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REPORT BY THE INTERGOVERNMENTAL COUNCIL OF THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION ON ITS ACTIVITIES (1998-1999)

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 21st session, which stipulates 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 its eighteenth and nineteenth ordinary sessions (March 1998 and March 1999 respectively), the activities of the programme, and the voluntary contributions received in 1998 and 1999. It gives an overview of the working methods and procedures of IPDC and the important reforms made during the last six years. It also mentions the evaluation of terminated IPDC projects, describing some of the problems encountered. A list of projects financed under the IPDC Special Account and funds-in-trust in 1998-1999 is provided in the Annex.

Decision required: No decision is required on this document.

INTRODUCTION

1. 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 21st 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 29th session of the General Conference in 1997, the Intergovernmental Council of IPDC has met twice at UNESCO Headquarters in Paris: the eighteenth session was held from 24 to 27 March 1998 and the nineteenth session from 23 to 26 March 1999.

3. At the eighteenth session, elections were held to elect new members to the Bureau of the Council, comprising the Chairperson, three Vice-Chairpersons, a Rapporteur and three members. By consensus of the Council and by acclamation, the Bureau was elected as follows:

Chairperson:	Mr Reinhard Keune (Germany)
Vice-Chairpersons:	Cuba, Malaysia, Yemen (followed by Saudi Arabia in 1999)
Rapporteur:	Ms Barbara Gloudon (Jamaica)
Members:	France, Mali, Russian Federation

4. **The IPDC-UNESCO Prize for Rural Communication.** In the absence of a candidate fulfilling all the criteria, the Bureau, which performed the function of the jury, decided to use the amount of US \$25,000 (comprising the amount of the prize and its relating costs) to launch the IPDC-Maurice Garrison Fellowship Programme for journalists working in community media.

WORKING METHODS AND PROCEDURES OF IPDC

5. At the eighteenth session, Mr Torben Krogh, outgoing Chairperson of IPDC, reviewed the six years in which he had served as the head of the Intergovernmental Council. A number of important reforms had been made in this period in order to improve the working methods of IPDC. They had been designed:

to confer on the Bureau as an experiment the following task:

to select and approve the projects which respond to the priorities of IPDC;

to allocate to these approved projects financial assistance from the Special Account not exceeding two thirds of the budget frame;

to refer to the Council for final decision the projects which by their complexity require an examination in the Council;

to extend financial support to private projects;

to perpetuate the thematic debate in the Council sessions in order to focus the work of IPDC;

to evaluate systematically the terminated IPDC projects and to include them in the ongoing work of the Secretariat;

to give priority to training and human resources development to enhance the use of new technology with the aim of improving the editorial product.

At its meeting held during the nineteenth session of the Council the Bureau decided that, in view of the late arrival of contributions pledged, the Secretariat may employ the unused balance of funds from projects already implemented for financing approved that may have to be implemented immediately and for other IPDC activities (preparatory assistance, training, assistance to the IPDC Secretariat and promotion).

Evaluation of terminated IPDC projects

6. IPDC is certainly one body that has systematically evaluated its projects in depth after their completion in order to learn lessons for the future. During the last six years, IPDC has called on independent consultants to evaluate 86 terminated projects that had been financed from its Special Account in Africa, Asia and the Pacific, Latin America and the Caribbean, the Arab States and Europe. A further 42 evaluations were submitted at the last two sessions. The conclusions made by evaluators have shown that the majority of projects have succeeded. The following projects are a sample of some of the successfully completed projects:

Asiavision: Expansion of television news exchange to Central Asia (PDC/15 RAS/04);

Central Asia: Youth tolerance and television (PDC/16 RAS/04);

Pacific Women Television Programme Exchange Project (PDC/16 RAS/04);

Bangladesh: Establishment of a Bengali language news agency service (PDC/14 BGD/01);

People's Republic of China: Training of women journalists in the print and electronic media (PDC/14 CPR/01);

Kyrgyzstan: Establishment of a media resource centre (PDC/14 KIR/01);

Lao People's Democratic Republic: National News Agency (KPL) Communications Network Development Project (PDC/12/16 LAO/01).

However, a number of problems frequently occurred:

harmful effects of local methods of administration or considerations of a technical nature (Journalism/media training at the Kazak State University) (PDC/15 KZH/01);

Development of independent radio stations (Kyrgyz Republic) (PDC/15 KIZ/OA);

Media training at the Kyrgyz National University (PDC/16 KIZ/01);

Audiovisual production centre of the cooperative movement (Costa Rica) (PDC/14 COS/01);

Rural information unit (Trinidad and Tobago) (PDC/15 TRI/01);

laxity in administrative and financial management (People's Republic of China: Retraining of journalists (PDC/15 CPR/01));

inability (or the reluctance of some beneficiaries) to provide a detailed statement of accounts and all the documentation required for an objective assessment of the use made of the investments approved by the Council (Media training at the Kyrgyz National University) (PDC/16 KIZ/01);

Audiovisual production centre of the cooperative movement of Costa Rica (PDC/14 COS/01);

a lack of coordination between the beneficiaries and equipment providers and the Regional Communication Advisers: Ibero-American and Caribbean Network: television for integration (PDC/13 RLA/01);

Audiovisual production centre of the cooperative movement of Costa Rica (PDC/14 COS/01).

The proposals contained in the evaluation reports are taken into account in order to increase IPDC's efficiency, reliability, speed of action and the most rational use of the funds approved.

THEMATIC DEBATES

The IPDC Council organized two thematic debates in 1998-1999:

POLITICAL, TECHNOLOGICAL AND ECONOMIC CHALLENGES OF PUBLIC SERVICE BROADCASTING (eighteenth session)

7. Known specialists in the field were invited to present the political, technological and economic aspects of the new challenges to public service broadcasting to the IPDC Council. Attention was drawn to the promises in digitization of media, such as increased information sites available to individuals, access to uncontrolled sources of information, improved pluralism, greater interactivity of communication, increased creativity and democratization of media. They called on public service broadcasters to offer programmes, which present audiences with a structured view of their cultural needs. They held the view that public service broadcasters face the following challenges: providing quality entertaining and socially relevant educational programming in the face of increased competition and audience fragmentation from commercial broadcasters; reformulating their legal status to maintain editorial independence; forming strategic alliances and joint ventures with agencies and non-governmental organizations involved in educational and cultural activities. They emphasized that public service television must be different from commercial television, either because it does something that commercial television does not or cannot do, or because it does the same thing but in a different manner. However the key question today is what place and status should the public service broadcasting be given in the landscape of mainly commercial television.

COMMUNICATION AND CIVIL SOCIETY - REACHING OUT TO PEOPLE, REACHING OUT TO REMOTE AREAS, REACHING OUT TO PLURALISM (nineteenth session)

8. The Chairman of the *Haute Autorité de l'Audiovisuel et de la Communication* of Benin drew attention to the fact that many African countries have seen a relaxation of State control, an assertion of freedom of expression, the liberalization of the airwaves and the emergence of independent and private newspapers, radio and television stations. In his opinion, African countries needed to design and establish media systems that took due account of the national sociocultural, geopolitical and economic context. The representative of the Caribbean News Agency (CANA) in Barbados said that the advent of the Internet had increased opportunities for exchanging information among all mass communication institutions in the Caribbean. The former President of the World Association of Community Radio Broadcasters (AMARC), in Montreal spoke of the obstacles encountered, particularly government censorship, low budgets and pressure exerted on community radio stations to fall into line with government policies and to become commercial. An expert from the National Radio Broadcasting Council of Poland said that UNESCO genuinely had a significant role to play in the process of democratization of society and the media. He considered citizenship to be akin to the foundations of a house, with democratic government and civil society as its walls and the media acting as a roof, observing everything, but trying to ensure overall cohesion.

CONTRIBUTIONS TO IPDC IN 1998 AND 1999

9. The following financial contributions have been received or announced (as at 1 June 1999):

Countries	1998 (contributions received)	1999 (contributions announced)
Denmark	US \$531,923 (Special Account) US \$512,165 (Funds-in-trust)	US \$502,793 (Special Account) US \$892,000 (Funds-in-trust)
Germany	US \$100,000 (Special Account) US \$103,827 (Funds-in-trust)	US \$100,000 (Special Account)
France	US \$100,000 (Special Account) US \$63,986 (Funds-in-trust)	Amount to be specified
Finland	US \$180,544 (Special Account)	
India	US \$30,000 (Special Account)	US \$30,000 (Special Account)
Netherlands	US \$128,863 (Special Account)	US \$211,305 (Special Account)
Luxembourg	US \$100,000 (Special Account) US \$150,000 (Funds-in-trust)	US \$219,122 (Special Account and FIT) US \$93,300 (Funds-in-trust)
Norway	US \$263,900 (Special Account)	NKr 2 million
Portugal	US \$38,500 (Funds-in-trust)	
Saudi Arabia		US \$100,000 (Funds-in-trust)
Switzerland	US \$148,699 (Special Account)	US \$140,000 (Special Account)
Trinidad and Tobago	US \$1,000 (Special Account)	US \$1,000 (Special Account)

10. **IPDC received the following contributions in kind:** The **Republic of Korea** covered all the expenses of 40 participants to attend two courses on production of television programmes organized in collaboration with the Research and Training Institute of the Korean Broadcasting System (KBS). Since 1984, 260 trainees from 120 countries have been trained in KBS's studios in Seoul. IPDC organized three workshops on ethics and a code of conduct for the press in Cameroon, Côte d'Ivoire and Mali, with the support of the **German Foundation for International Development**. Four courses for further training of African professionals were held in **Israel**. Since 1996, Israel has received 91 IPDC trainees. In 1999, IPDC co-financed with the **Government of Argentina** a training course for five Spanish-speaking journalists at the Training Centre of National Radio in Buenos Aires. IPDC co-financed a training course for 20 participants on new media technologies in cooperation with the **Russian Federation** and is preparing to implement a fellowships programme with **Brazil**.

PROJECTS APPROVED FOR 1998 AND 1999 FISCAL YEARS

11. With respect to the eighteenth and nineteenth sessions of the Council, 124 projects were received by the Secretariat. The amount of funding requested for all projects amounted to US \$18,693,000. The Council approved a budget of US \$4,712,000 (US \$4,674,000+ US \$38,000) originating from the Special Account in order to finance 108 projects. Fifteen projects received US \$1,954,532 in 1998 and 1999 thanks to funds-in-trust provided by Denmark, France, Germany, Luxembourg, Portugal and Saudi Arabia (for a list of projects financed under the IPDC Special Account and Funds-in-Trust see Annex).

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

	Regional		National		Total	
	Number of projects	Amount US \$	Number of projects	Amount US \$	Number of projects	Amount US \$
Africa	8	263,000	31	1,317,000	39	1,580,000
Asia and the Pacific	6	269,000	25	1,064,000	31	1,333,000
Latin America and the Caribbean	6	224,000	16	696,000	22	920,000
Arab States	-	-	6	260,000	6	260,000
Europe	-	-	5	284,000	5	284,000
Interregional	5	335,000			5	335,000
Total	25	1,091,000	83	3,621,000	108	4,712,000

ANNEX

Projects financed from the IPDC Special Account in 1998 and 1999

Project No.	Project title	US \$
AFRICA		
PDC/18 RAF/03	PANA: Bulletin women of Africa	40,000
PDC/18 RAF/05	FAMW: Translation of training manuals on community/rural radio into the local languages of 12 SADC countries	20,000
PDC/18 BKF/01	BURKINA FASO: Strengthening the capacity of Edition SIDWAYA for the purpose of creating a newspaper in national languages	50,000
PDC/18 CMR/01	CAMEROON: Renewal of ASMAC broadcasting equipment	70,000
PDC/18 CVI/01	CAPE VERDE: Computerization of the news room of the national radio	60,000
PDC/18 IVC/01	COTE D'IVOIRE: Pilot radio project for the Association of African Women	45,000
PDC/18 GAB/01	GABON: Gabon News Agency	43,000
PDC/18 GAM/01	GAMBIA: Strengthening existing media institution for rural press operations; launching countrywide newspaper distribution services	30,000
PDC/18 GHA/01	GHANA: Grass-roots, rural communication radio for districts of central Ghana	50,000
PDC/18 MAG/02	MADAGASCAR: Preparation of texts governing audiovisual communication and publication of a collection of legal activities	30,000
PDC/18 MLW/02	MALAWI: Equipping the Polytechnic for journalism training	30,000
PDC/18 MLI/01	MALI: Communication studies at the University of Mali	50,000
PDC/18 MOZ/01	MOZAMBIQUE: Computerization of the national news agency	56,000
PDC/18 NAM/01	NAMIBIA: Multimedia Centre in rural Namibia	45,000
PDC/18 NAM/02	NAMIBIA: Development of media studies at the University of Namibia	33,000
PDC/18 SEN/01	SENEGAL: Use and archiving of audio material	33,000
PDC/18 SAF/01	SOUTH AFRICA: Gender and communication education	54,000
PDC/18 URT/01	TANZANIA: Rehabilitation and extension of the rural press project	45,000
PDC/18 ZAM/02	ZAMBIA: Rural media centre/community radio	55,000
PDC/19 RAF/01	Training of independent press journalists from West and Central Africa in caricature, photography and environmental issues	25,000
PDC/19 RAF/02	Network for the defence of independent media in Africa	40,000
PDC/19 RAF/05	Training and research in information superhighways and multimedia	44,000
PDC/19 RAF/06	INPUT African Coordination Centre	50,000
PDC/19 RAF/07	Basic and refresher training for West and Central African radio and television personnel with a view to the transition to digital technology	44,000
PDC/19 RAF/08	Support for the development of the Network of African Communication Regulatory Authorities (RIARC)	62,000
PDC/19 BDI/01	BURUNDI: Development of the Press Club	20,000
PDC/19 CVI/01	CAPE VERDE: Documentation Centre	25,000
PDC/19 CVI/02	CAPE VERDE: Strengthening of the independent newspaper "A Semana"	25,000
PDC/19 CAF/01	CENTRAL AFRICAN REPUBLIC: Restructuring of the News Agency (ACAP)	46,000
PDC/19 IVC/01	COTE D'IVOIRE: Modernization of the Ivorian News Agency's IT network	40,000
PDC/19 GHA/01	GHANA: Training programme pairing beginning journalists with NGO specialists	40,000
PDC/19 LES/01	LESOTHO: Lesotho News Agency	Funds authorized by the Chairman (10,000)
PDC/19 MAG/01	MADAGASCAR: "ANTA" national news agency	45,000
PDC/19 MLI/01	MALI: Institutional support for professional organizations	44,000
PDC/19 MOZ/01	MOZAMBIQUE: Developing a culture of information management	33,000
PDC/18 UGA/01	UGANDA: Uganda Newspapers Editors and Proprietor Association (UNEPA)	35,000

Project No.	Project title	US \$
PDC/19 SEN/01	SENEGAL: Coverage of the national territory by the Senegalese news agency	60,000
PDC/19 SWA/01	SWAZILAND: Radio listenership survey	Funds authorized by the Chairman (13,000)
PDC/19 URT/01	TANZANIA: Television Zanzibar information network	40,000
ASIA AND THE PACIFIC		
PDC/18 RAS/01	Training for journalists on management of environmental information resources	50,000
PDC/18 RAS/02	Pacific broadcasting marketing and accounting development project (PACMAP)	60,000
PDC/18 RAS/04	Pacific environmental information network	66,000
PDC/18 RAS/06	CENTRAL ASIA: Further development of a centre for women in media	30,000
PDC/17 BGD/01	BANGLADESH: Strengthening of the IUB School of Communication	36,000
PDC/18 FIJ/01	FIJI ISLANDS: Journalism training	57,000
PDC/18 IND/01	INDIA: Community Feature Network Project of the Press Institute of India	55,000
PDC/18 KIZ/01	KYRGYZ REP.: Journalism training at Media Res. Centres in Bishkek and Osh	35,000
PDC/18 LAO/01	LAO P.D.R: Upgrading the National Mass Media Training Centre	50,000
PDC/18 MON/01	MONGOLIA: Establishment of community radio in Uvurhangai province	35,000
PDC/17 NEP/01	NEPAL: Newsroom computerization project	55,000
PDC/18 PHI/01	PHILIPPINES: Globalization of Island Community Newspaper Project	90,000
PDC/18 TAD/01	TAJKISTAN: Establishment of independent radio station	60,000
PDC/17 TKM/01	TURKMENISTAN: Establishment of an independent youth radio channel	30,000
PDC/18 VIE/01	VIET NAM: Training of communication professionals	40,000
PDC/19 RAS/01	Pacific TV Programme Dev. and Exchange Project (PACVISION)	33,000
PDC/19 RAS/03	Pacific Women Television Exchange	30,000
PDC/19 RAS/07	Integrated training and development for independent radio and television	45,000
PDC/19 AZN/01	AZERBAIJAN: Journalism training at the Baku State University	30,000
PDC/19 BHU/01	BHUTAN: Library and information system for the Bhutan Broadcasting Service	34,000
PDC/19 IND/01	INDIA: Communication education and media needs	30,000
PDC/19 KZH/01	KAZAKHSTAN: Newspaper for farmers living near the Aral Sea	30,000
PDC/19 MAL/01	MALAYSIA: Changing the status quo of women journalists	40,000
PDC/19 MON/01	MONGOLIA: Modernization of the Montsame News Agency	65,000
PDC/19 NEP/01	NEPAL: Madan Pokhara Community Radio	29,000
PDC/19 NIU/01	NIUE: Print Media Development Project	35,000
PDC/19 PAK/01	PAKISTAN: Upgrading of the weekly "Nawa-I-Ahmedpur Sharqia"	Funds authorized by the Chairman (15,000)
PDC/19 SOL/01	SOLOMON ISLANDS: Mini recording studio for women and communities	30,000
PDC/18 SRL/01	SRI LANKA: Development of participatory public service radio programmes	35,000
PDC/19 SRL/01	SRI LANKA: Creating avenues for minority discourse	57,000
PDC/19 VIE/01	VIET NAM: Ho Chi Minh City Broadcasting Training College Project	46,000
LATIN AMERICA AND THE CARIBBEAN		
PDC/18 RLA/01	Profiles of heroic women of the Caribbean	38,000
PDC/18 RLA/03	Central American networks for democracy, development and peace	45,000
PDC/18 RLA/05	Creating and improving communication channels for the City	45,000
PDC/18 BZE/01	BELIZE: Enabling countrywide access to national radio	80,000
PDC/18 BOL/01	BOLIVIA: Aid for the development and improvement of rural radio stations	30,000
PDC/18 COL/01	COLOMBIA: Support for local radio stations	30,000

Project No.	Project title	US \$
PDC/18 DOM/01	DOMINICAN REPUBLIC: Strengthen the network of popular development-oriented radio stations	35,000
PDC/18 HAI/01	HAITI: Strengthening the production of the national radio	38,000
PDC/18 JAM/01	JAMAICA: Upgrading the training and production capabilities of the Creative Production and Training Centre (CPTC)	90,000
PDC/18 PAN/01	PANAMA: Foster youth participation in the media	30,000
PDC/18 PAR/01	PARAGUAY: Training in communications to strengthen democracy and community participation	30,000
PDC/19 RLA/01	Strengthening and networking grass-roots communication in the Caribbean	36,000
PDC/19 RLA/02	Púlsar news service	44,000
PDC/19 RLA/03	Creation of a network of centres (...) for local television in the Caribbean	38,000
PDC/19 ARG/01	ARGENTINA: Development of a mass media system for rural areas	24,000
PDC/19 BRA/01	BRAZIL: Audiovisual production and training centre for the development of citizenship	40,000
PDC/19 HAI/01	HAITI: Strengthening the production means of the national radio	37,000
PDC/19 HAI/02	HAITI: Strengthening the production capacity of Télé-Haïti	50,000
PDC/19 PAN/01	PANAMA: Strengthening and development of radio	30,000
PDC/19 PER/01	PERU: Radio Production Centre for the Promotion of Education and Culture	30,000
PDC/19 SUR/01	SURINAME: Developing a communication network in the hinterland of Suriname	60,000
PDC/19 VEN/01	VENEZUELA: Establishment of a Services Centre for Production and Training in Intercultural, Bilingual Radio Broadcasting	40,000
ARAB STATES		
PDC/18 JOR/01	JORDAN: Extension of the training capabilities of the Noor Al Hussein Foundation	45,000
PDC/19 RAB/01	Development and networking of Middle Eastern media professionals	38,000
PDC/19 IRQ/01	IRAQ: Equipment for the production of programmes for children, youth and women	75,000
PDC/19 MOR/01	MOROCCO: Computerization of the news room of the Higher Institute of Information and Communication	26,000
PDC/19 PAL/01	PALESTINE: Multipurpose, multimedia centre for PBC	46,000
PDC/19 YEM/01	YEMEN: Equipping radio and television studios at the Sana'a University	30,000
EUROPE		
PDC/18 GEO/01	GEORGIA: Independent Radio News and Information Services for Remote Regions	55,000
PDC/19 ALB/01	ALBANIA: Transforming the national television and news agency into independent medias	65,000
PDC/19 ARM/01	ARMENIA: Development of journalism training	40,000
PDC/19 BUL/01	BULGARIA: Expanding the coverage of the first programme of the national radio in F.M.	60,000
PDC/19 MCD/01	MACEDONIA: Creation of a news agency	64,000
INTERREGIONAL PROJECTS		
PDC/17 INT/01	Caribbean-Pacific Women's Television Co-production and exchange	60,000
PDC/17 INT/02	International Network of Journalism Schools associated with UNESCO	85,000
PDC/18 INT/01	IFEX: Training and communications development to support freedom of expression campaigning	90,000
PDC/18 INT/02	Reporters sans Frontières: Updating and publishing the "Practical Guide" in several languages	30,000
PDC/19 INT/02	IRTU: Screens without Frontiers	70,000
Total		4,712,000

**Projects which received financing
under IPDC fund-in-trust arrangements in 1998 and 1999
(as at 1 June 1999)**

Project No.	Project title	US \$
PDC/7 ZIM/01 FIT - Denmark	ZIMBABWE: Film training	977,303
PDC/12 PHI/01 FIT - Denmark	PHILIPPINES: Tambuli Community Radio	183,145
PDC/13 NAM/01 FIT - Denmark	NAMIBIA: Broadcasting training programme	115,889
PDC/14 CMB/01 FIT - Denmark	Establishment of a media training academy	125,702
PDC/15 RAF/01 FIT - Germany	Capacity-building for the Federation of African Media Women	103,827
PDC/17 PAL/01 FIT - Luxembourg	PALESTINE: Training in Production for Palestinian Television	68,000
PDC/18 CVI/01 FIT - Luxembourg	CAPE VERDE: Computerization of the news room of the national radio	40,000
PDC/18 LAO/01 FIT - Luxembourg	LAO P.D.R: Upgrading the national mass media training centre	30,000
PDC/18 VIE/01 FIT - Luxembourg	VIET NAM: Training of communication professionals	40,000
PDC/18 RAF/02 FIT - Portugal	Establishment of a training institute for media professionals from Portuguese-speaking African countries	38,500
PDC/19 PAL/01 FIT - France	PALESTINE: Multipurpose, multimedia centre for PBC	63,986
PDC/19 YUG/01 FIT - France	YUGOSLAVIA: "BETA PRESS" news agency	52,880
PDC/19 PAL/01 FIT - Luxembourg	PALESTINE: Multipurpose, multimedia centre for PBC	65,300
PDC/19 HAI/01 FIT - Saudi Arabia	HAITI: Strengthening the production means of the national radio	30,000
PDC/19 HAI/02 FIT - Saudi Arabia	HAITI: Strengthening the production capacity of Télé-Haïti	20,000
Total		1,901,652