editorial department' |
| <b>Italy:</b>                       | US \$300,000 in funds-in-trust for the regional project 'Development of the independent press in Africa'  |
| <b>Japan:</b>                       | US \$200,000 to the Special Account   |
| <b>Nigeria:</b>                     | Ten scholarships for further training in the production of television programmes in Nigeria   |

- Norway:** US \$569,000 to the Special Account
- Oman:** US \$10,000 to the Special Account
- Republic of Korea:** 15 scholarships for further training at the Training Institute of the Korean Broadcasting System, Seoul
- Spain:** US \$12,587 to the Special Account and \$50,346 in funds-in-trust (purpose for which this amount will be used to be determined later)
- Sweden:** US \$344,828 to the Special Account and \$50,842 for the regional project 'Development of communication teaching and training materials in Africa'
- Switzerland:** US \$197,368 to the Special Account
- Turkey:** Six training scholarships for women journalists from the Republics of Azerbaijan, Turkmenistan, Uzbekistan, Kyrgyzstan, Tajikistan and Kazakhstan.
20. The following contributions have been pledged or received for the 1993 fiscal year:
- China:** US \$20,000 to the Special Account
- Denmark:** US \$600,000 to the Special Account and \$100,000 in funds-in-trust for the project 'Development of the independent press in Africa'
- Federal Republic of Germany:** US \$1,600,000 in funds-in-trust for the WANAD regional project; \$1,000,000 in funds-in-trust for the CANAD regional project and the rural press project in Mali and Guinea, and DM150,000 to the Special Account
- France:** US \$209,600 in funds-in-trust (specific purpose for which this amount will be used to be determined after the examination of the projects submitted to the fourteenth session of the Intergovernmental Council of the IPDC)
- Greece:** US \$6,000 to the Special Committee
- Iceland:** US \$5,000 to the Special Account
- India:** US \$20,000 to the Special Account
- Japan:** US \$200,000 to the Special Account
- Netherlands:** 400,000 florins to the Special Account
- Norway:** US \$360,000 to the Special Account

<b>Portugal:</b>	US \$21,000 to the Special Account
<b>Republic of Korea:</b>	15 scholarships for further training at the Training Institute of the Korean Broadcasting System, Seoul
<b>Switzerland:</b>	US \$207,000 to the Special Account
<b>United States:</b>	US \$35,000 in funds-in-trust for the project 'Development of the independent press in Africa'.

### **TRAINING ACTIVITIES**

21. In response to the difficulties experienced by foreign students in the former USSR, the Bureau of the Intergovernmental Council of the IPDC decided, at its 28th meeting, to earmark \$20,000 to cover the urgent needs of students with IPDC scholarships in the former USSR.
22. Within the framework of the joint IPDC/Republic of Korea training programme, 15 scholarships for further training in television were awarded to specialists from the developing countries and Eastern Europe. Within the framework of the IPDC/Nigeria training programme, ten scholarships were awarded to a number of African nationals for a course of further training in the production of television programmes organized in Nigeria.
23. IPDC, in conjunction with the International Federation of Newspaper Publishers (FIEJ), also financed a training programme in management techniques for 25 publishers of the private African press.
24. It also financed a national seminar on the improvement of press pluralism in Mali, in collaboration with the PANOS Institute and Malian journalists.
25. In 1992 IPDC financed a training programme at the Center for Foreign Journalists in Washington for five women publishers of independent newspapers in East Africa and southern Africa. It also gave financial assistance to the organization by the Centre, in 1993, of a course of further training in the electronic page-setting of newspapers and media management for eight women journalists and editors from China.
26. In 1993, it also organized, in Cameroon, an awareness-raising seminar on problems of professional ethics which was attended by 35 journalists from the private press. Lastly, financial assistance was given for the further training of 30 press photographers from South Africa as part of the preparations for the post-apartheid period.

### **THE IPDC/UNESCO PRIZE FOR RURAL COMMUNICATION**

27. The fifth IPDC/UNESCO Prize for rural communication was awarded, in October 1993, to the 'Collège de l'Air' of Mauritius, an institution which uses distance teaching methods to promote teaching in the arts, sciences and culture. The Collège de l'Air has been using audio-visual media to carry out a campaign in the Creole language aimed at increasing awareness in the general public of the health problems associated with stress (alcoholism, smoking, hypertension, obesity).
28. Lastly, IPDC participated in the preparation and work of the Alma Ata Seminar on Promoting Independent and Pluralistic Asian Media in October 1992. The programme also

financed the participation in this seminar of representatives from the least developed countries of Asia and the Pacific. As part of the follow-up to the seminar, IPDC co-financed with the Communication Division of UNESCO a high-level mission which went to Kazakhstan during the first quarter of 1993 to help the authorities of the country to develop legislation promoting press freedom and media pluralism.



## ANNEX I

## List of projects financed by the IPDC Special Account in 1992 and 1993

		US \$
1.	PDC/13 INT/01 Young observers (Phase I)	50,000
2.	PDC/13 INT/02 Operation sponsorship	100,000
3.	PDC/8 RAF/01 Africa Regional Film and Television Institute (Phase II)	95,000
4.	PDC/13 RAF/02 Organization of African television programme festival/contest	68,000
5.	PDC/13 RAF/04 Radio and Television Training Institute for the Portuguese-speaking countries of Africa	100,000
6.	PDC/11 RAS/02 Workshop on media education in South Asia	44,000
7.	PDC/13 RAS/01 Pacific press development project (PACPRESS)	119,000
8.	PDC/13 RAS/02 Development of training capabilities of broadcasting organizations in Asia and the Pacific	60,000
9.	PDC/13 RAS/03 Computerization of 'ASIAVISION News Exchange'	90,000
10.	PDC/13 RAB/01 Training of broadcasting personnel in the developing ASBU Member States	160,000
11.	PDC/13 RLA/01 Ibero-American and Caribbean Network: television for integration	120,000
12.	PDC/13 MOZ/01 Mozambique: publication of 'SENDA' women's magazine	60,000
13.	PDC/13 NAM/01 Namibia: broadcasting training programme	150,000
14.	PDC/13 MAU/01 Mauritania: improving the FM coverage of the capital	60,000
15.	PDC/13 KIR/01 Kiribati: 'Te Uekera' newspaper development project	90,000

		US \$
16.	PDC/13 LAO/01 Lao People's Democratic Republic: development of provincial radio broadcasting service	80,000
17.	PDC/13 SAM/01 Western Samoa: 'SAVALI' newspaper development project	90,000
18.	PDC/13 GAB/01 Gabon: development of the journal 'Légalité'	32,000
19.	PDC/13 PRC/01 People's Republic of China: upgrading of the 'Farmer's Daily' newspaper	100,000
20.	PDC/13 IND/01 India: a training scheme for field investigators at the Mass Communication Research Centre	90,000
21.	PDC/13 MAL/01 Malaysia: staff development in educational mass media production	45,000
22.	PDC/13 MON/01 Mongolia: renovation of the printing industry	160,000
23.	PDC/13 TON/01 Tonga: video production development project	115,000
24.	PDC/13 EGY/01 Egypt: establishment and operation of the State Information Service (SIS) data bank	180,000
25.	PDC/13 BOL/01 Bolivia: technical equipment for the FIDES News Agency	43,000
26.	PDC/13 BZE/01 Belize: projecting the Belizean heritage via television	70,000
27.	PDC/13 CHI/01 Chile: training instructors for media education (television)	40,000
28.	PDC/13 COL/01 Colombia: Radio Production Centre for the Colombian Coast	50,000
29.	PDC/13 DOM/01 Dominican Republic: assistance to train young people to produce communication for development programmes	50,000

		US \$
30.	PDC/13 ECU/01 Ecuador: communication policies and strategies for the improvement of basic education	69,000
31.	PDC/13 GRN/01 Grenada: refurbishing of broadcasting facilities of Radio Grenada	66,000
32.	PDC/13 STK/01 Saint Christopher and Nevis: establishment of an educational media unit	32,000
33.	PDC/13 NIR/01 Niger: development of the National Publishing and Press Office: Le Sahel (daily) and Le Sahel-Dimanche (weekly)	100,000
34.	PDC/13 GHA/01 Ghana: The Ghanaian Chronicle	80,000
35.	PDC/11 RAF/02 CANAD	110,000
36.	PDC/13 RAF/03 Development of the independent press in Africa	200,000
37.	PDC/11 JAM/01 Development of the computer system of the Information Service of Jamaica	60,000
38.	PDC/9 URG/01 Uruguay: development of human resources in State television	11,000
39.	PDC/5 UGA/01 Uganda: feasibility study and assistance for the rehabilitation of broadcasting	20,000