



General Conference  
Twenty-eighth Session, Paris 1995

28 C



28 C/105  
10 July 1995  
Original: English

Item 4.5 of the provisional agenda

**REPORT BY THE INTERGOVERNMENTAL COUNCIL OF THE  
INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF  
COMMUNICATION ON ITS ACTIVITIES (1994-1995)**

**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) submits the present, report which covers the work of its fourteenth and fifteenth ordinary sessions (Paris, October 1993 and November 1994 respectively), the activities of the other bodies of the programme, and the voluntary contributions received in 1994 and 1995.



General Conference  
Twenty-eighth Session, Paris 1995

28 C

28 C/105 Add.  
7 August 1995  
Original: French

Item 4.5 of the provisional agenda

**REPORT BY THE INTERGOVERNMENTAL COUNCIL OF THE  
INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF  
COMMUNICATION ON ITS ACTIVITIES (1994-1995)**

Add to the end of paragraph 13

Italy US \$300,000 as funds-in-trust for the 'Development of the independent press in Africa' project

United States US \$35,000 as funds-in-trust for the 'Development of the independent press in Africa' project

Add to the end of paragraph 14

United States US \$15,000 as funds-in-trust for the 'Development of the independent press in Mica' project

US \$35,000 as funds-in-trust for project PDC/13 RAF/01: 'Operation Sponsorship' (Reporters sans Frontière)

## 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 report to the twenty-seventh session of the General Conference in 1993, the Intergovernmental Council of IPDC has met twice in Paris, in October 1993 and November 1994, for its fourteenth and fifteenth ordinary sessions.
3. The fourteenth session of the Intergovernmental Council of IPDC was held from 5 to 8 October 1993 at UNESCO Headquarters in Paris. Thirty Member States of the Council out of 35 took part in the discussions, under the chairmanship of Mr Torben Krogh of Denmark. Representatives of 38 Member States that are not members of the Council also attended as observers, as did two non-Member States with permanent observer status, the representative of one observer mission and the representatives of two Specialized Agencies of the United Nations system, three intergovernmental organizations, ten non-governmental organizations, one foundation and eight professional associations. The Chairman of the Intergovernmental Committee for the Intergovernmental Informatics Programme (IIP) also attended the session.
4. The Intergovernmental Council of the International Programme for the Development of Communication (IPDC) held its fifteenth session at UNESCO Headquarters in Paris from 14 to 21 November 1994. The 35 Member States of the Council took part in the discussions. Representatives of 42 Member States that are not members of the Council attended as observers, as did three non Member States with permanent observer status and representatives of two Specialized Agencies of the United Nations system, seven intergovernmental organizations, seven non-governmental organizations, one foundation and three professional organizations. The Chairwoman of the Intergovernmental Council of the General Information Programme (PGI) also attended the session.
5. Elections were held to renew the membership of the Bureau of the Council, comprising the chairperson, three vice-chairpersons, rapporteur and three members. By unanimous consensus of the Council and by acclamation, the Bureau was elected as follows:

Chairman: Mr Torben Krogh (Denmark), for a second term of office

Vice-Chairpersons: India

Uruguay (which will be replaced by Jamaica after the 32nd meeting of the Bureau)

Yemen (which will be replaced by Tunisia after the 32nd meeting of the Bureau)

Rapporteur: Mr Ibrahim Koné (Côte d'Ivoire)

28 C/105 - page 2

Members: Equatorial Guinea  
France (which will be replaced by Germany after the 32nd meeting of the Bureau)  
Russian Federation

## **Working methods and procedures of IPDC**

### ***Evaluation of terminated IPDC projects***

6. The evaluations of IPDC terminated projects, requested by the thirteenth session of the Council and entrusted to private auditors or confirmed specialized consultants, were conducted through evaluation missions whose main objective was to assess the sustainability and long-term impact of IPDC projects and to identify the major problems. The evaluators followed a reporting format elaborated on the basis of the recommendations of the IPDC Bureau. Results of the post-evaluation of 29 IPDC projects were submitted to the IPDC Council at its fourteenth and fifteenth sessions. It emerged from the ensuing discussion that delegates welcomed the initiative as being positive and also instructive in terms of both the implementation of projects already undertaken and the design and method of execution of new projects. At its fifteenth session, the IPDC Council confirmed that new IPDC projects will systematically include a budget line for post-evaluation.

### ***Thematic debate: development of news agencies and pluralism***

7. The work of developing the news agencies has been spread over 12 years (the Pan African News Agency (PANA) became operational in 1983, the West African News Agency Development (WANAD) in 1984, the South and East African News Agency Development (SEANAD) in 1986 and the Central African News Agency Development (CANAD) in 1991) and was the subject of a thematic debate on development of news agencies and pluralism organized during the fifteenth session of the IPDC Intergovernmental Council in November 1994. In total, PANA and the three subregional projects for the development of news agencies have made it possible to train more than 1,000 journalists, photojournalists, technicians and heads of some 39 agencies that send news releases to PANA and receive dispatches from it. The growth of information activities has also contributed to the creation of several newspapers, which, as subscribers, in turn have reinforced the news agencies. The daily number of dispatches has also risen both nationally and throughout the continent, and they include more news from, or intended for, rural areas. These four projects have thus contributed materially to a verifiable increase in the flow of information on the continent and by the same token to the strengthening of the voice of Africa, thanks to the generous assistance of the international community, in particular Germany, which has been the principal donor country for the three subregional news agency development projects.

8. Now that these projects were coming to an end, worries were being voiced: there was a desire that the aid being given by donor countries continue, but there was also recognition of the fact that no project can be supported indefinitely and that the agencies and institutions should seek to become independent. The proposal to make WANAD a regional centre for services to African media in respect of training, information retrieval and technical advice and development matters was endorsed.

### ***First regional IPDC experts meeting for Asia and the Pacific***

9. Thirteen experts from various fields of communication in the Asia-Pacific region met in Talisay (Batangas) in the Philippines, from 3 to 5 May 1995, to discuss communication development priorities in the region. *Inter alia*, the experts assessed the 21 project proposals submitted from the Asia-Pacific region for consideration by the sixteenth session of the Intergovernmental Council of the International Programme for the the Development of Communication (IPDC). The meeting agreed on the following priorities for communication development projects in the region:

High priority should be given to projects which aim at channeling information to people who do not have adequate access to information. In this respect, increased efforts to promote editorially independent community radio stations should become a main concern. The community radio's role in reinvigorating the public broadcasting system and its positive impact on strengthening civil society should be underscored. Similarly, communication projects which help strengthen women's role in decision-making should be treated as a priority. In print media projects, journalism training should become the core area of objectives. There was also a felt need to support photojournalism and to help distribute the works of local photographers through photo agencies. Projects which help in sharing information between small island States with similar socio-economic conditions need to be supported. Every effort should be made to encourage projects that challenge the concentration of media ownership in only a few hands. Activities that strengthen the free flow of information should go hand in hand with the increase of information sources.

### ***Savings of more than US \$200,000 from the regular programme***

10. The Council at its fifteenth session discussed a factor having an important budgetary implication, i.e. the date of its next session, either mid-1995 or at the beginning of 1996. After an exchange of ideas on this point, the Council unanimously decided to defer the sixteenth session from mid-1995 to January 1996 and that the savings resulting therefrom - i.e. US \$200,000 as provided for in the regular programme (27 C/5) for the holding of the session in 1995- would be used to finance projects to be selected by the Bureau at its September 1995 meeting. This would be an exceptional case, since the displacement of this session did not affect in any way the decisions of the Council on the annual or biennial frequency of sessions.

### ***Selection of pilot projects***

11. During the fifteenth session in November 1994, the IPDC Council decided to select annually five pilot projects. For the selection of projects in 1994, the Council decided that the main criterion would be the training aspect. Thus, five pilot projects received financing, either full or partial, from the Special Account. Other pilot projects would be selected at subsequent sessions. The Council added, however, that the criteria would change at each session so as to embrace the widest possible range of communication development issues.

### **Approved projects for 1994 and 1995**

12. With respect to the fourteenth and fifteenth sessions of the Council, 175 projects were received by the Secretariat, of which 103 were preselected by the Bureau. The amount of funding requested for all projects totalled US \$19,121,000. The Council approved a budget of US \$4,245,000 originating from the Special Account in order to finance 82 projects. Moreover, at its fifteenth session, the Council earmarked a supplementary budget of US \$600,000 for projects which had been insufficiently financed in previous years. Eleven

28 C/105 - page 4

projects approved by the Council received partial or full fund-in-trust support for a total of US \$1,895,990. (See Annex I for the list of projects financed from the IPDC Special Account.)

Contributions received in 1994 and 1995

13. IPDC received the following contributions for the 1994 fiscal year:

Denmark	US \$599,983 to the Special Account; US \$531,660 as funds-in-trust for the project 'Cambodia Communication Institute' and US \$463,830 as funds-in-trust for the project 'Development of the Media Institute of Southern Africa'
France	US \$90,000 as funds-in-trust for the project 'Development of the independent press in Africa'; US \$65,000 as funds-in-trust to complete the Yemen project; US \$200,000 as funds-in-trust to supplement the funds to the Cambodia project; US \$90,000 as funds-in-trust to supplement the project of Viet Nam
Germany	US \$89,293 to the Special Account
Greece	US \$6,000 to the Special Account
India	US \$20,000 to the Special Account
Japan	US \$200,000 to the Special Account
Netherlands	US \$209,331 to the Special Account
Norway	US \$350,564 to the Special Account
Sweden	US \$269,435 to the Special Account
Switzerland	US \$226,000 to the Special Account

14. The following contributions have been pledged or received for the 1995 fiscal year:

China	US \$20,000 to the Special Account
Denmark	US \$600,000 to the Special Account
France	Amounts to the Special Account and as funds-in-trust not lower than those paid in 1992
Germany	US \$100,000 to the Special Account
India	US \$20,000 to the Special Account
Japan	Unspecified amount to the Special Account
Netherlands	Considering payment of a contribution to the Special Account and to funds-in-trust
Sweden	US \$270,000 to the Special Account

## Other IPDC activities

15. IPDC contributed to the organization of the Conference entitled 'Communication, Convergence and Development', held in Bangkok by the Asian Mass Communication Research and Information Centre (AMIC), and provided financial assistance to the Fundación Nuevo Cine Latino-Americano for the improvement of its records system. On the occasion of the hundred-and-twenty-fifth anniversary of the birth of Mahatma Gandhi in co-operation with the Indian Government, an international round table on 'Non-Violence, Tolerance and Television' was organized with IPDC financing in New Delhi for professional broadcasters and programme managers.

16. Emergency aid was provided to India following an earthquake in the country. The funds served to purchase television sets for the disaster victims. Financial assistance was also given to the Faculty of Journalism of the Moscow State University, which had been badly damaged by fire. The programme also helped to finance a mission to study the development of Palestinian television

17. In the field of training, IPDC contributed to the holding in Seoul of two courses on radio and television programme production, in collaboration with the Republic of Korea; a workshop in Kathmandu on techniques for community radio programmed; a training course in connection with the launching of television in the United Republic of Tanzania; a workshop in Dakar for 15 African newspaper photographers in co-operation with the Institut international pour la communication visuelle (IICV) (Switzerland); two workshops were organized in December 1994 in Mali and in the Central African Republic for retraining African radio/television journalists and producers in charge of programmed on AIDS.

18. Financial assistance was provided for the General Assembly on Communication in Cameroon to prepare for the abolition of censorship. In the framework of the project 'Development of the Independent Press in Africa', a meeting of the Consultative Committee (composed of representatives from the UNESCO Secretariat, donors, and professional organizations) was held in Cotonou in December 1993, and an editorial and management training seminar for journalists, representing the independent media of Central Africa, was organized in Yaoundé in March 1994. In October 1994 and March 1995, two seminars on problems relating to the creation of newspapers, marketing and deontology were organized for women journalists from West and Central African countries. A seminar on newspaper management was also held in Abidjan in December 1994. Several country case-studies were prepared with a view to identifying the needs and establishing a data base relating to the state of the press in Africa.

## ANNEX I

### List of projects financed from the IPDC Special Account 1994

Project No.	Title of project	US \$
<b>Interregional</b>		
PDC/14 INT/02	The International Freedom of Expression Exchange Clearing House (IFEX)	50,000
PDC/14 INT/03	International Freedom of Expression Programme	25,000
<b>Regional</b>		
PDC/14 RAF/01	Creation of three African audio-visual production units	200,000
PDC/14 RAF/03	Recovery plan for the Pan African News Agency (PANA)	75,000
PDC/14 RAS/05	Pacific television training project (PACTV)	45,000
PDC/14 RLA/01	Enhancement of film and television production in the Caribbean	40,000
PDC/14 RLA/02	Establishment of a data structure for the development of film and video production in the Caribbean	26,000
PDC/14 RLA/03	Communication programme to strengthen the process of integration of 'MERCOSUR'	30,000
PDC/14 RLA/05	Communication for development and cultural, scientific and educational integration	29,000
<b>National projects (Least-developed countries)</b>		
PDC/14 COI/01	Comores: Development of means of communication	50,000
PDC/14 NER/01	Niger: Assistance to radio clubs (rural radio)	40,000
PDC/14 UGA/01	Uganda: Improvement of radio coverage in rural areas	60,000
PDC/14 URT/01	United Republic of Tanzania: Information and communication for development	50,000
PDC/14 ZAM/01	Zambia: Computer equipment for type-setting local provincial vernacular newsletters	50,000



28 C/105  
Annex I - page 2

Project No.	Title of project	US \$
PDC/14 MAU/01	Mauritania: Radio coverage for four ancient cities	95,000
PDC/14 YEM/01	Yemen: Modernization of broadcasting facilities of the Yemen Radio and Television Corporation	95,000
PDC/14 BGD/01	Bangladesh: Establishment of a Bengali language news agency service (Mission of the Secretariat)	15,000
PDC/14 KIR/01	Kiribati: Broadcasting development project 'K-Broad'	28,000
PDC/14 NEP/01	Nepal: Nepal Press Institute	45,000
PDC/14 TUV/01	Tuvalu: 'Tuvalu Echoes' newspaper development project	50,000
	National projects	
PDC/14 PRC/01	Congo: Renewal of broadcasting equipment	50,000
PDC/14 IVC/01	Côte d'Ivoire: Extension of the network of community FM radio stations	80,000
PDC/14 EGY/01	Egypt: Development of the ERTU Radio Television Training Institute	50,000
PDC/12 JOR/01	Jordan: Equipping of media facilities at the Yarmouk University	80,000
PDC/11 SYR/01	Syrian Arab Republic: SANA's microcomputer-based information and archiving system	80,000
PDC/14 FIJ/01	Fiji: Journalism training institute development project (FJTI)	50,000
PDC/14 CPR/01	China: Development of women journalists in the print and electronic media	35,000
PDC/14 KZN/01	Kazakhstan: Development of the independent radio station 'Radio Maximum'	70,000
PDC/14 KIZ/01	Kyrgyzstan: Establishment of a media resource centre	75,000
PDC/14 TAD/01	Tajikistan: Journalism training and development	75,000
PDC/14 VIE/01	Viet Nam: Non-formal education by radio and television	55,000

Project No.	Title of project	US \$
PDC/14 ARG/01	Argentina: Production of television programmed for community development	30,000
PDC/14 BRA/01	Brazil: Media courses to train women in environmental protection	32,000
PDC/14 COS/01	Costa Rica: Audio-visual production centre of the co-operative movement	30,000
PDC/12 CUB/01	Cuba: Television Serrana (Phase II)	30,000
PDC/14 DMI/01	Dominica: Improvement of television production 'MARPIN-TV'	35,000
PDC/14 ELS/01	El Salvador: Cultural radio project	40,000
PDC/14 MEX/01	Mexico: Reinforcement of the multimedia project 'El Rumbo de los Niños'	28,000
PDC/14 PAN/01	Panama: Publishing equipment for training in journalism	25,000
PDC/14 PAR/01	Paraguay: Audio-visual communication	31,000
PDC/14 PER/01	Peru: Community cultural television	24,000
PDC/14 STL/01	Saint Lucia: Strengthening of the FM broadcasting capabilities of the Saint Lucia Broadcasting Corporation	41,000
PDC/14 SUR/01	Suriname: Development of an educational radio unit	28,000
PDC/14 URU/01	Uruguay: Communication to improve urban life	28,000

28 C/105  
Annex I - page 4

List of projects approved from the IPDC Special Account in 1995

Project No.	Title of project	US \$
	<b>Interregional</b>	
PDC/15 INT/01	Interregional professional meetings (Pilot project)	112,000
	Regional	
PDC/15 RAF/02	Promotion of photojournalism in Africa	50,000
PDC/15 RAS/01	Monographs on mass media laws and regulations in Asia (AMIC)	63,000
PDC/15 RAS/03	Central Asia: Development of a 'Women in Media' Network	60,000
PDC/15 RAS/04	ASIAVISION: Expansion of TV News Exchange to Central Asia	20,000
PDC/15 RLA/01	CANA: Upgrading of journalistic and technical skills (Pilot project)	59,000
PDC/15 RLA/02	Communication for integration in Latin America and the Caribbean	80,000
PDC/15 RLA/03	Three Worlds School	55,000
PDC/15 RAB/01	Training of broadcast personnel for the developing Arab States Broadcasting Union (ASBU) Member States	60,000
	National projects (Least-developed countries)	
PDC/14 BGD/01	Bangladesh: Establishment of a Bengali language news agency service	30,000
PDC/15 CHD/01	Chad: Training of journalists and audio-visual professionals	60,000
PDC/15 ERI/01	Eritrea: Information and communication for development (Pilot project)	120,000
PDC/15 ETH/01	Ethiopia: Assistance to the women's monthly magazine 'Gennet'	27,500
PDC/15 STP/02	Sao Tome and Principe: Construction of a radio transmitter and setting up of a mobile radio station	50,000

Project No.	Title of project	US \$
PDC/15 URT/01	United Republic of Tanzania: Training for the national television broadcasting system	54,500
PDC/15 ZAM/01	Zambia: Mobile video projection units	65,000
PDC/15 NEP/01	Nepal: Radio Sagarmatha	60,000
PDC/15 SAM/01	Western Samoa: Television Extension Project (SAMTEL)	53,000
PDC/15 YEM/01	Yemen: Publishing equipment for the training of journalists (Pilot project)	70,000
	National projects	
PDC/15 GHA/01	Ghana: Strengthening the capacity of the Ghana journalists' association	40,000
PDC/15 SEY/01	Seychelles: Reinforcement of the Seychelles Broadcasting Corporation Information Services (SBC)	50,000
PDC/15 CKI/01	Cook Islands: Television Broadcasting Development Project (COOKTEL)	50,000
PDC/15 INS/01	Indonesia: The role of radio and television broadcasting for development in rural areas	10,000
PDC/15 KZH/01	Kazakhstan: Journalism/media training at the Kazak State University (Pilot project)	71,000
PDC/15 KIZ/01	Kyrgyz Republic: Development of independent radio stations	60,000
PDC/15 NIU/01	Niue: Television Broadcasting Development Project (NIUTEL)	55,000
PDC/15 CPR/01	People's Republic of China: Retraining of journalists	40,000
PDC/15 TAD/01	Tadjikistan: Information programmed for independent television	50,000
PDC/15 EGY/01	Egypt: Implementation of an outside broadcasting (O.B.) van for rural television programmes	57,000
PDC/15 JOR/01	Jordan: Strengthening the training capabilities of the Noor Al Hussein Foundation	50,000

28 C/105  
Annex I - page 6

Project No.	Title of project	US \$
PDC/15 MOR/01	Morocco: Data bank for the Maghrib Arab Press Agency	70,000
PDC/15 TUN/01	Tunisia: Computer-based documentation management system	70,000
PDC/15 COL/01	Colombia: Comprehensive public information system for the advancement of working women	45,000
PDC/15 DMI/01	Dominica: Community outreach by television	37,000
PDC/15 ECU/01	Ecuador: National communication network for culture	45,000
PDC/15 GRN/01	Grenada: Development of a rural information network	33,000
PDC/15 GUA/01	Guatemala: Training in printed mass communication with a view to fostering community participation	33,000
PDC/15 TRI/01	Trinidad and Tobago: Rural Information Unit	30,000