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**REPORT BY THE INTERGOVERNMENTAL COUNCIL
OF THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT
OF COMMUNICATION ON ITS ACTIVITIES (1996-1997)**

OUTLINE

Source: Article 11 of the Statutes of the International Programme for the Development of Communication.

Background: The Intergovernmental Council of the International Programme for the Development of Communication (IPDC) submits this report to the General Conference 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 at each of its ordinary sessions.

Purpose: The present report covers the work of the sixteenth and seventeenth ordinary sessions of the Intergovernmental Council which reviewed its working methods and the activities of the Programme which included support for the Sana'a Seminar on the promotion of pluralism and independence in Arab States. It also reflects the thematic debates held during the Council meetings and details the voluntary contributions received during the biennium. A list of projects financed under the IPDC Special Account and Funds-in-Trust in 1996 and 1997 is given in Annex.

Decision required: The present report requires no decision.

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-eighth session of the General Conference in 1995, the Intergovernmental Council of the IPDC has met twice at UNESCO Headquarters in Paris: the sixteenth session was held from 22 to 26 January 1996 and the seventeenth session from 17 to 21 March 1997.

3. At the sixteenth session, elections were held to renew the membership of the Bureau of the Council, comprising the chairperson, three vice-chairpersons, rapporteur and three members and the following were elected by consensus:

Chairperson:	Mr Torben Krogh (Denmark) was re-elected Chairperson of the Council
Vice-Chairpersons:	Jamaica, Kenya, Tunisia (replaced by Oman in 1997)
Rapporteur:	Ms Thananya Shrestha (Thailand)
Members:	Germany, India, Russian Federation

4. **The 1995 IPDC-UNESCO Prize for Rural Communication**, representing US \$20,000, was awarded for the sixth time in January 1996 to the Tambuli Community Radio Project for their important effort to develop rural, independent and pluralistic communication in the isolated regions of the Philippines by setting up appropriate communication facilities and promoting exchange of information among community members.

WORKING METHODS AND PROCEDURES OF IPDC

Decision 17.1

5. At its seventeenth session, the Council approved the following decision in order to improve its working methods and to speed up the selecting and implementing process of the projects:

‘Recalling Article 6 (paragraph 2) of the Statutes of the International Programme for the Development of Communication which stipulates that “the Bureau shall discharge such duties as the Council may lay upon it”,

Bearing in mind the debates of the sixteenth and seventeenth sessions of the Intergovernmental Council of the International Programme for the Development of Communication which reached the conclusion that the long delay between the date of submission and the date of approval of projects submitted to the Council should be reduced,

Reaffirming the need to continue improving the decision-making process and its working methods in order to increase the efficiency of the Programme,

Decides as an experiment to confer on the Bureau the task of selecting and approving those projects which respond to the priorities of the International Programme for the Development of Communication,

Decides that the Bureau allocate to these approved projects a financial assistance to be taken from the Special Account and not exceeding two-thirds of the budget frame,

Decides that projects which, by their complexity, require an examination in the Council shall be referred by the Bureau to the Council for a final decision,

Requests the Bureau to report to the Council on its decisions within two months after its meeting.'

6. At its seventeenth session, the Council authorised the Bureau to use twenty per cent (20%) of the 'Reserve of the IPDC Special Account' to provide financial assistance towards urgent projects, on the understanding that the 'Reserve' will be replenished from the budget of the following financial year.

Evaluation of terminated IPDC projects

7. IPDC has continued with the procedure of evaluating projects by independent evaluators. Results of the post-evaluation of 29 IPDC projects were submitted to the IPDC Council at its sixteenth and seventeenth sessions. The evaluators report that most of the projects are pertinent, conform to the new communication and information strategy of UNESCO and meet the priorities, objectives and criteria of IPDC. However, a number of problems occurred frequently: those submitting projects do not identify the final beneficiaries in a clear manner; the local counterpart (building, equipment, personnel) is not always guaranteed and when it is, it is not always adequate nor appropriately placed. There was a general tendency to neglect the maintenance of equipment and the training of technicians and to expect assistance from IPDC every time there was a failure. Those submitting projects do not make maximum use of the equipment provided and they do not co-operate with institutions in place, NGOs, universities, etc. They frequently consider IPDC's assistance as a subvention. The results obtained are not always well used for the adaptation of the project in the long term.

CONTRIBUTIONS TO THE IPDC IN 1996 AND 1997

8. The following financial contributions have been received or announced: (as at 1 June 1997)

<i>Countries</i>	<i>1996</i> <i>(contributions received)</i>	<i>1997</i> <i>(contributions announced)</i>
Denmark	US \$619,621 (Special Account) US \$925,000 (Funds-in-trust)	US \$600,000 (Special Account) About US \$900,000 (Funds-in-Trust)
Germany	US \$101,455 (Special Account)	DM 150,000 (Special Account)
France	US \$355,030 (Special Account) US \$300,000 (Funds-in-trust)	About the same amount as in 1996
Finland	-	US \$214,687 (Special Account)
India	US \$25,000 (Special Account)	US \$25,000 (Special Account)
Netherlands	US \$209,331 (Special Account)	Guilders 500,000 (Special Account)
Luxembourg	US \$100,000 (Special Account) US \$100,000 (Funds-in-trust)	US \$100,000 (Special Account) US \$150,000 (Funds-in-trust)
Norway	US \$308,315 (Special Account)	NKr 2 Million
Sweden	US \$151,057 (Special Account)	SKr 1 Million
Switzerland	US \$160,798 (Special Account)	US \$136,426 (Special Account)
Japan	US \$180,000 (Special Account)	Amount to be defined

9. IPDC received the following contributions in kind:

The Republic of Korea covered all the expenses of 30 participants to attend two courses on production of television programmes organized in collaboration with the Research and Training Institute of the Korean Broadcasting System. IPDC co-financed with the **Government of Argentina** a training course for five Spanish-speaking journalists at the headquarters of the Telam information agency in Buenos-Aires; IPDC co-financed in 1996 with the **Israeli Government** 24 one-month fellowships to newspaper editors from English-speaking African countries for a training course at the International Training Centre in Jerusalem; and in 1997, 32 fellowships in management of press enterprises to African newspaper publishers. The IPDC is preparing to implement a fellowships programme in favour of participants from developing countries in co-operation with **Belgium, Germany, Romania, Russia and Thailand**.

PROJECTS APPROVED FOR 1996 AND 1997 FISCAL YEARS

10. With respect to the sixteenth and seventeenth sessions of the Council, 136 projects were received by the Secretariat, 91 of which were pre-selected by the Bureau. The amount of funding requested for all projects amounted to US \$13,500,000. The Council approved a budget of US \$4,580,000 originating from the Special Account in order to finance 79 projects. Six projects insufficiently financed in previous years were identified and received additional financing of US \$260,000 from the budget earmarked at the fifteenth session. Thirteen projects received US \$1,475,000 in 1996 and 1997 thanks to the funds-in-trust provided by Denmark, France and Luxembourg (see Annex for a list of projects financed under the IPDC Special Account and Funds-in-Trust).

11. Breakdown of projects financed from the IPDC Special Account by region and category:

	<i>Regional</i>		<i>National</i>		<i>Total</i>	
	number of projects	amount US \$	number of projects	amount US \$	number of projects	amount US \$
AFRICA	6	370,000	19	1,073,000	25	1,443,000
ASIA AND THE PACIFIC	7	442,000	17	854,000	24	1,296,000
LATIN AMERICA AND THE CARIBBEAN	10	685,000	13	559,000	23	1,244,000
ARAB STATES	1	60,000	7	480,000	8	540,000
EUROPE	-	-	3	203,000	3	203,000
INTERREGIONAL	2	114,000	-	-	2	114,000
TOTAL	26	1,671,000	59	3,169,000	85	4,840,000

THEMATIC DEBATES

The IPDC Council organized two thematic debates in 1996/1997:

12. **Tolerance and non-violence on television** (sixteenth session). During the debate, speakers offered various country and regional perspectives, particularly on seeking a balance between freedom of expression on the one hand, and ways to reduce screen violence on the other, without infringing on this freedom. A general feeling was that the level of on-screen violence had increased over the years and that this process would advance with the coming of trans-frontier broadcasting. Statutory regulations over the content of broadcasting exist in the majority of countries, mainly as it affects children, but also scheduling and pre-transmission announcements. Intensified competition and the gathering pace of technological change are reasons why there would be increasing difficulty in complying with regulations. More modern ways of supporting self-regulation must be found - the more so as new communication technologies are defying regulations.

13. **Societies in transition: challenges for the media** (seventeenth session). During their interventions, speakers referred to the basic questions: 'What are the essentials for media to operate in transitional societies? What is the role for the actors of civil society in this new media landscape?'. Many delegates felt that media should seek to improve life but without obliteration of traditional social and cultural values and their replacement with foreign values; that mass media should not serve exclusively a logic of profit. Reflecting the views of a number of delegates, one said that 'we must think globally but act locally'. Multiplying media during the transition period, stressed one delegate, does not necessarily mean that democracy is being strengthened or improved. What is most important is that people have access to information.

14. The Council decided that the next thematic debate, in 1998, would deal with the question of Public Service Broadcasting and the role of IPDC. This debate would offer an opportunity to examine the contribution of IPDC and would probably have consequences on the selection criteria of IPDC's projects.

OTHER IPDC ACTIVITIES

15. The fourth in a series, the Sana'a Seminar on the Promotion of Pluralism and Independence in Arab Media was held with IPDC support. IPDC contributed to the meeting in Paris on the 'Electronic Observatory of Communication Research Trends and Results', created within the network of UNESCO Chairs in Communication (ORBICOM), and provided funding for the seminar 'Deontology of Journalism in Countries in Transition to a Market Economy' at the Faculty of Journalism of Moscow State University. IPDC also participated financially in the publication of various journalists' training handbooks such as *View from the Village* prepared by GEMINI News Service, *Survival Manual for Journalists* and *Practical Guide for journalists' investigation of infringements of press freedom* written by Reporteurs sans Frontières; *History of the press in sub-Saharan Africa* and the report *Non-violence, Tolerance and Television*. IPDC also contributed to the International Conference on 'Violence on the Screen and the Convention on the Right of the Child' organized in co-operation with the Swedish National Commission.

16. Under the urgent assistance activities, IPDC contributed to: Seychelles Broadcasting Company; AMARC; preparation of the National Forum of Communication in Gabon; PANA's extension on the Internet; training activities in Oman; Mass Media Training Centre in Addis Ababa; a feasibility study for the extension of radio coverage in the Republic of Congo; a feasibility study for the creation of a film and data bank for developing countries.

17. IPDC prepared promotional material on the freedom of the press, published the catalogue of posters 'Tolerance in every-day life', containing the text of the 'Declaration of Principles on Tolerance'. IPDC continued publication of the *Letter of the Chairperson of the IPDC* and the *IPDC Newsletter* in order to give sufficient information to the members of the Council on IPDC activities.

ANNEX

PROJECTS FINANCED FROM THE IPDC SPECIAL ACCOUNT
IN 1996 AND 1997

PROJECT NUMBER	PROJECT TITLE	US \$
	<u>AFRICA</u>	
PDC/16 RAF/01	Institutional reinforcement of APAC	50,000
PDC/16 RAF/02	East African Media Institute Project	50,000
PDC/16 RAF/03	Creation of three audio-visual production units in Africa	100,000
PDC/16 RAF/04	Extension of MCA facilities for East Africa and the Indian Ocean	50,000
PDC/17 RAF/01	PANA: Modernization of the Computer System and Introduction of the Internet Technology	70,000
PDC/17 RAF/02	Media and Communication for Democracy and Sustainable Development in West and Central Africa	50,000
PDC/11 MAG/01	MADAGASCAR: Contribution to the re-equipment of 99 information halls	40,000
PDC/14 MLI/01	MALI: Mobile production equipment and installation of solar-powered television receivers in rural areas	58,000
PDC/15 URT/01	TANZANIA: Training for the national television broadcasting	35,000
PDC/16 IVC/01	COTE D'IVOIRE: Filming and post-production unit	50,000
PDC/16 EQG/01	EQUATORIAL GUINEA: Improvement of National Radio and Television Broadcasting Coverage	25,000
PDC/16 ETH/01	ETHIOPIA: Mass Media Training Centre	150,000
PDC/16 LES/01	LESOTHO: Human resources development for media	50,000
PDC/16 MLW/01	MALAWI: Computerization of Radio Malawi newsroom	50,000
PDC/16 NER/01	NIGER: Equipment and training for DTP and computerized management	40,000
PDC/16 ZIM/01	ZIMBABWE: Use of video technology for rural information and communication (VIDICOM)	70,000
PDC 17 CMR/01	CAMEROON: Completion of the computerization of the CAMNEWS Agency	70,000
PDC/17 ERI/01	ERITREA: Strengthening the National News Agency	80,000
PDC/17 GHA/01	GHANA: Ada Community Radio Station	60,000
PDC/17 MLW/01	MALAWI: Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	55,000
PDC/17 /MLI/01	MALI: Reinforcement of the Independent Women's Press	50,000
PDC/17 RWA/01	RWANDA: Strengthening the Capacity of the 'Ecole supérieure des sciences et techniques de l'information'	45,000
PDC/17 RWA/02	RWANDA: Strengthening the Production Capacity of the Independent Press	50,000
PDC/17 TOG/01	TOGO: Multimedia Training Project for Journalists and Technicians	40,000
	<u>ASIA AND THE PACIFIC</u>	
PDC/14 RAS/03	Asian Press Institutes	60,000
PDC/16 RAS/01	Asia-Pacific Communication Network	54,000
PDC/16 RAS/02	SAARC Regional Network for Promotion of Photojournalism	40,000
PDC/16 RAS/03	CENTRAL ASIA: Youth, tolerance and television	66,000
PDC/16 RAS/04	Pacific Women Television Programme Exchange Project	66,000
PDC/16 RAS/05	Pacific Journalism Trainers Development Project (PACTRAINER)	66,000
PDC/17 RAS/01	CENTRAL ASIA: 'Silk Radio News': an Independent Radio News Network	90,000
PDC/15 INS/01	INDONESIA: The role of radio and television broadcasting for development in rural areas	27,000

PROJECT NUMBER	PROJECT TITLE	US \$
PDC/16 AZN/01	AZERBAIJAN: Journalism training and development	50,000
PDC/16 BHU/01	BHUTAN: Broadcasting Service technical training	40,000
PDC/16 KIZ/01	KYRGYZSTAN: Media training at the Kyrgyz National University	60,000
PDC/16 LAO/01	LAO, P.D.R.: Extension of the communication network of the Lao National News Agency (Phase II)	40,000
PDC/16 MDV/01	MALDIVES: Establishment of Atoll Media Production Centres	47,000
PDC/16 MON/01	MONGOLIA: Development of Broadcasting Services	24,000
PDC/16 SOI/01	SOLOMON ISLANDS: News Computerization Project (SOLCOM)	55,000
PDC/16 TON/01	TONGA: News computerization project (TONGACOM)	66,000
PDC/17 CPR/01	CHINA, P.R. of: Communication Technology Training Courses for Local Newspapers in Remote Regions	34,000
PDC/17 LAO/01	LAO, P.D.R.: Mountainous Region Radio Broadcasting Development Project (LAOBROAD)	70,000
PDC/17 MON/01	MONGOLIA: Radio/Television Training at the National Press Institute	32,000
PDC/17 PNG/01	PAPUA NEW GUINEA: National News Computerization Project (PNGNEWSCOM)	60,000
PDC/17 SRL/01	SRI LANKA: Journalism Training	55,000
PDC/17 UZB/01	UZBEKISTAN: Establishment of a Media Resource Centre	55,000
PDC/17 VAN/01	VANUATU: News Computerization Project (VANCOM)	60,000
PDC/17 VIE/01	VIETNAM: Broadcasting Training Development Project	90,000
PDC/17 SAM/01	WESTERN SAMOA: 'Samoa Observer' Newspaper Development Project	44,000
	<i>LATIN AMERICA AND THE CARIBBEAN</i>	
PDC/16 RLA/01	Establishment of a computer networking mechanism for women media practitioners in the Caribbean	40,000
PDC/16 RLA/02	Training and research on the legal background to freedom of the press in Latin America	80,000
PDC/16 RLA/03	Workshop for a new style of journalism	78,000
PDC/16 RLA/04	Creation of a regional animation facility in video cartoon productions in Trinidad and Tobago	170,000
PDC/16 RLA/05	JAMAICA/NICARAGUA: Interlinking by Community Radio	47,000
PDC/17 RLA/01	CBU: Upgrading of Radio Broadcasting in the Caribbean	70,000
PDC/17 RLA/02	Satellite Broadcasting Network for Latin America	70,000
PDC/17 RLA/03	Computerized Network of Documentation Centres on Communication in Latin America	50,000
PDC/17 RLA/04	The Maroon People of the Caribbean: A Jamaica/Suriname/Guyana TV Co-production	30,000
PDC/17 RLA/05	Reinforcement of CARIMAC's Regional Training Outreach and Development Programme	50,000
PDC/14 ELS/01	EL SALVADOR: Cultural Radio project	40,000
PDC/16 BAR/01	BARBADOS: Strengthening the radio production capability of Barbados Rediffusion Service Ltd.	56,000
PDC/16 CHI/01	CHILE: Production of Educational Material for Active Television Viewing	36,000
PDC/16 COS/01	COSTA RICA: Development of rural radio stations	40,000
PDC/16 CUB/01	CUBA: Automation of the National Information Agency (AIN)	50,000
PDC/16 JAM/01	JAMAICA: Community Radio for Poverty Alleviation and Development	37,000
PDC/16 PER/01	PERU: Communication to Promote Citizens' Participation	40,000
PDC/16 VEN/01	VENEZUELA: Development of a centre for the production of audio-visual and printed material for the region of Los Llanos	40,000

PROJECT NUMBER	PROJECT TITLE	US \$
PDC/17 CUB/01	CUBA: Community Radio in the Cocodrilo Region	40,000
PDC/17 GUY/01	GUYANA: Training for Rehabilitation of the Media	55,000
PDC/17 HAI/01	HAITI: Strengthening the Television Production Capacity	50,000
PDC/17 HON/01	HONDURAS: Strengthening of the Network of Rural Radio Stations for Development	25,000
PDC/17 STV/01	ST VINCENT AND THE GRENADINES: Improving Television Service	50,000
	<u>ARAB STATES</u>	
PDC/17 RAB/01	Strengthening of the Independent and Pluralist Press of the Arab Region and of the Developing Countries of the Mediterranean	60,000
PDC/16 JOR/01	JORDAN: Installation of a computerized photo archiving system	80,000
PDC/16 MAU/01	MAURITANIA: Strengthening of audiovisual reporting	85,000
PDC/16 YEM/01	YEMEN: Purchase of equipment for the news agency	65,000
PDC/17 OMA/01	SULTANATE OF OMAN: Production of Television Programmes aimed at Women in Rural Areas	50,000
PDC/17 PAL/01	PALESTINE: Training in Production for Palestinian Television	70,000
PDC/17 TUN/01	TUNISIA: Replacement of Computer Equipment at the 'Centre Africain de Perfectionnement des Journalistes et Communicateurs' (CAPJC)	70,000
PDC/17 YEM/01	YEMEN: Strengthening the Documentation Centre for Information and Communication	60,000
	<u>EUROPE</u>	
PDC/16 ALB/01	ALBANIA: Training in radio and television reporting	73,000
PDC/16 ARM/01	ARMENIA: Establishment of interrelations with the world television network	90,000
PDC/17 BIH/01	BOSNIA AND HERZEGOVINA: Children's television 'CICAK'	40,000
	<u>INTERREGIONAL PROJECTS</u>	
PDC/16 INT/01	Africa-Caribbean television co-production and exchange	58,000
PDC/16 INT/02	International Freedom of Expression and Exchange Clearing House (IFEX)	56,000
Total		4,840,000

**PROJECTS HAVING RECEIVED FINANCING UNDER
IPDC FUNDS-IN-TRUST ARRANGEMENTS IN 1996 AND 1997
(as at 1 June 1997)**

PROJECT NUMBER	PROJECT TITLE	US \$
PDC/14 RAF/02 FIT - Denmark	Development of the Media Institute of Southern Africa	106,570
PDC/15 CAM/01 FIT - Denmark	CAMBODIA: Communication Institute	270,400
PDC/12 PHI/01 FIT - Denmark	PHILIPPINES: Tambuli Community Radio	146,110
PDC/7 ZIM/01 FIT - Denmark	ZIMBABWE: Film Training	401,920
PDC/16 RLA/03 FIT - France	Workshop for a new style of journalism	80,000
PDC/15 BUL/01 FIT - France	BULGARIA: Automated data communications system and publishing equipment	100,000
PDC/16 JOR/01 FIT - France	JORDAN: Installation of a computerized photo-archiving system	30,000
PDC/16 MLW/01 FIT - France	MALAWI: Computerization of Radio Malawi newsroom	30,000
PDC/16 TON/01 FIT - France	TONGA: News computerization project (TONGACOM)	40,000
PDC/11 TUN/01 FIT - France	TUNISIA: Computerization of Tunis Afrique Press	20,000
PDC/13 RAF/03 FIT - Luxembourg	Development of independent press in Africa	100,000
PDC/17 /MLI/01 FIT - Luxembourg	MALI: Reinforcement of the Independent Women's Press	96,000
PDC/17 PAL/01 FIT - Luxembourg	PALESTINE: Training in Production for Palestinian Television	54,000
Total		1,475,000