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United Nations  
Educational, Scientific and  
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**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE IPDC**

**Part I: Africa**  
**Part II: Arab Region**

**IPDC BUREAU**  
**(Fifty-ninth meeting)**

UNESCO HQ, PARIS  
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## TABLE OF CONTENTS

	<b>CLUSTER OFFICE</b>	<b>PROJECT NUMBER</b>	<b><u>PART I: AFRICA</u></b>	<b>PAGE</b>
1.	ABUJA	IPDC/59 CI/01	<b>COTE D’IVOIRE : CAPACITY BUILDING AND IMPLEMENTATION OF A MECHANISM FOR MONITORING THE SAFETY OF 40 JOURNALISTS (50% FEMALE) DURING ELECTION PERIODS IN COTE D’IVOIRE</b>	10
2.	ABUJA	IPDC/59 GH/01	<b>GHANA: THE DEVELOPMENT OF CLIMATE CHANGE TRAINING MATERIALS FOR JOURNALISTS</b>	13
3.	ABUJA	IPDC/59 NG/01	<b>NIGERIA: CAPACITY BUILDING TRAINING FOR WOMEN JOURNALIST ON GENDER AND LEADERSHIP IN NIGERIA</b>	21
4.	ADDIS ABABA	IPDC/59 ET/01	<b>ETHIOPIA: PROFESSIONALIZATION OF DOCUMENTARY AND JOURNALISTIC TV AND FILM INDUSTRY THROUGH TRAINING</b>	27
5.	ADDIS ABABA	IPDC/59 ET/02	<b>ETHIOPIA: IMPROVING LEADERSHIP &amp; PHOTOJOURNALISM SKILLS OF WOMEN JOURNALISTS</b>	36
6.	DAKAR	IPDC/59 BF/01	<b>BURKINA FASO: UPGRADE THE CAPABILITIES OF THE SABOU-BASED RADIO STATION, PENGDWENDE RADIO, WITH DIGITAL NEWS PRODUCTION AND BROADCASTING EQUIPMENT, WITHIN THE FRAMEWORK OF BURKINA FASO’S AUDIOVISUAL NEWS MEDIA DIGITALISATION PROGRAMME</b>	44
7.	DAKAR	IPDC/59 ML/01	<b>MALI: "JOURNALISM AND CITIZENSHIP"</b>	46
8.	DAKAR	IPDC/59 ML/02	<b>MALI: AID TO CREATE THE MALI SCHOOL OF JOURNALISM AND COMMUNICATION SCIENCES</b>	48
9.	DAKAR	IPDC/59 RAF/01	<b>REGIONAL: STRENGTHENING “FREE RIGHTS TV” A CITIZEN WEBTV SERVICE DEDICATED TO HUMAN RIGHTS AND FREEDOM OF EXPRESSION IN WEST AFRICA</b>	50
10.	DAKAR	IPDC/59 SN/01	<b>SENEGAL: TRAIN PRESENTERS AND UPGRADE OPERATING EQUIPMENT TO IMPROVE WORKING CONDITIONS AT BANDAFASSI FM RADIO</b>	52
11.	DAKAR	IPDC/59 SN/02	<b>SENEGAL: COMMUNITY RADIO AND CITIZEN INVOLVEMENT IN SENEGAL</b>	54

12.	HARARE	IPDC/59 ZA/01	SOUTH AFRICA: ESTABLISHMENT OF OUTSIDE COMMUNITY BROADCASTING AT BUSH RADIO	56
13.	HARARE	IPDC/59 LS/01	LESOTHO: STRENGTHENING THE NEWSPAPER AND MAGAZINE DISTRIBUTION NETWORK IN LESOTHO	62
14.	HARARE	IPDC/59 MW/01	MALAWI: ESTABLISHMENT OF NTHALIRE COMMUNITY RADIO IN MALAWI	69
15.	HARARE	IPDC/59 RAF/02	REGIONAL: DEVELOPMENT OF A COMMUNITY MEDIA ADVERTISING DIRECTORY FOR SOUTHERN AFRICA	78
16.	HARARE	IPDC/59 SZ/01	SWAZILAND: STRENGTHENING OF JOURNALISTS' SAFETY NETWORK IN SWAZILAND	85
17.	HARARE	IPDC/59 ZW/01	ZIMBABWE: CAPACITY BUILDING FOR THE ZIMBABWE ASSOCIATION OF COMMUNITY RADIO STATIONS (ZACRAS)	90
18.	JUBA	IPDC/59 SS/01	SOUTH SUDAN: ESTABLISHING A WERIAL COMMUNITY MEDIA TO PROVIDE INFORMATIVE AND EDUCATIVE PROGRAMS TO SOUTH SUDANESE	95
19.	JUBA	IPDC/59 SS/02	SOUTH SUDAN: START UP OF THE MEDIA DEVELOPMENT INSTITUTE IN JUBA, SOUTH SUDAN	103
20.	KINSHASA	IPDC/59 CD/01	DRC: STRENGTHENING THE CAPACITY OF JOURNALISTS FOR A NEW FORM OF COMMUNICATION IN FAVOUR OF NATURE CONSERVATION AND ENVIRONMENTAL PROTECTION.	110
21.	KINSHASA	IPDC/59 CD/02	DRC: NATIONAL SYMPOSIUM ON JOURNALISM EDUCATION AND PROFESSIONS IN THE MEDIA SECTOR IN VIEW OF THE "LMD" REFORM IN DRC	111
22.	LIBREVILLE	IPDC/59 CG/01	CONGO : DEVELOP THE COURSE OFFERING AND TRAIN LECTURERS AT THE INSTITUT SUPERIEUR DE L'INFORMATION ET DE LA COMMUNICATION IN THE CONGO	113
23.	NAIROBI	IPDC/59 KM/01	COMOROS ISLANDS: STRENGTHENING THE CAPACITY OF YOUNG JOURNALISTS AND MEDIA HEADS	115
24.	NAIROBI	IPDC/59 KM/02	COMOROS ISLANDS: STRENGTHENING THE PROFESSIONAL CAPACITY OF FEMALE JOURNALISTS IN THE COMOROS	118
25.	NAIROBI	IPDC/59 DJ/01	DJIBOUTI : SUPPORT FOR THE SYNDICAT DU PERSONNEL DE LA PRESSE ET DE L'AUDIO-	121

			<b>VISUEL DE DJIBOUTI (SPAD)</b>	
26.	NAIROBI	IPDC/59 KE/01	<b>KENYA: BUILDING CAPACITY OF BUS RADIO MEDIA STAFF ON DIGITAL MEDIA PRODUCTION</b>	124
27.	NAIROBI	IPDC/59 MG/01	<b>MADAGASCAR: ESTABLISHMENT OF A MULTIMEDIA CENTRE TO PROVIDE JOURNALISTS WITH SUPPORT AND BASIC AND ONGOING TRAINING</b>	130
28.	NAIROBI	IPDC/59 MG/02	<b>MADAGASCAR: AWARENESS-RAISING AND TRAINING FOR A BETTER UNDERSTANDING OF THE COMMUNICATION CODE</b>	133
29.	NAIROBI	IPDC/59 RW/01	<b>RWANDA: BUILDING INSTITUTIONAL CAPACITY OF RWANDAN EDUCATION JOURNALISTS NETWORK TO PRODUCE AND REPORT ON EDUCATION ISSUES IN RWANDA.</b>	136
30.	NAIROBI	IPDC/59 RW/02	<b>RWANDA: CAPACITY BUILDING OF WOMEN COMMUNITY RADIO JOURNALISTS ON RADIO PRODUCTION IN RWANDA</b>	142
31.	NAIROBI	IPDC/59 SO/01	<b>SOMALIA: STRENGTHENING THE CAPACITY OF THE SOMALILAND JOURNALIST ASSOCIATION TO ENHANCE FREEDOM OF EXPRESSION AND PRESS FREEDOM</b>	148
32.	NAIROBI	IPDC/59 UG/01	<b>UGANDA: CAPACITY BUILDING OF JOURNALISTS ON PEACE JOURNALISM IN NORTHERN UGANDA</b>	155
33.	NAIROBI	IPDC/59 UG/02	<b>UGANDA: DEVELOPMENT OF GENDER PROGRAMME GUIDELINES</b>	162
34.	YAOUNDE	IPDC/59 BI/01	<b>BURUNDI: ELECTORAL NEWS COVERAGE TRAINING FOR JOURNALISTS IN BURUNDI</b>	168
35.	YAOUNDE	IPDC/59 BI/02	<b>BURUNDI: LAUNCH OF THE WEB-TV SERVICE, IWACU WEB TV, IN BURUNDI</b>	171
36.	YAOUNDE	IPDC/59 CF/01	<b>C.A.R. : CENTRAL AFRICAN MEDIA AND HUMAN RIGHTS (MCDH)</b>	173
37.	YAOUNDE	IPDC/59 CM/01	<b>CAMEROON: CLIMATE CHANGE IN MEDIA BUILDING CAPACITY TOWARDS EFFECTIVE CLIMATE CHANGE REPORTING</b>	176
38.	YAOUNDE	IPDC/59 TD/01	<b>CHAD: REINFORING THE MEDIA SELF-REGULATION FRAMEWORK IN CHAD</b>	182
39.	YAOUNDE	IPDC/59 RAF/03	<b>REGIONAL: PROMOTION OF THE SAFETY AND PROTECTION OF FEMALE JOURNALISTS IN THE POST-CONFLICT COUNTRIES OF THE ECONOMIC COMMUNITIES OF CENTRAL AFRICAN</b>	184

			STATES	
	CLUSTER OFFICE	PROJECT NUMBER	<u>PART II: ARAB REGION</u>	
40.	CAIRO	IPDC/59 SD/01	SUDAN: INTRODUCING MEDIA AND INFORMATION LTERACY CURRICULUM INTO SECONDARY TRAINING TEACHERS INSTITUTES	188
41.	CAIRO	IPDC/59 SD/02	SUDAN: BUILDING INSTITUTIONAL CAPACITY OF OMDURMAN UNIVERSITY COLLEGE FOR PRESS AND PRINTING TECHNOLY	193
42.	RABAT	IPDC/59 DZ/01	ALGERIA : STRENGTHEN THE CAPABILITIES OF JOURNALISTS AT ALGERIAN REGIONAL RADIO STATIONS ON THE FUNDAMENTALS OF RADIO JOURNALISM AND ONLINE RADIO	199
43.	RABAT	IPDC/59 MA/01	MOROCCO: REINFORCE IMDH MEBMER'S PROFICIENCY IN TECHNIQUES OF OBSERVATION AND MONITORING OF VIOLATIONS OF FREEDOM OF INFORMATION, FREEDOM OF EXPRESSION AND THE RIGHT TO COMMUNICATION	201
44.	RABAT	IPDC/59 MR/01	MAURITANIA: STRENGTHENING THE CAPACITIES OF INDEPENDENT MUARITANIAN JOURNALISTS IN EDITORIAL TECHNIQUES	203
45.	RAMALLAH	IPDC/59 PS/01	PALESTINE: ENHANCING THE PROFESSIONAL CAPACITY OF INDEPENDENT PALESTINIAN MEDIA	205
46.	RAMALLAH	IPDC/59 PS/02	PALESTINE: EMPOWERING FEMALE COMMUNITY REPORTERS THROUGH RADIO TRAINING	212
47.	TUNIS	IPDC/59 TN/01	TUNISIA : SUPPORT FOR ILLITERATE WORKING WOMEN IN SOUTH-EAST TUNISIA, THROUGH THE ULYSSE FM RADIO PROGRAMME, "LELLET EL FM"	219

## COTE D'IVOIRE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Capacity building and implementation of a mechanism for monitoring the safety of 40 journalists (50% female) during election periods in Côte d'Ivoire</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 CI/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 20,000.00</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Syndicat national des Agents de la Presse Privée de Côte d'Ivoire (SYNAPPCI) 06 BP 2868 Abidjan 06 Tel.: +22505 10 18 29/ 41 10 13 32</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Since the 90s, the political situation in Côte d'Ivoire has been particularly unsettled. And unfortunately, with each crisis, journalists have always been singled out as targets. Underlying these assaults on Ivorian journalists' and media professionals' physical and moral integrity is the widely held view that journalists do not always exercise their profession in a professional manner. According to a number of observers, this is due to a lack of knowledge, on the part of journalists, of the rules of their profession and the legislative and regulatory frameworks governing the media and elections.

Consequently, the aim of this project is to provide journalists with training on the national legal frameworks governing the media and elections, and on identifying potential threats to their safety, reducing risks, and taking initiatives that are consistent with the United Nations Action Plan on the Safety of Journalists. Specific emphasis will also be placed on the course on safety and journalism, as well as on the section on the specific threats faced by women.

### **2. IMMEDIATE OBJECTIVE:**

Train journalists so that they gain a thorough understanding of the legislative and regulatory frameworks governing the media and elections.

Implement a mechanism to monitor the safety of journalists covering elections in Côte d'Ivoire.

### **3. ACTIVITIES:**

- Four-day workshop for 40 participants, on the safety of journalists and the legislative and regulatory frameworks governing the media and elections.
  - Day 1: Legislative and regulatory framework governing the profession of journalism
  - Day 2: Journalism and safety during periods of crisis
  - Day 3: Warning mechanisms and implementation techniques

- Day 4: Summary report and recommendations
- Write-up and publication of a report on the recommendations from the workshop
- Promotion and circulation of the report and recommendations among media professionals nation-wide

#### **4. INSTITUTIONAL FRAMEWORK:**

The Syndicat National des Agents de la Presse privée de Côte d'Ivoire (SYNAPPCI) was founded on August 25, 1999, and is the largest trade union for private-sector media workers in Côte d'Ivoire. It has conducted several projects, notably with support from partners such as the National Endowment for Democracy, the Open Society Initiative for West Africa (OSIWA), the Fonds de Soutien et Développement de la Presse, Friedrich Ebert, UNIAFRICA, the Fédération Internationale Journaliste etc. It is based in Abidjan.

<b>D. BUDGET</b>	
<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Accommodation (USD 40 x 4 nights x 40 persons)	6,400
Meals (USD 30 x 4 days x 40 persons)	4,800
Training material and hiring of supporting equipment Training Kit for the 40 participants (notepad, pen, pencil, eraser, photocopies of course material), whiteboard, marker, water,	400
Participants' travel expenses (USD 40 x 40 persons)	1,600
Purchase of 2 laptop computers, including one for the project coordinator for use during the entire duration of the project, and the other for the technician and to host the server and the warning-management software. The technician will need the computer on a full-time basis to be operational in real time. Likewise for the coordinator, who will need to be able to centralize and secure all project-related information.	1,200
Set up of a server + purchase of 10 mobile telephones, which will be necessary since not all telephones can be configured for internet connectivity. The implementation of the project requires telephones which are designed for easy internet use. The telephones will be allocated to the focal points for the various zones, who will be identified during the workshop. The phones will therefore be used as working tools + internet subscription	2,000
Write-up, promotion and dissemination of the report. The budgeted expenses will be used to cover: the costs incurred by the Drafting Committee to produce the summary report; the cost of printing the final report and the posters for the popularisation campaign; any other costs incurred during the popularisation campaign (travel, organisation of discussions and exchanges, publication in specific media forms, etc)	3,400
<b>Total IPDC</b>	<b>USD 19,800</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Personnel (1 accountant, 1 secretary, 1 driver)	5,760
Coordinator	4,800
Rent + electricity + water + telephone + petrol	2,800
<b>Total</b>	<b>USD 13,360</b>



## GHANA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>THE DEVELOPMENT OF CLIMATE CHANGE TRAINING MATERIALS FOR JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 GH/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Climate Change Education</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$32,755.00</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$ 18,055.00</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Africa University College of Communications</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Regional Office Abuja</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Accra, Ghana</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>African University College of Communications</b>

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Although climate change has been identified as a major developmental area of concern in developing countries such as Ghana, unfortunately, media development on the issue of climate change in Ghana is minimal. This fact may be attributed to the disconnect that exists between the people working on climate change issues (scientists and policy makers) and the people whose day to day activities impact on or are impacted on these climate change issues (journalists and the general public).

Climate change has a major impact on the sustainability of the human life, human settlement and human economic enterprise. According to the most recent estimates from the International Panel on Climate Change (IPCC), the African continent has warmed about half a degree over the last century and the average annual temperature is likely to rise an average of 1.5-4°C by 2099. Current scientific predictions project that climate change will (in varying extent and among different regions and communities); exacerbate morbidity and mortality, reduce incomes, and decrease access to important sources of natural capital.

Journalists who have the responsibility of communicating these and other relevant climate change issues to the public have indicated an inability/unwillingness to cover these stories due to reasons such as:

1. A lack of understanding of the terms and terminologies employed by scientists to discuss the issue of climate change.
2. A lack of incentives: Journalists have described reporting on climate change as not being economically beneficial to them as these stories do not fetch the same remuneration as other more “exciting” pop culture topics.
3. Lack of training to adequately equip the Journalists with tools to convert the important facts identified and presented by scientists into everyday parlance that the average consumer may understand and find relevant.

There is the dire need for media development on climate change to properly equip journalists to adequately educate the populace on sustainable environmental practices.

#### **Bridging the Gap through Education**

Why is Communication training essential?

Access to information is essential for at least two reasons. First, it ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation. Second, information serves a "checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of those who elected them.

To that end, AUCC has developed both a Climate Change course for its final year (Level 400) students, and also a 2-4 week training course for journalists currently employed in the field. The broad aim of these courses is to educate the journalists on climate change in order to equip them to educate their communities on the need to protect and sustain Planet Earth in order to guarantee quality human life.

Training people to become effective journalists is important because journalists help the communication process at two levels: (1) analysis to bring sense and structure out of the never-

ending flow of data and (2) presentation to get what is important and relevant into the consumer's head.

The table below indicates the gender distribution for the journalism and development communication Departments:

SPECIALIZATION	SECTION	MORNING	EVENING	WEEKENDS	TOTAL
<b>LEVEL 300 JOURNALISM</b>	<b>MALES</b>	<b>9</b>	<b>7</b>	<b>NONE</b>	<b>16</b>
	<b>FEMALES</b>	<b>12</b>	<b>2</b>	<b>NONE</b>	<b>14</b>
	<b>TOTAL</b>	<b>15</b>	<b>9</b>	<b>NONE</b>	<b>30</b>
	<b>SECTION</b>	<b>MORNING</b>	<b>EVENING</b>	<b>WEEKENDS</b>	<b>TOTAL</b>
<b>LEVEL 300 DEVELOPMENT COMMUNICATIONS</b>	<b>MALES</b>	<b>2</b>	<b>20</b>	<b>14</b>	<b>36</b>
	<b>FEMALES</b>	<b>6</b>	<b>18</b>	<b>5</b>	<b>29</b>
	<b>TOTAL</b>	<b>8</b>	<b>38</b>	<b>19</b>	<b>65</b>

## **2. DESCRIPTION OF THE TARGET GROUP:**

AUCC plans to offer this course in two ways.

1. A mandatory course at Level 400 for the Journalism track students. (The same course will be offered as optional for Development communication students)
2. A 2-4 week short course for Journalists who are already working in the field.

### **PREAMBLE**

The biggest issues facing the world today arguably have a direct connection with Climate Change and adaptation. There is therefore the urgent need for humans to consider the rate at which the climate change and what can be done to adapt their philosophies, economics and lifestyle to engage in sustainable development practices. It is on this premise that this course comes in handy with the broad aim that, at the end of the period of study, students will be empowered to engage in effective media development practices through a firm ground in the science and policy underlying climate change; and the practical application of themes expressed in the UNESCO climate change in Africa Guide book.

### **Course Objectives:**

Students will emerge from the course with an understanding of climate change and how to appropriately report on climate change, scientific findings, policies and initiatives. Specifically they will be able to:

1. Demonstrate a solid understanding of the science of the climate system and policies, which address climate change specifically in Ghana.
2. Explain the consequences, risks and uncertainties of climate change and the need for adaptation measures
3. Be willing to and initiate projects to report in-depth on climate change and related factors
4. Address and provide solutions to the missing parts in the media's coverage of climate change and sustainable development efforts.
5. Engage in discussions on climate change and how this impacts on sustainable development initiatives
6. Discuss themes on climate change adaptation—sourced from UNESCO climate change in Africa Guide book.

### **3. DEVELOPMENT OBJECTIVE:**

1. Educate AUCC students (journalists/development communication specialists) to meet the changing Climate change training needs.
2. Assist other institutions (educational institutions, media houses etc.) to develop the capacity of all relevant stakeholders in the climate change discussion.

### **4. IMMEDIATE OBJECTIVE:**

1. Provide training/education on effective Climate Change communication practices to Journalists and Development communication students and Journalists practicing in the field.

### **5. PROJECT OUTPUTS:**

1. A 16-week long course on Climate Change Reporting with accompanying Syllabus.
2. A 2-4 week short course on Climate Change Reporting with accompanying Course outlines.

### **6. PROJECT OUTPUTS:**

1. A 16 week course – Course outline attached.
2. A 2-4 week course – Reviews pertinent and applicable portions of the UNESCO Handbook on Climate Change for Journalists.

### **7. PROJECT INPUTS:**

- People – AUCC lecturers and other key guest lecturers will be used.
- Travel costs and other incidentals
- Equipment – Computers
- Supplies – Video recording equipment, Video editing software
- Facilities – We will be using the AUCC campus which charges 15% of total grant for administrative overheads.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Course offered in Semester 1	x	x							x	x	x	x
Course offered in Semester 2				x	x							
Short course		x		x		x	x	x		x		x

Please note that months 6, 7, 8 are usually the summer vacation where students typically do not enrol for courses. During this time, the short courses may be intensified.

## 9. INSTITUTIONAL FRAMEWORK:

The African University College of Communications (AUCC) is an autonomous private institution dedicated mainly to the study of media and communication. AUCC was established as the Africa Institute of Journalism & Communications (AIJC), in 2002 by Hon. Kojo Yankah, former editor of Ghana's widest circulation newspaper, the Daily Graphic, one-time director of the Ghana Institute of Journalism, and former Member of Parliament and Minister of State. The diploma-awarding Institute admitted its first batch of 60 students in October 2002 under a collaborative arrangement with the Ghana Institute of Journalism.

In 2007, the Africa Institute of Journalism & Communications received approval from the National Accreditation Board to offer a four-year BA degree programme in affiliation with the University of Ghana, Legon and became The African University College of Communications. The institution is currently petitioning the National Accreditation Board to expand its offerings in complementary areas in an effort to meet the growing needs of the country.

AUCC held its first Bachelor degree graduation ceremony on December 10, 2011 at the Discovery House campus of the University during which the institution graduated its very first batch of B.A. degree students (46 students). The occasion was also used to graduate the University's 8th batch of Diploma Students (33 students).

In 2012, the African University College of Communications (AUCC) graduated its 9th batch of diploma students (communications) and its 2nd Batch of Degree students (B.A in communications). This event also constituted the climax of its 10th anniversary celebrations on the theme "Education in an age of globalization and convergence - AUCC @ 10 ". With a current student population of over 1,000 students coming from eleven African countries, AUCC presently offers Bachelors degree courses in Communication Studies and Business Administration and is preparing to launch Masters programmes in these two programmes this year.

AUCC’s state- of- the art digital facilities aimed at transporting the acquisition of knowledge (by students) into the information age include wireless internet connectivity, well-resourced e-libraries, radio/photo studios, digital video production labs, and multimedia lecture halls.

The mission of AUCC is to prepare lifelong learners to become innovative problem-solvers and ethical leaders in the fields of communication, business and related areas through excellence in interdisciplinary teaching, research, and collaboration at the local, regional and global levels using a pan-African Framework.

**10. SUSTAINABILITY:**

Both the journalism track course and the short course are sustainable because they are relevant and necessary. Climate change issues are ongoing and although the negative effects may not be reversed, constant and consistent education will go a long way. This is why AUCC sees the need to make this a long term commitment by subsuming the 16 week long Climate change course into the AUCC curriculum and offering it once a year (either in Semester 1 or 2 depending on the current curriculum revision). This course will be mandatory for Journalism students and optional (but encouraged) for Development communication students. The material will be updated on a yearly basis based to reflect current findings in the climate change field.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Step	Action
1	Ensure that monitoring and evaluation are included in every curriculum associated with this initiative, this is in line with all courses offered at AUCC currently.
2	Identify existing monitoring and evaluation strategies employed by the institution for other courses to see how they may be used.
3	Identify suitable indicators to monitor process, output and outcome.
4	Carry out monitoring and evaluation activities in a consistent and repeated manner to enable any revision or adjustment.

**12. EVALUATIONS CARRIED OUT:**

To be conducted when Programme starts:

- **Indicators to be used:**
  1. Process indicators – will evaluate the process of the programme, review the curriculum, lecturers etc.
  2. Output indicators – will measure the output from the programme e.g. publications students make to support climate change reporting.
  3. Outcome indicators – Short-term such as increased knowledge; Intermediary such as change in behavior ; or long term such as aiding in the reduction of climate change through effective reporting.
- **Data collection-** Surveys

- **Analysis and reporting**- will be conducted by the Institutional research Department at the African University College of Communications at the end of each semester/training event.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

At the end of this project, AUCC will supply a complete report of all its activities, which will include all training materials. AUCC will also compile a final activity report and a financial report (including all accounting documents and original receipts).

#### **C. ADDITIONAL INFORMATION**

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION(in US dollars)**

Teaching costs – Running the programme for a year – 2 external specialists to support AUCC faculty. Unit cost (\$50 per credit hour x 3 credit hours per week = \$150/week) (\$150 x 40 weeks = \$6000)	12,000
Project coordinator	2000
Equipment Video recording equipment – 1 @ \$1200 = \$1200 Digital recorders – 5 @ 100 = \$500	1700
AUCC Administrative costs for all projects (15% of Total costs) <ul style="list-style-type: none"> <li>• Acquisition, maintenance and/or the upgrade of information systems to track evaluation.</li> <li>• Acquisition of additional library holdings.</li> <li>• Upgrades to research equipment.</li> </ul>	2355
<b>Total IPDC</b>	<b>US\$18,055.00</b>

##### **BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)**

Equipment (Instructional materials) Practical visits – transportation and refreshments costs to key climate adaptation sites not located in Accra such as Aburi, Mampong etc.	9600
Portable Projectors	1500
Scanner	300
Photocopy machine	1500
Supplies – Printers (1) = \$600	1000

Printer Cartridges – \$400	
Short Course	
Refreshment for participants (30 per session) * \$ 15	450 per session
Transportation for participants	300 per session
<b>Total</b>	<b>US\$ 14,700.00</b>



## NIGERIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING TRAINING FOR WOMEN JOURNALIST ON GENDER AND LEADERSHIP IN NIGERIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 NG/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Capacity development for women Journalists and media managers</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US \$23,500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US \$20,500</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Nigerian Association of Women Journalist (NAWOJ). Plots 131, Cadastral zone, Center A, Jahi District. Abuja – FCT Contact person- Ifeyinwa Omowole Position – National President Tel – 08023139681 – 08184224814 Email – <a href="mailto:ifeyinwaomowole@yahoo.co.uk">ifeyinwaomowole@yahoo.co.uk</a> <a href="mailto:Nawojnigeria89@gmail.com">Nawojnigeria89@gmail.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nigerian Regional Office Contact person – Mr. Ronald David Kayanja</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Abuja- FCT</b>

**B. PRESENTATION****1. PROJECT JUSTIFICATION:**

Studies have proven that women bore the brunt of atrocities committed during the attacks by insurgents. Since his inception, President Goodluck Jonathan has made great strides in bridging the gender divide, but much still needs to be done to minimize the disparity between men and women. Today, women make up the majority of the country's unemployed population and constitute 78% of the illiterate. Furthermore, while women account for nearly 50 percent of the population, they occupy only about 10% of the Senate, 17% of the House Of Representatives, and 25% of the President's cabinet; women are doing all to ensure that National Legislature **pass a bill** which would call for 35 percent women participation in political representation. The media sector is no exception. Media organizations stations in Nigeria are predominantly occupied by males and the editorial decisions made in the newsroom are male biased. A random sample of 10 newspapers published, carried out at a media workshop in 2014, showed that 85% of the stories were about various male issues; the 15% about women were mostly stories about the female government officials. Research conducted by various media development organizations has shown that women account for a mere 13 to 16% of the journalists in Nigeria. A further SWOT conducted by NAWOJ in 2013 showed that women hold a dismal one percent of clout positions in the media. The situation is appalling within media organizations which are in the 6 geo political regions of Nigeria and provide information for over half of the Population of Nigeria. Of 20 media organizations assessed by NAWOJ, None has a female at the top management position. Most of the women who work in media organizations have received little or no form of journalistic training on gender and leadership. They therefore struggle to produce meaningful reports, with women's issues being given very little coverage. To address this problem, NAWOJ will work to develop a comprehensive and inclusive training programme to build the capacity of women working in media organizations on gender and develop them to occupy managerial positions. NAWOJ will develop the skills of media organizations, female journalists through a 5-day hands-on training in Gender sensitivity, an internship with Nigeria-based media institutions and trainings on leadership to help reduce the prevalence of gender disparities in the newsroom will also be developed.

**2. DESCRIPTION OF THE TARGET GROUP:**

Nigerian women journalists working with Nigerian based media institutions are the targeted beneficiaries.

**3. DEVELOPMENT OBJECTIVE:**

This journalism and managerial training project will contribute to promoting women's participation in Nigeria's development and promoting women's issues and development through developing the professional capacities of women journalists in the production and presentation of programmes on gender related issues, and managerial competence.

#### 4. **IMMEDIATE OBJECTIVE:**

Thirty female journalists from media organizations will acquire knowledge to work effectively alongside their male counterparts and engage their communities in good gender reportage by sharing information that is cardinal to women's development and involvement and disseminate this information within the period of the project and after training.

#### 5. **PROJECT OUTPUTS:**

- Thirty female journalists capable of producing quality programmes on women related issues
- A network of female journalists specialized in reporting on gender sensitive programmes
- Female journalists who can work side by side with their male counterparts for managerial positions

#### 6. **ACTIVITIES:**

- Development of training modules
- A 5-day intensive training course for 30 female journalists, from media organizations, to ensure that women's issues are reported more in the media. Journalists will also receive training in gender reporting and leadership and managerial skills to ensure that female journalists are able to ascend to managerial positions in media institutions.

#### 7. **PROJECT INPUTS:**

- The project will utilize the expertise of 2 experts for the duration of the project.
- The project team shall make use of NAWOJ field equipment (recorders) during the internship program. A rented projector shall be used for the 5 days gender and leadership training.
- Writing and editing of the final reports

#### 8. **WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Development of training modules	X											
Identify trainers	X											
Selection/contracting of trainers	X											
Development modules for training programmes	X											
Selection and notification to workshop participants	X											
Preparation of training materials	X											

Training of 30 female Journalist on gender sensitive reporting and leadership		X										
Monitoring and Evaluation	X	X	X	X	X							
Submission of final implementation reports (programme & financial)					X							

**9. INSTITUTIONAL FRAMEWORK:**

Nigeria Association of Women Journalists (NAWOJ) was established in 1989 by a group of concerned women journalists who saw the need for a gender focused association that will meet the yearnings and aspirations of professional female journalists in line with global trends of enthroning gender parity in all spheres of development. Presently, NAWOJ operates under the Constitution of the Nigeria Union of Journalist NUJ.

NAWOJ was incorporated on 22<sup>nd</sup> November, 2005 as a registered Non Governmental Organization by the Corporate Affairs Commission with Registration No. CAC/IT.NO 19861. It has a National Secretariat located in Abuja which co-ordinates activities of the 36 States branches and the FCT.

The NAWOJ executive is structured into the Central Working Committee, CWC, and the National Executive Committee, NEC. CWC members include the President, Deputy President, Secretary, Assistant Secretary, Treasurer, Auditor and 8 Zonal Vice Presidents and 8 Ex-officio members. The National Executive Committee includes the CWC members and State Chairpersons and Secretaries of the 36 States of Nigeria including Abuja. NAWOJ has State Executives in all the 36 States including Abuja.

**10. SUSTAINABILITY:**

NAWOJ is an institution that works for the well being of women in media. The institution will ensure that a separate network be maintained to assess the short term and long term achievements of women. In doing so, NAWOJ will work with the women journalists and report and encourage other women who are part of the association. With the modules produced, which shall be used for future training, NAWOJ intends to conduct short term training for other female journalists, thereby building the capacity of female journalists in professional programming, production and reportage so as to efficiently and effectively excel to managerial positions also based on their achievements.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

NAWOJ will ensure that there exists internal and external monitoring that will be implemented, for the duration and after the project. As a result of lessons learnt from other organizations and past projects implemented by NAWOJ, The Nigerian Union of Journalist (NUJ) will conduct monitoring assessments. These exercises will be done for all training sessions. A financial and technical team will pay field visits to every training location. NUJ and UNESCO will carry out

external monitoring and evaluation of the project. In addition to project activities and finance, monitoring and evaluation activities will include the review of the project's work-plans and performance status. NAWOJ shall assess the impact of the training, by gathering stories and programmes produced by the trained journalists during the period of the project.

## **12. EVALUATIONS CARRIED OUT:**

Based on an assessment conducted by NAWOJ the need for an advanced capacity building programme was introduced and a proposed approach was selected on the basis of the women's demand in various specialized areas of the media to ensure readiness of trainees in handling and performing their assigned jobs.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The Implementation Strategy and the Work-Plan will be monitored and evaluated as appropriate by participating parties, so that lessons can be learnt and disseminated, and corrective steps taken where needed.

The plan as a whole can be ultimately evaluated in terms of whether the Expected Results have been achieved, which is an approach that aligns with the frame of "Results-Based Management". It is therefore important to register, where possible, baseline information, against which progress can be measured.

The Work-Plan includes monitoring mechanisms to be put in place from the beginning of the implementation, with the aim of promoting an appropriate compilation and systematization of information and data for ongoing learning and improvement, and for an in-depth evaluation at the end of the period of implementation.

Evaluation and monitoring will include specific gender-sensitive indicators and conflict indices. Due to the many variables involved, however, it is not possible to set quantitative targets relating to certain numbers.

Incorporated within the Strategy and Work-Plan is an awareness of risks. These could relate to a lack of human resources and budgetary concerns, inadequate political will, a fragmented and divided media community, poor communication and sharing, a failure of participants to fully recognize the diverse roles of each other, and inadequate monitoring and evaluation.

However, the actions have been designed to mitigate such possibilities. As participants are not asked to go beyond their mandate, but rather to exploit synergies in a coordinated way, in this way, implementation can therefore be expected to proceed successfully.

NAWOJ will report on the progress of the project on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report showing the extent to which the objective of the project was achieved.

The project report shall be completed and reports (programmatic and financial) submitted by NAWOJ National President, Ifeyinwa Omowole.

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

<b>Development of training modules</b>	
Engage consultant to develop training modules	<b>630</b>
<b>Total Training modules Costs:</b>	<b>US\$ 630</b>
<b>5-Days Training on gender sensitive reportage and Management &amp; Leadership</b>	
Participants accommodation and meals (\$70 per day x 30 Participants x 5 days)	10,500
Two Trainers (5 days training at \$150 per day)	1,500
Training materials	600
Training Venue (\$550 per day x 5 days)	2,750
Local Travel (\$70 x 30 Participants x 2 ways)	4,200
Local Travel (\$80 x 2 Trainers x 2 ways)	320
<b>Total Training Costs:</b>	<b>US\$ 20,500</b>
<b>Total IPDC</b>	<b>US\$ 20,500</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION  
(in US dollars)**

Staff costs (5 months x 2 staff members)	1000
Project Coordinator (5 months)	500
Communication costs (5 months)	250
Local Transport costs	350
Projector rental fee	350
Internet connection	200
Project reporting	350
<b>Total US\$ 6 300</b>	<b>US\$ 3,000</b>

## ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PROFESSIONALIZATION OF DOCUMENTARY AND JOURNALISTIC TV AND FILM INDUSTRY THROUGH TRAINING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 ET/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>PROFESSIONAL CAPACITY BUILDING AND SUPPORTING INSTITUTIONS THAT UNDERPIN FREEDOM OF EXPRESSION, PLURALISM AND DIVERSITY</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT FOR</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>TRAINING SUPPORT AND EQUIPMENT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>USD 30,350</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 20,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>BLUE NILE FILM AND TELEVISION ACADEMY TEL: +251 93009927 e-mail: bnfta@gmail.com</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO LIAISON OFFICE, ADDIS ABABA</b>

<b>11.</b>	<b>PROJECT LOCATION</b>	<b>ADDIS ABABA, ETHIOPIA</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>TSIGEREDA TAFESSE</b> <b>DEPUTY MANAGER</b> <b>BLUE NILE FILM AND TELEVISION</b> <b>ACADEMY</b>  <b>SASHA RUBEL</b> <b>ADVISOR FOR COMMUNICATION</b> <b>AND INFORMATION</b> <b>UNESCO LIAISON OFFICE WITH AUC</b> <b>AND ECA</b>

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

In the last two decades, the Ethiopian journalistic environment has experienced rapid development in terms of the number of local content presented through media channels. However the quality of production is often below acceptable standards due to the poor skills of the workforce engaged in this field. This is particularly evident in television. The absence of sufficient qualified training institutions and professional platforms remain a challenge and the opportunities for professional training as well as international exposure are very limited. Studies conducted in this field suggest that the poor quality of journalistic audio visual products has a gradual negative impact on the consumption and credibility of these mediums. Despite these challenges, recent developments in Ethiopia confirm that media professionals, specifically in the audiovisual domain, are continuing to strive, through their resilience, to ensure professional conduct and perseverance despite challenges to both their safety and freedom of expression.

The quality issues faced by television professionals have had a spill-over negative impact on the quality of locally produced documentary film. The challenges are identical to those in the television domain – lack of training institutions and professional platforms. This proposal makes the following important distinctions between TV and film producers because they influence the potential and growth of media pluralism in Ethiopia. Locally produced television is organized and managed by the public broadcaster while film is governed by independent producers. Bringing the two communities together for skills development is a cost-effective means of experience sharing and dialogue but above all facilitates independent thinking, enhances the exercise of freedom of expression, and provides an awareness about and opportunity for self-regulation.

The purpose of this project is to upgrade the skills of documentary television producers currently engaged in this field through an intensive and practice oriented training that addresses the critical



limitations and gaps prevalent in the film and television industry and currently hampering the development of a more pluralistic and independent professional media landscape.

The changing socio-economic landscape of Ethiopia in recent years has given rise to an increasingly educated middle class that demands quality local TV content; local language documentaries are particularly in demand. The production of such documentaries in Ethiopia, and the preceding and much needed capacity building of media professionals to ensure high quality production, would ensure, among other results, standards of professionalization and media pluralism necessary to make the link between freedom of expression, media development, and sustainable development as Ethiopia prepares, in 2015, to implement its new Growth and Transformation Plan (GTP 2015) that includes the further liberalization of the telecommunications sector. In this regard, gender-sensitive policies in the media organizations (both on a human resource and editorial level) must be further reinforced.

The Ethiopian Radio and Television Agency, the only TV station and broadcaster in the country, is government owned and no airtime was allowed for private or independent producers. In terms of professional skills in the field, the few local professionals were mostly trained in formerly communist countries and were hired by the Ethiopian Film Corporation. The few films produced locally until 1992 were made under the auspices of the Ethiopian Film Corporation. When the corporation was dissolved in the early 1990's, most of its employees were transferred to Ethiopian Television and Radio Agency. The disbanding of the cooperation ended any form of organized state support to cinema in the country. The implications for media pluralism, diversity and freedom of expression were severe.

The Ethiopian television industry took a radical shift when the government owned media houses allowed the screening of digital video nearly 15 years ago. Within a short time the number of locally produced documentary films showed a dramatic increase. The response of the audience was highly positive. People lined up at the media houses to watch films made in their own language. Capturing the growing market, potential private investors started investing in cinema houses. Currently there are roughly 20 private and 8 government owned cinema houses in Addis Ababa only providing screening facilities to more than 200 Ethiopian films being released every year.

During the same time the state owned Ethiopian Television and Radio Agency (ETV) introduced a policy allowing TV airtime for private (independent) producers. ETV also opened two new channels with one of them fully dedicated for programs and shows produced by independent producers. The short term plan of ETV also included opening seven more channels. Recent additions to the field are Satellite based channels. Currently there are nearly 65 independent TV programs and shows broadcasted through the national TV and satellite based broadcasters; this underlines the fact that there is a market for much needed local content. The content of these programmes deals with education, information, debate and discussion on various social issues as well as entertainment. There are 250 registered production houses producing film and TV contents.

Despite the overwhelming increase in the number of local productions and broadcasting outlets almost all the products suffered a critical shortcoming in quality which emanates from the lack of

professional training. Though the field suffers from absence of skilled manpower in almost all disciplines of documentary filmmaking and television, the problem is more critical in the art and craft of directing, camera, light, sound and production for documentary film. The workforce engaged in local film and TV production does not have access to professional training. Blue Nile Film and Television Academy, the only professional film and Television school in the country training audiovisual journalists in film and television, has a limited intake capacity which falls far behind the increasing demand.

Considering the importance of television and cinema for the overall human development in general and for building informed and empowered citizens of a democratic society, the delivery of professionally crafted documentary films and television content is important. Bringing a tangible change in this area requires building a critical mass of filmmakers and television producers/crew that are equipped with knowhow and professional skills in various fields of film and television. Providing hands on skills that will ensure the upgrading and capacity development trainings for selected crew of independents production houses is a crucial intervention in order to achieve this. The proposed trainings in the framework of this project will address critical and priority areas of skill gaps that are evident in the Ethiopian audiovisual journalism sector.

The capacity building training will take place under the framework of the Colours of the Nile International Film Festival, which is organized by the Blue Nile Film and Television Academy. The festival will provide a platform that will maximize the learning opportunities and practical demonstration of professional skills through the pool of industry professionals and best quality African documentary films it will pull. A reknown festival across Africa for both its quality showcasing of documentary films and professional capacity building workshops, the training proposed will ensure south-south exchange of best practices and competencies in the domain of documentary audiovisual production.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of the training program are the technical crew of selected independent documentary television production houses. The training will target documentary production houses that are actively delivering documentaries and tv programmes to the market (number of productions being a qualifying factor) and Television production houses that have their own TV airtime or are contracted by broadcasters to produce television contents. With the aim of producing qualified and skilled female professionals in the audiovisual industry, at least 50 percent of the trainees will be female.

## **3. DEVELOPMENT OBJECTIVE:**

Improve the technical and artistic quality of local documentary television programmes by building a critical mass of film and Television professionals that are equipped with the necessary skills required by the industry to produce documentary work related to developmental concerns.

#### **4. IMMEDIATE OBJECTIVE:**

The immediate objective of the project is to develop the technical and artistic capacity of 20 female and 20 male documentaries TV and film production crew so that they are able to deliver better quality media products.

#### **5. PROJECT OUTPUTS:**

- 5 men and 5 women are trained in camera and light techniques;
- 5 men and 5 women are trained in sound for documentary film and Television;
- 5 men and 5 women are trained in documentary Film and TV directing;
- 5 men and 5 women are trained in documentary TV and film production.

#### **6. ACTIVITIES:**

- International and local trainers who are qualified in the core topics of the training are identified;
- Trainees that are actively involved in film production or ongoing TV productions are selected from independent film and Television production houses;
- Tailored training curriculum that balances theoretical and hands on method is developed for all the training topics;
- Equipment and facility required for the delivery of the training is secured;
- One-week training is delivered for 10 selected documentary and journalistic TV and film production crew (5 female and 5 male) to improve their camera and light skills;
- One-week training is delivered for 10 selected documentary and journalistic TV and film production crew (5 female and 5 male) to improve their sound skills;
- One-week training is delivered for 10 selected documentary and journalistic TV and film production crew (5 female and 5 male) to impart essential skills on the art and craft of film and TV directing;
- One-week training is delivered for 10 selected documentary and journalistic TV and film producers (5 female and 5 male) to improve their production skills.

#### **7. PROJECT INPUTS:**

The following inputs are required to implement the training programme:

- Four qualified trainers capable of delivering training in the core training topics i.e camera and lighting, sound, directing, production (one trainer for each topic);
- Suitable training rooms with sufficient space for practical training to be provided by the Alliance Ethio-Française Addis Ababa;
- Four professional video cameras to be rented for the duration of the training ;
- One sound mixer purchased and used by Blue Nile Film and Television Academy for regular training as well as upcoming editions of similar tailored trainings;
- One video mixer to be purchased and used by Blue Nile Film and Television Academy for regular training as well as upcoming editions of similar tailored trainings;

- Two Sennheiser microphones to be provided by Blue Nile Film and Television Academy;
- One micro condenser boom and headphones to be provided by Blue Nile Film and Television Academy;
- Two on-set monitors to be provided by Blue Nile Film and Television Academy;
- One set of Arri professional lighting gear to be provided by Blue Nile Film and Television Academy;
- Four Mac pro editing suit with final cut pro editing programme to be provided by Blue Nile Film and Television Academy;
- Four lcd projectors to be rented for the duration of the training period;
- Four laptops to be rented for the duration of the training.

### 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Develop selection criteria of trainees	X											
Identify and secure qualified trainers		X	X									
Develop curricula for the training topics			X									
Selection and notification of training participants					X							
Purchase of equipment		X	X	X								
Training on camera and lighting techniques						X						
Training of sound for film and television						X						
Training on film and TV directing						X						
Training on film and television production						X						
Production of sample TV programme and short documentary films						X						
Submission of implementation report							X					

### 9. INSTITUTIONAL FRAMEWORK:

The training programme will be implemented by Blue Nile Film and Television Academy (BNFTA). BNFTA is the only professional film and Television school in the country established in 2007 in Addis Ababa, Ethiopia. The mission of BNFTA is to cultivate knowledge and skill in

the Ethiopian Film and Television Industry by providing high quality film and Television training. The standard programme of BNFTA is an intensive and practice oriented one year Filmmaking and Television programme. The school also organizes tailored short term trainings for various groups including Addis Ababa University. Every year the BNFTA trains 20 – 30 young filmmakers who are in high demand and immediately hired by film and TV production houses. The school has three full time trainers, three part time trainers, two training assistants and three management and administrative staff. Through its collaboration with various cultural and media institutions and embassies BNFTA also receives international documentary filmmakers as guest trainers. An advisory board comprised of documentary filmmakers, journalists, and prominent public figures serves as an overseeing body of the school. At the establishment phase, BNFTA was mainly funded privately with additional donations for basic training equipment and materials provided by the lions club and Hubert Balles Fund. Currently the source of finance of the school is the tuition fee collected from trainees.

As part of its mission of exposing Ethiopian documentary and journalistic filmmakers to the international film market and network of industry professionals, BNFTA organizes an annual pan African film festival called Colours of the Nile International Film Festival. The festival is the proposed platform for the execution of the training in order to maximize and intensify the benefits for trainees by connecting them with international industry professionals that will be attending the festival beyond the formal training schedule.

The festival partners such as Alliance Ethio-Française Addis Ababa, Italian Cultural Institutes and UNESCO will contribute to the training in various ways.

#### **10. SUSTAINABILITY:**

The training programme is expected to ensure improved skills of the trainees that will be demonstrated through the quality of TV productions and films they will deliver after the completion of the training. The implementing body BNFTA will include the trainees in further advanced workshops and refresher trainings in order to increase the impact of the training over time. The fact that the trainings will take place in the framework of the festival is particularly important in order to maintain professional contact with trainees and to introduce them to a wider network of professionals.

In addition, the training programme will be adopted by BNFTA for additional rounds of short term trainings. The teaching methodologies and materials provided by the trainees will be used to strengthen the content and methodology of the regular programme of the academy. Furthermore, equipment purchased for the training purpose will further strengthen the institutional capacity of the school.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

BNFTA will provide intermediate and implementation reports on the project. In addition regular updates will be provided to the UNESCO Addis Ababa Liaison office and the training partners (Alliance Ethio-Française, Italian Cultural Institute) on monthly bases. A training feedback will be collected from the trainees in order to improve the content and delivery of upcoming trainings.

After the completion of training BNFA will monitor the level of improvement on the quality of the documentary television Programs and films the trainees are involved in (in the particular area of their involvement). The results will be communicated to the project partners through a written report.

## **12. EVALUATIONS CARRIED OUT:**

The Ethiopian film and television industry is a severely under researched domain. The number of studies conducted in the area of cinema is comparatively better than studies on television. Independent studies conducted mainly by Ethiopian and foreign film scholars on Ethiopian cinema all acknowledge that the industry gained a new momentum with the access of digital video products in the local cinema. These studies conclude that:

1. Ethiopian cinema has the potential to grow into a profitable industry that can engage a significant number of the work force;
2. The local documentary and journalistic film and television scene is critically affected by low quality due to the lack of a professionally trained and experienced workforce;
3. Ethiopian documentary films fail to compete internationally due to their poor quality and lack of international distribution outlets;
4. Despite the increasing number of documentary and journalistic film and television production the regulatory framework for film and television is unfavorable. The lack of professional training opportunities is another factor affecting the growth and the quality of the film and television industry.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Blue Nile Film and Television Academy will provide progress reports to the UNESCO Addis Ababa Liaison Office on the progress of the project on quarterly bases. A final report describing the extent to which the immediate objective of the project was achieved will be delivered after the completion of the project. The source of verification for this report are the end of training productions the trainees will deliver.

## **C. ADDITIONAL INFORMATION**

Blue Nile Film and Television Academy (BNFTA) was established with the objective of addressing existing knowledge gaps in the industry by supplying well trained and qualified documentary and journalistic filmmakers to the local film market. In addition to its regular filmmaking training programme BNFTA also provides members of the Ethiopian film community with international exposure and expertise through its annual African focused film festival called; Colours of the Nile International Film Festival (CONIOFF).

One of CONIFF's objectives is to facilitate experience sharing, knowledge exchange and networking among African audiovisual industry professionals. Within this context the festival organizes tailored workshops that are focused on specific challenges of the industry. During its previous editions CONIFF organized and implemented a number of successful skills

development workshops on Script writing, documentary filmmaking, Sound design for film, production, distribution, and media literacy.

This proposal is developed building on these experiences and with a bigger objective of building a critical mass of well-trained and qualified documentary and journalistic film and television professionals. Building a critical mass requires organizing a series of professional trainings addressing various disciplines of film and television taking place at the annual editions of CONIFF and as an intermediary programme between the different editions of the festivals.

<b>D. BUDGET</b>	
<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Flight and visa cost of international trainers	4,200
Allowance (meals and accommodation) of trainers	4,400
Trainers fee (four trainers 150 USD per day for 7days)	4,200
Rental of video mixer with accessory for three days	700
Rental of sound mixer with accessory for five days	900
Rental of four professional video cameras with accessory	2,000
Rental of four lcd projectors	200
Rental of four laptops	200
Participants meal and refreshments (40 trainees and four trainers for seven days)	3,200
<b>Total IPDC</b>	<b>US\$20,000</b>
<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Local transportation for trainers	500
Training venue	1,500
Staff cost (7 months X 2 staff members)	2,800
Training Coordinator (7 months)	2,000
Two Sennheiser microphones	600
Two headphones	50
Micro condenser boom	100
Arri light set	900
3 IMac editing computers with final cut pro software	1000
2 On-set monitors	200
Communication cost	300
Project reporting	400
<b>Total</b>	<b>US\$ 10,350</b>

## ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>IMPROVING LEADERSHIP &amp; PHOTOJOURNALISM SKILLS OF WOMEN JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 ET/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Training Support and Capacity Building</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Capacity development</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 30,354</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21, 404</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Ethiopian Media Women Association- Professional Women Journalists</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Liaison Office, Addis Ababa, Ethiopia</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Addis Ababa</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Lemessa Negeri Acting Executive Director and Program director EMWA</b>



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In Ethiopia, involvement of women journalists in the media sector is slim in comparison to their male counterparts. A main challenge in the modern media sector of Ethiopia is women's lack of access to leadership positions in their respective media organizations. According to the Global Report of Women in News Media, Eastern Africa Regional Baseline Report (2009), conducted in Ethiopia, Uganda & Kenya, only about a third of positions in top management and senior management are women in print and electronic media. Women occupy an average of only 34 percent and 32 percent of the positions in top management and senior management respectively.

Similarly, the challenge exists for photojournalists working in print and TV media agencies in organizing quality print and TV media outputs because of lack of photojournalism skills. EMWA has been working closely with women journalists in Ethiopia and has identified that these women journalists working in Print and TV media are facing lack of photojournalism skills and as such media reports receive less attention from the public. Photojournalists are not getting recent digital photography skills and are therefore not able to actively contribute to a modern media landscape in Ethiopia.

The proposed project with a theme of "Developing leadership skill and Enhancing photojournalism skills" aims to create independent and self-confident senior women journalists as well as to produce a well skilled body of photojournalists who have the required competencies to produce quality media outputs with the required media quality standards in order to inspire development and learning through an increasingly gender sensitive media environment.

This project's primary objective is to build the capacity of 20 senior women journalists in leadership knowledge and skills as well as enhance the competencies of 15 women photojournalists in photojournalism skills who are currently working at private organizations and government mass media agencies of Addis Ababa, Tigray, Oromia, Amhara, Diredawa, Harari and SNNP regions. The leadership skill training attendants will acquire the necessary leadership skills to ensure sustainable female leadership of media agencies while the photojournalism skills training attendants will be able to gain knowledge of the basics of digital photojournalism including editing and post processing through adobe Photoshop editing software. These two trainings will contribute to improving the safety of women journalists in addressing the low skills that cause them to lag behind their male counterparts and will in turn contribute to media pluralism and diversity in Ethiopia.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group of this project is 35 women journalists: 20 senior women journalists to be trained on leadership skills and 15 women photojournalists to be trained on basic digital photojournalism skills who are currently working at private media organizations as well as

government mass media agencies of Addis Ababa, Tigray, Oromia, Amhara, Dire Dawa, Harari and SNNP regions. The project will ensure country level coverage, where almost all media organizations in Ethiopia will participate.

The participants attending the national training workshop will be female due to the fact that 1) a needs assessment must be carried out to address the underlying reasons for lack of skills (both on a professional and leadership level) of women journalists; 2) Our association is a professional association of women journalists developed to address the specific challenges of women journalists; 3) in the Ethiopian context, more challenges exist for women journalists that hinder them from being self-confident and independent leaders.

### **3. DEVELOPMENT OBJECTIVE:**

The project contributes to plurality and diversity of Media professionals in 7 regions of Ethiopia: Addis Ababa, Tigray, Oromia, Amhara, Dire Dawa, Harari and SNNP regions by improving the capacities of senior women journalists in leadership skills as well as enhancing the skills of photojournalists on basic photojournalism skill which would ensure that they become competent enough to be self-confident and able to produce quality media outputs in their respective media organizations/agencies.

### **4. IMMEDIATE OBJECTIVE:**

**Build the knowledge and skills** of 20 senior women journalists in leadership skills to create independent & self-confident women journalists through a 3 day training and **enhance** 15 women photojournalists of print and TV media in basic photojournalism skills through a 5 day technical skills training to produce skilled photojournalists who are able to produce digital media reports at private media organizations as well as government mass media agencies of Addis Ababa, Tigray, Oromia, Amhara, Dire Dawa, Harari and SNNPs regions, thus, enhancing their professional capacity and increasing the quality of the outputs of their respective media programs.

### **5. PROJECT OUTPUTS:**

- Twenty senior women journalists are trained in leadership skills and are able to gain skills in independent decision-making;
- The challenges of senior women journalists in leadership are raised, discussed, addressed, and the way forward is indicated;
- Fifteen women photojournalists receive training and enhance their skills in digital photojournalism and are ready to produce quality media products in their respective Print and TV media outlets;
- Photojournalists are able to use camera equipment, photo techniques & styles, editing and post-processing, and Adobe Photoshop software to ensure the capacity development in Ethiopia of digital literacy.

## 6. ACTIVITIES:

- Assessment of knowledge, attitude and practice (KAP) of senior women journalists and photojournalists before the commencement of training sessions and after the completion of training program – Pre & post- KAP assessment;
- Three day training and experience sharing to impart essential leadership skills to twenty senior women journalists who are currently working at private and government media organizations in the Addis Ababa, Tigrai, Oromia, Amhara, Diredawa, Harari and SNNPs regions in Ethiopia;
- Five day technical skills training on photojournalism for 15 women photojournalists working at private and government media organizations in Addis Ababa, Tigrai, Oromia, Amhara, Diredawa, Harari and SNNPs regions in Ethiopia.

## 7. PROJECT INPUTS:

- Two training experts /trainers capable of training 20 senior women journalists on leadership skills working at private and government media organizations in Addis Ababa, Tigrai, Oromia, Amhara, Diredawa, Harari and SNNPs regions of Ethiopia;
- Two training experts/trainers capable of conducting a five day technical skills training workshop to 15 photojournalists on photojournalism skills working at private and government media organizations in Addis Ababa, Tigrai, Oromia, Amhara, Diredawa, Harari and SNNPs regions of Ethiopia;
- Three EMWA’s Staff to make smooth implementation of the project;
- Four Pentium desktop computers with 4MB memory for use during the 5 day training;
- Rental of four digital cameras for use during the technical trainings;
- One overhead projector for use during training;
- Training materials for use during the training.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
I. <u>Leadership skill training</u>												
Contracting of instructors and trainers												
Preparation of training materials												
Selection and notification to workshop participants												
Selection & rental of venue												
Conduct a three day training												
II. <u>Photojournalism skill training</u>												
Contracting of instructors and trainers												
Preparation of training materials												
Selection and notification to workshop participants												

Selection & rental of venue												
Conduct a five day training												
Monitoring and Evaluation												
Submission of implementation reports												

**9. INSTITUTIONAL FRAMEWORK:**

The Ethiopian Media Women Association (EMWA) is a non-partisan, not-for-profit association established by like-minded Ethiopian women journalists and media professionals. EMWA was established and got its legal entity from the Ministry of Justice in 1999. Following the Charities and Societies Proclamation No. 642/2009, EMWA was re-registered at Charities and Societies Agency on February 5, 2013 with registration No.0704. Since 1999, having over 250 members of professional women journalists, EMWA has been working towards the realization of its objectives of raising the skills of media professionals and media practitioners, creating gender sensitive media in Ethiopia and enabling women to own and become beneficiaries of alternative media and community media by implementing various projects and programs.

In order to fulfill its objectives, our association has 13 staff (Acting Executive Director and Program Director, Communication and Public relations officer, Administration and Finance Head, Accountant, Secretary Cashier, Library technician and 7 volunteer regional representatives). EMWA has been implementing various projects in collaboration with many different governmental and non-governmental organizations. Some of them include: Friedrich Ebert-Stiftung (FES), Norwegian government agency Fredskropset (FK), Oak Foundation, Global Media Monitoring Project (GMMP), UNICEF, Norwegian Churches, Action Aid Ethiopia, British Council, US Embassy, Panos Ethiopia, Micronutrient Initiative, Federal Ethics and Anticorruption Commission and Commercial Bank of Ethiopia. EMWA also has a positive experience working with the UNESCO office for Eastern Africa and the Addis Ababa Cluster Office on a project entitled “Community Radio for Women about Women: Giving Voice for the Voiceless.”

**10. SUSTAINABILITY:**

Based on the training outcome foreseen, in addition to benefiting the targeted group of 35 women journalists, the project will further benefit other women journalists who aim to join and exercise leadership positions in the media and who desire to improve their digital photojournalism skills. Since the trained women journalists are representatives from 7 regions of the country, their respective regions in general and their respective media organization in particular will continuously benefit through experience sharing of their respective women journalists in addition to the service contribution they provide to their respective media organizations.

In addition, these women journalists are valuable experienced members of EMWA and will be used continuously for exchange of experience, information sharing, and further training of trainers for other professional women journalists who aspire to assume leadership positions and who want to advance their career in digital photojournalism. At the same time, the 35 trained women will be valuable experienced members for the 7 EMWA regional branches where over

250 regional members have regular meetings to discuss, share their experience, and address relevant issues related to gender mainstreaming and competencies in the media. Thus, this training overall will benefit over 250 EMWA members in the seven regions of Ethiopia.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will be directly monitored by the UNESCO Liaison Office in Addis Ababa in close collaboration with EMWA and its partner the Government Communication Affairs Office. EMWA has a long experience of working with the government to make sure that the programs carried out meet the required standard and the preplanned objectives. Regular meetings are held to assess the progress of implementation.

**12. EVALUATIONS CARRIED OUT:**

Ethiopian Media Women Association conducted an evaluation for different projects it implemented in collaboration with partner organizations including relevant government bodies. The purpose of the evaluation was to establish the extent to which overall program objectives have been achieved plus its effective and efficient resource utilization against its pre-determined outcomes. It was also used to inform the partners on how the targeted beneficiaries have benefited from the project and lessons learnt. This evaluation outcome recommended to scale up activities as proposed in this project.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

EMWA uses clearly stated activity indicators of plans for monthly, quarterly and final project accomplishments. Hence, EMWA will submit a quarterly report and terminal report at the end of the project to the UNESCO Liaison Office in Addis Ababa. Periodic monitoring focusing on the day-to-day activities of the project will also be shared with the responsible UNESCO office. The final report will be prepared by Lemessa Negeri, Acting Executive Director and Program Director of EMWA.

**C. ADDITIONAL INFORMATION**

Ethiopian Media Women Association (EMWA) is strongly responsible and always committed to its partners in achieving its professional objectives. For running the proposed project, EMWA is here with its staff and accumulated experience that ensures effective implementation.

<b>D. BUDGET</b>		
<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>		
<b>I. Leadership Training</b>		
Two trainers/experts capable of training on leadership skill	3 days@200X2	1200
Training Hall rental	3 days@ 51	153
Production of training materials and future reference ( the cost	202	202

includes generation of content, writing , editing, pre-publishing, translation and printing of training manual on leadership skills)		
2 tea and lunches for the 20 senior women journalists plus 2 trainers+2 facilitators	3 days @ 20 X 24	1440
Perdiem allowance 1 <sup>st</sup> & 4 <sup>th</sup> day -20 senior women journalists (travel days) + 2 facilitators	2 days @ 25 X 22	1100
Round trip local transport - 20 senior women journalists plus 2 training facilitators	<u>2 Trip @ 690</u>	1380
Banner preparation	2 ban @ 51	102
Accommodation for 20 senior women journalists plus 2 training facilitators	4 nights @ 25 X 22	2200
Stationery (flip chart, pens, writing pads, pencils, marker, etc)	177	177
Vehicle rental for three days- for facilitation of training activities	<u>3 @ 127</u>	381
<b>Subtotal for Leadership training</b>		<b>8336</b>
<b>II. Digital Photojournalism training</b>		
Two trainers/experts on digital photojournalism skills	5 days@200 X 2	2000
Training Hall rental	5 days@ 51	255
Production of training materials and future reference ( the cost includes generation of content,, writing , editing, pre- publishing, translation and printing of the training manual on editorial skills)	200	200
2 tea and lunches for the 15 women photojournalists plus 2 trainers+2 facilitators	5 days@20 X 19	1900
Perdiem allowance 1 <sup>st</sup> & 6 <sup>th</sup> day -15 women journalists (travel days) + 2 facilitators	2 days @25 X 17	850
Round trip local transport - 15 women photojournalists plus 2 training facilitators	<u>2Trip@518</u>	1036
Banner preparation	2 ban @ 25	50
Accommodation for 15 women photojournalists plus 2 training facilitators	6 nights @25X17	2550
Stationery (flip chart, pens, writing pads, pencils, marker, etc)	177	177
Rental of 4 desktop computers and 4 digital camera for use during the 5 days' training;	5 days @ 810	4050
<b>Subtotal of digital photojournalism training</b>		<b>13068</b>
<b>Total IPDC</b>		<b>US\$ 21,404</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
**(in US dollars)**

Staff costs ( 9 Months x 3 staff members)	5400
Communication cost of the project (telephone, fax, internet, etc)	550
Local transport (vehicle rental)	1500
Monitoring and Evaluation	750
Project reporting	250
Contingency	500
<b>Total</b>	<b>US\$ 8,950</b>

## BURKINA FASO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	"Upgrade the capabilities of the Sabou-based radio station, Pengdwendé Radio, with digital news production and broadcasting equipment, within the framework Burkino Faso's audiovisual news media digitalisation programme."
<b>2.</b>	<b>NUMBER</b>	IPDC/59 BF/01
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 25,724.00
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	Pengdwendé Association; 01BP: 3411 Ouaga 01, Tel.: (+226) 50 48 18 58, E-mail: associationpengdwende.bf@gmail.com Georgette KOALA, Pengdwendé Radio Promoter, Tel.: (00226) 70 25 35 50, E-mail: pengdwende_bf@yahoo.fr Patrick KOALA, Association Coordinator Tel.: (00226)70279227/ 64 63 62 20 E-mail: joelpatrickk7@gmail.com

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In 1991, Burkina Faso adopted a constitution that marked the return of democracy and established freedom of opinion and freedom of the press. Through this project, Pengdwendé Association aims to strengthen the capabilities of Pengdwendé Radio in Sabou by providing digital news production and broadcasting equipment. The project is being conducted within the framework of Burkino Faso's audiovisual news media digitalisation programme.

### **2. IMMEDIATE OBJECTIVE:**

*To "ensure the existence of an autonomous, modern and efficient community radio station, whose personnel is capable of collecting and broadcasting information effectively, for the benefit of all social classes within the audience population. It also seeks to initiate free expression, and access to and sharing of knowledge among the audience population."*



### **3. ACTIVITIES:**

- a. Renovate the Pengdwendé Radio studio so that digital equipment can be installed.
- b. Outfit the Pengdwendé Radio studio with digital production and broadcast equipment that meets international standards.
- c. Strengthen the technical capacities of 4 journalists, 2 technicians, and 3 presenters (**including 2 women**) through 72 hours of training on the operation of the digital equipment.
- d. Revitalize and reinforce the skills of members in the radio's 20 listening clubs so that they can take ownership of the station's activities and broadcasts.

### **4. INSTITUTIONAL FRAMEWORK:**

The association is supported by the Ministry of Health, the Ministry of the Environment, and the Ministry of Social Action and National Solidarity. It received funding from AMARC for 3 years (2009-2011). The association also supports NGOs and development associations by providing media coverage for their activities. Pengdwendé Radio has been a member of AMARC since 2008.

## MALI

PROJECT IDENTIFICATION		
1.	PROJECT TITLE	"Journalism and citizenship" To encourage young people and their communities to participate in the process of post-conflict management and to defend the principles of citizenship, human rights, and freedom of expression.
2.	NUMBER	IPDC/59 ML/01
3.	AMOUNT REQUESTED FROM IPDC	USD 16,760
4.	PROJECT BENEFICIARY	Tahirou Coulibaly, Interim Director, Belekan Community Radio in Kati, Kati Noumorila, BP. 133A; Email: <a href="mailto:radiobelekan@yahoo.fr">radiobelekan@yahoo.fr</a> ; Website: <a href="http://radiobelekan.net">radiobelekan.net</a> ; Tel. +223 21272884

## PRESENTATION

### 1. PROJECT JUSTIFICATION:

The political and military crisis in Mali resulted not only in an exacerbation of human rights violations throughout the country, but also increased tensions between the various communities that make up Mali's population. The "Journalism and citizenship" project initiated by Belekan Community Radio finds its justification in the desire to contribute to the process of post-conflict management. The project will address the issues of citizenship and human rights through the use of ICT resources. Young people will be its main beneficiaries.

### 2. IMMEDIATE OBJECTIVE:

Introduce young people to the journalism profession, and improve knowledge on the issues of citizenship and human rights among youth and their communities through the use of information and communication instruments and tools.

### 3. ACTIVITIES:

- Organize meetings with various partners and civil society to discuss the issues of citizenship and human rights specific to Mali, and the organization as well as the structure and contents of the "Journalism and citizenship" workshop;
- Conduct a 15-day workshop on journalism and citizenship for 20 young people (from 15 to 17 years old, 10 boys and 10 girls);
- Organize a series of reports on human rights, citizenship, and freedom of the press;

- Organize public screenings of the reports produced by the students, illustrating their own interpretation of the four themes related to human rights: schooling and professional integration for the displaced population from the North in Kati; health; peace

#### **4. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by Belekan Community Radio in Kati. The radio has five decision-making bodies (the General Assembly, the Committee of Elders, the Management Committee, the Executive Board, and the Local Coordination Unit. The radio station is headed by a Director and currently has 5 permanent members and some 20 volunteers. It is a member of AMARC International, URTEL, etc.

## MALI

<b>PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>AID TO CREATE THE MALI SCHOOL OF JOURNALISM AND COMMUNICATION SCIENCES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 ML/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 39,760.00</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Mali School of Journalism and Communication Sciences (ESJSC - École supérieure de journalisme et des sciences de la communication) Contact person: Mr. Diomansi Bomboté, Project Administrator, Tel.: 64 64 64 64</b>

## **PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In 2012, Mali experienced severe political and security upheavals which plunged the country into a crisis with economic and political repercussions. Following the political changes that occurred in 1991, considerable progress was made in the area of freedom of expression, so much so that Malian experience was praised by numerous observers. The principles of freedom of opinion, freedom of expression, and freedom of the press are established in the Constitution of 25 February 1992. As the media played a major role in the advent of democracy, a genuine culture of press freedom has emerged in Mali. Another factor is the importance of social ties in Malian culture, which finds its expression in the immediate solidarity that emerges within the profession whenever freedom of the press is threatened.

### **2. IMMEDIATE OBJECTIVE:**

Strengthen the capacity of the journalism training program and the educational infrastructures at the Mali School of Journalism and Communication Sciences.

### **3. ACTIVITIES:**

- Establishment of the Mali College of Journalism
- Revision of the academic curriculum based on the UNESCO model curriculum. Development of syllabuses and journalism training manuals for the Bachelors and Masters programmes in Journalism, with a view to creating a Bachelor's degree in Journalism.
- 20 teacher training missions on teaching methods for journalism education, organized by CESTI, the potential Centre of Excellence in Dakar.
- Creation of a document resource centre for the School at the University of Bamako (10

computers, and books on the topic of journalism).

#### **4. INSTITUTIONAL FRAMEWORK:**

As with all higher learning institutions in Mali, the School of Journalism and Communication Sciences will be required to adopt the Bachelor-Masters-Doctorate system. For the teaching of professional techniques, especially in the fields of radio, television, and web journalism, the School will resort extensively to lecturers from other universities or similar training centres. Additionally, we plan to establish cooperation agreements with CESTI (Center for Information Sciences and Techniques) at the Cheikh Anta Diop University in Dakar.

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Strengthening "Free Rights TV" a citizen WebTV service dedicated to human rights and freedom of expression in West Africa.</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 RAF/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 33,004</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Semfilms Burkina Association 09 BP 1308 Ouagadougou 09 Burkina Faso Tel 00226 50362833 / 70258508 / 76637270 Tel Dakar (+221) 777460520 E-mail: <a href="mailto:semfilms@semfilms.org">semfilms@semfilms.org</a> / <a href="mailto:micailou@yahoo.fr">micailou@yahoo.fr</a> Website "Free Rights TV": <a href="http://www.droitlibre.tv">www.droitlibre.tv</a></b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Freedom of expression and pluralism in the media are a reality in almost all countries in the West Africa sub-region, according to several reports on the state of freedom of the press and freedom of expression around the world. Our project aims to reinforce the logistical and operational capabilities of the "Free Rights TV" project. In particular, its objective is to achieve better visibility for the WebTV service through a multimedia approach, by creating more synergies with other actors on the media landscape.

### **2. IMMEDIATE OBJECTIVE**

The immediate objective is to have a WebTV service that is effective in terms of operation (equipment), visibility, and diversity of content.

### **3. ACTIVITIES**

- Purchase two small video recording units (camcorder and accessories) for the IRJ in Senegal and Mali
- Manage equipment entrusted to IRJs overseen by partner structures in the respective countries.
- An online, promotional campaign in the 8 countries covered

- Targeted promotional actions within specific and limited frameworks (for example, during the editions of the "Free Rights Films" festival)
- Produce 10 multimedia reports on human rights in partnership with at least one private television, one radio, one print media.

#### **4. INSTITUTIONAL FRAMEWORK:**

Semfilms Burkina is a non-profit organization that works to promote human rights, freedom of expression, the fight against corruption, etc. through reports and documentary films on human rights. For 2014, an annual action plan was drawn up on the same financial basis and funded primarily by the Danish Embassy in Burkina Faso, with financial support from the Luxembourg Embassy and OSIWA Foundation, which funded a WebTV expansion project.

## SENEGAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Train presenters and upgrade operating equipment to improve working conditions at Bandafassi FM radio</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SN/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 17,500</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Bandafassi FM 96.2 Saifoulaye Diallo, Head of the radio station TEL 77 955 96 91</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Bassari country encapsulates all of the cultures found in the southern regions, and, on account of the rich diversity of ethnic groups that populate the region, it provides a remarkable testimony to all the region's living cultural traditions, some of which are in danger of disappearing. Bassari and Bedik peoples have in fact developed a unique cultural tradition based on celebrating nature and life in their most determining aspects. In order to popularize and promote these cultural values, while at the same time offering a space for expression on and heightening awareness of these ethnic minorities, a radio station was established in the village that these populations have affectionately nicknamed: community village.

### **2. IMMEDIATE OBJECTIVE:**

Train 8 male and female presenters, and 5 members of the Friends of Bandafassi FM Community Radio Association, in radio broadcast production techniques, administrative and financial management of a community radio station, strategic planning, and on issues of decentralization, good governance, and citizenship after following the series of courses.

### **3. ACTIVITIES:**

- Five-day exchange visits will be carried out in the Fongolimbi, Dimboli, Syllacounda, Landé and Médina Baffé zones.
- Two instructors will be identified to conduct workshops on the selected themes. The training schedule will be defined.
- A week-long training session on information collection and processing techniques, decentralization, and management of a community radio station, will be held for the presenters.
- Operating equipment will be ordered and bought for the radio station.
- Reports will be produced and transmitted wherever necessary.



#### **4. INSTITUTIONAL FRAMEWORK:**

Many partners plan to lend support to the continuation of this project, foremost of which the Head of State, who, at its opening, not only promised an annual subsidy of twenty million to the village, but also granted two million for start-up activities for the voices of ethnic groups or (dandélégnole in Pular).

## SENEGAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY RADIO AND CITIZEN INVOLVEMENT IN SENEGAL</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SN/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 41,045</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Union of Associative and Community Radio Stations (URAC) Mr TALLA DIENG, URAC President Tel: 33 827 18 76 / 77 643 67 43</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media landscape in Senegal is currently going through a process of diversification. The current state of media pluralism, both in radio broadcasting and in the print media, derives from a long political tradition. Indeed, private and community audiovisual media first emerged in the 1990s. URAC-member radio stations have association status, a democratic mode of functioning, and financing that is coherent with their not-for-profit status. Nevertheless, there is a need to strengthen the capacities of these actors, notably on questions of decentralization, local governance, planning, and defining editorial policy, which is key to the long-term sustainability of community radio stations.

### **2. IMMEDIATE OBJECTIVE:**

Train 75 members of station management committees, 75 male and female presenters, and 23 members of the URAC board of directors in the 75 community radio stations, to provide them with technical skills in radio production, administrative and financial management of community radio stations, strategic planning and issues regarding decentralization, good governance, and citizenship.

### **3. ACTIVITIES:**

- ✓ Order materials
- ✓ Select consultants
- ✓ Set the training schedule
- ✓ One, 3-day training session on strategic planning for the 23 members of the URAC board of directors.
- ✓ Three, 4-day training sessions on participatory radio production for 75 male and female community radio presenters
- ✓ Three, 4-day training sessions on decentralization, good governance, and citizen monitoring of public action, for 75 male and female community radio presenters.
- ✓ Three, 4-day training sessions on administrative and financial management of community

- radio stations for 75 management committee presidents.
- ✓ Draft and submit the report to UNESCO in Dakar

#### **4. INSTITUTIONAL FRAMEWORK:**

URAC was established in 2009 as a result of the merger of the Association of Associative and Community Radio Stations and Projects in Senegal (ARPAC) and the Senegal Community Radio Alliance (ARC). It is the umbrella body for all community radio stations, and is present in 14 administrative regions. URAC's highest decision making body, the general assembly, elects a 23-member board of directors, and a 5-member executive board.

## SOUTH AFRICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF OUTSIDE COMMUNITY BROADCASTING AT BUSH RADIO IN SOUTH AFRICA
2.	NUMBER	IPDC/59 ZA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	<b>Category 3: Media as a platform for democratic discourse: The media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups.</b>
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM AND INDEPENDENCE
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT / TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 39,350
8.	AMOUNT REQUESTED FROM IPDC	US\$20,000
9.	BENEFICIARY BODY	Bush Radio P.O Box 13290, Mowbray, Cape Town, 7705 Tel: +27 21 448 5450 Email: <a href="mailto:brenda@bushradio.co.za">brenda@bushradio.co.za</a> Contact person: Brenda Leonard Designation: Managing Director
10.	IMPLEMENTING OFFICE	UNESCO Harare Office
11.	PROJECT LOCATION	Bush Radio 330 Victoria Road, Salt River Cape Town, South Africa However, the outside broadcasting will take place across the Cape Flats
12.	PROJECT PREPARED BY	Brenda Leonard, Station Manager, Bush Radio Email: <a href="mailto:brenda@bushradio.co.za">brenda@bushradio.co.za</a>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION :**

Community radio has been in existence in South Africa since the formation of Bush Radio in 1992, as the first community radio station in South Africa. After broadcasting illegally in opposition to the Apartheid government's licensing processes, Bush Radio staff was arrested and charged to the full extent of the law. After the first democratic elections in 1994, the Independent Broadcasting Authority (which was established after 1994) licensed community radio stations in 1995.

Since its first formation, community radio has mushroomed to over 160 licensed community radio stations, ranging from geographical to community of interest stations. The last South African Audience Research Foundation (SAARF) research shows community radio in South Africa represent 36% or 9.1 million of all radio listening audiences.

Bush Radio as the pioneer of community radio in South Africa, is always investigating in new ways to enhance their audience participation. Bush Radio therefore want to take radio to the audience through a series of outside broadcasts, improving media plurality and democratic discourse by including diverse views and opinions in local languages.

For the past 20 years since our existence, we have been using basic equipment and cellphones for live outside broadcasts to educate our audience on health, human rights, gender and labour issues. The station also uses ICT's to get the audience participating in issues discussed on air. However, the station feels that direct interaction through the outside broadcasting means that we do not only get feedback, but also engagement on the issues, and this increases the understanding of the issues amongst the audience.

This project seeks to provide equipment for an outside broadcasting unit and related training for deeper community participation. The Bush Radio target community is the Cape Flats and surrounding areas, and the listeners consist of 55% females and 45% males.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target audience for this project is the listeners of Bush Radio, which is currently listed at 69,000, with a gender breakdown of 55% females and 45% males or 37,950 female listeners and 31,050 male listeners.

### **3. DEVELOPMENT OBJECTIVE:**

This project aims at enhancing media as a platform for democratic discourse and provide a platform for diversity of views and interests in society regarding their issues of concern.

### **4. IMMEDIATE OBJECTIVE:**

- To upgrade Bush Radio's signal coverage and community participation through the installation of an outside broadcast unit.
- To train 45 full-time and volunteer presenters in live outside broadcast

**5. PROJECT OUTPUTS:**

- A well-equipped outside broadcasting unit capable of producing on-air programmes, interviews and debates with increased listener participation.
- 45 trained presenters in live outside broadcast

**6. ACTIVITIES:**

- Sourcing and purchasing of equipment
- Installation of equipment in current Bush Radio vehicle with necessary modifications
- Staff training workshop on the use of the equipment. This three workshops of 1 day each is to equip staff on using the new equipment, and will train 45 people in how to use the equipment (15 people per day).
- Commissioning of the outside broadcasting unit

**7. PROJECT INPUTS:**

- Facilities for the training workshops for presenters
- 1 trainer
- Outside broadcast equipment

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchasing of the outside broadcasting equipment	x											
Installation of equipment in vehicle with necessary modifications		x										
Staff training workshop on live outside broadcasting techniques			x	x								
Commissioning of Outside broadcasting unit					x	x						
Final reporting							x					

**9. INSTITUTIONAL FRAMEWORK:**

Bush Radio was established in 1992 as a volunteer association, but changed to a Non-Profit Company in 1997. Its mission statement is to: “To ensure that communities who have been denied access to resources take part in producing ethical, creative and responsible radio that

encourages them to communicate with each other, to take part in decisions that affect their lives, and to celebrate their own cultures. Through such radio, communities will affirm their own dignity and identity, and promote social responsibility and critical thinking”.

A monthly Open Forum is held to ensure that Bush Radio continuously reports back and consult the broader community on issues affecting the station.

The staff consists of 4 full-time staff members, 16 trainees, 110 active volunteers, and a further group of 150 members that can be called upon as needed. In terms of the gender breakdown, our staff consist of 55% female and 45% male, and our volunteers are split 50% male and 50% female.

We are currently one of the community radio stations participating in the “Empowering Local Radio with ICT’s” project as funded by SIDA and implemented by UNESCO Windhoek Office. As part of the project, we have coordinated and managed various training courses in implementing the project objectives, and always did this to the best of our ability.

In conclusion, Bush Radio do have the technical and staffing capacity to implement the project to its conclusion. We are audited each year, and have a clear audit that shows that we are responsible with the funds that we do receive, and spend it according to the project expenses.

#### **10. SUSTAINABILITY:**

The project will be made sustainable with the commitment from Bush Radio to ensure that the outside broadcast unit remains in a workable state with regular servicing. Bush Radio will also provide the cost of petrol and staffing to continue with the outside broadcasts.

Bush Radio generates its income from advertising revenue (40%), grants and donors (25%), training (20%) and fundraising events (15%). The benefit for Bush Radio will be the enhanced audience feedback, which will strengthen our programming, radio station and community.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

UNESCO Harare and UNESCO Windhoek will monitor and evaluate the implementation of the project. Bush Radio will publicize the installation of the Outside Broadcast unit to the target communities.

#### **12. EVALUATIONS CARRIED OUT:**

In preparations to this project, Bush Radio got various quotes from equipment providers to see the necessary equipment needed as well as the costs involved. We also visited three community radio stations in our area to assess the public participation when using their outside broadcasting units, which were positive.

### **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Bush Radio will report to UNESCO Windhoek Office on a four-monthly basis on the project progress, and submit a comprehensive final report describing the extent to which the project objectives of the project were achieved.

#### **C. ADDITIONAL INFORMATION**

The station has, since 2002, been broadcasting to a 50 km radius on 250 W power to 375 000 people (independent survey). The current license is valid until November 2018.

There is a commitment to ensure that the women who participate in Bush Radio Programs will continue to do so even when they have very young children. The aim is also to provide young mothers who work in the factories nearby Bush Radio who, by necessity have to continue working with support through the provision of child- care facilities. To this end Bush Radio has established a crèche on the premises.

Further insight into Bush Radio's activities can be accessed through visiting the website: [www.bushradio.co.za](http://www.bushradio.co.za)

#### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Tascam CD500B CD players (x2)	3,000
Arrakis ARC 8 mixer	2,300
Roll RS80 Antenna (FM Tuner)	600
Samson S Convert Amplifier	200
Samson PS10 Power Filter and Distribution	200
Fostex T50 headphones (3 sets)	400
Beyer DT290 MKII microphone headset (1)	500
Shure SM58 Microphone x 2	400
Samson banquet stand table	160
Telos ZIP1 IP Codec x 2 units (one for OB unit and one in studio)	8,000
D Link GSM interface	500
Wharfdale Titan 15D Powered Loudspeakers x 2	2,000
Samson LS2 Stands x 2	220
Lenovo Laptop Computers (x 2) for playout and for social media	1,520
<b>Total IPDC Contribution</b>	<b>US\$ 20,000</b>



<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Staff workshop (3 x 1 day workshops)	3,150
Trainers (3 trainers x US\$ 250 = US\$750)	750
Transport (3 days @ \$150 per day = \$450)	450
Refreshments (3 days @ \$250 = \$750)	750
Venue (3 workshops @ \$250 = \$750)	750
Stationery and training materials (US\$15 x 30 participants = \$450)	450
<b>Outside broadcasts</b>	
Petrol (9 months @ US\$500)	4,500
Staff (Technician, presenters and producer) 4 staff @ US\$100 x 9 months x 2 OB	7,200
Administration to set-up outside broadcasting (\$100 each x 9 months x 2 OB)	1,800
Project coordination (9 months @ \$300)	2,700
<b>Total</b>	<b>US\$ 19,350</b>

## LESOTHO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE NEWSPAPER AND MAGAZINE DISTRIBUTION NETWORK IN LESOTHO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 LS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b><u>Category 2:</u> Plurality and diversity of media, a level economic playing field and transparency of ownership: The state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across public, private and community media</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM AND INDEPENDENCE</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>EQUIPMENT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 129,600</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$19,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>MEDIA CIRCULATION SERVICES EDITORS FORUM OF LESOTHO PO BOX 12705 MASERU 0100 TEL: +266-28334015/62863193</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Maseru and other towns, Lesotho</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>JAMES R SELLO (NATIONAL COORDINATOR)</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Lesotho is a country with ten (10) districts and a population of 1.8 million (according to 2006 National Census), has twelve (12) radio stations; a majority (9 out of 12) of which are privately owned and with only one existing community radio station (Mafeteng Community Radio established by UNESCO). A second community radio is to be established between 2014-2015 also with IPDC support. Over 90% of these radio stations are based in the capital town, Maseru. Currently, only two state owned radio stations (Radio Lesotho and Ultimate FM) have nearly full coverage of all ten districts. There is only one State owned television in the country. It is only accessible via satellite television.

Regarding the print media, Lesotho currently has about 10 weekly newspapers and there is no daily. Coverage and circulation efforts for newspapers in the country are greatly hampered by the inaccessibility to the rural population.

The Editors Forum of Lesotho commissioned an investigation into the supply of newspapers in Lesotho at two separate levels; firstly, the supply from publishers to wholesalers, and secondly, from wholesalers to retailers.

Each night publishers dispatch over 50 thousand copies for distribution within a few hours through wholesalers to retailers. By mid-morning most copies have either been delivered or sold over the counter and by the end of the day those left are no longer in demand. Wholesaler normally retains some copies for further distribution to retailers who sell out early. In principle newspaper are now always supplied to wholesalers and retailer on a Sell or Return (SOR) basis. Wholesalers usually base the volumes supplied to a retailer on an analysis of its previous pattern of sales in an endeavor to improve availability whilst controlling unsold stock. Wholesalers have invested in computer systems to track orders and process delivery information, at the same time generating marketing information for use by publishers. Procedures for periodicals and magazines are broadly similar although the range of titles is much larger. Delivery to retailers usually takes place along with that of daily newspapers.

Publishers have argued that giving exclusive distribution rights to wholesalers in a given area has led to the efficient distribution of newspapers and to a reduction in overall costs by eliminating duplicate delivery runs of each publisher's titles. Indeed this argument led to the establishment of 'rationalized' areas prior to 1987. In these areas retailers received all titles from a single source and the number of drops and the number of wholesale delivery runs was minimized.

The project proposes to strengthen the distribution network of newspapers & magazines in Lesotho by installing newspaper and magazine stands in all trading centers around the country.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The direct beneficiaries of the project will be all local private newspapers and magazines. Special attention will be paid to development and community newspapers.

The following local publications are the first main targeted customers:

<b><u>Local Newspapers and Magazines</u></b>	<b><u>International Newspapers and Magazines</u></b>
1. Lesotho Today (state owned)	1. City Press
2. Informative (free sheet)	2. Soccer Laduma
3. Friday Flyer	3. Financial Times
4. Lesotho Times	4. Sunday Times
5. Sunday Express	5. Sunday World
6. Moeletsi oa Basotho	6. Sunday Sun
7. Buy rite News	7. The Zimbabwean
8. The Herald	8. Bona magazine
9. Finite magazine	9. Time Magazine
10. Visions magazine	10. True Love
11. Pinnacle magazine	11. Drum
12. Faith magazine	12. The Entrepreneur
13. Mountain Star	13. Destiny
	14. Economist
	15. Forbes Africa
	16. Oprah magazine

## **3. DEVELOPMENT OBJECTIVE**

Improve the circulation of newspapers and magazines to all major areas in Lesotho with the view to enhance communication channels between policy makers and the public.

## **4. IMMEDIATE OBJECTIVE**

To establish a distribution network by purchasing and installing 90 newspaper and magazine stands to be placed in major trading centers in the country. This will aim to bridge the communication and information gap by allowing access to newspapers in all major trading centers of the country.

## **5. PROJECT OUTPUTS**

- The establishment of an operational and sustainable distribution network of local and foreign publications in all trading centers in the country;
- Improved production capacity of private print media;

- Communities in the urban and rural trading centers have access to newsagents,
- Information flow will be improved.

## 6. ACTIVITIES

- Identification of equipment supplies and
- Finalizing partnerships with media houses, newspapers vendors and carrier agencies
- Consultations and final operational specifics
- Staff recruitment to manage the circulation department
- Procurement of the 90 stands, a desk computer and printer Purchase and installation in its final destinations,
- Operational stage of the project
- Supervision of the distribution network.

## 7. PROJECT INPUTS

The project will require the following:

- Establishment of the Main Distribution Bureau (Central Office) in the Capital City of Maseru, under the supervision of Media Circulation Services, which is a home to over 90% of print media in Lesotho;
- Acquisition of 90 newspaper and magazine stands
- An office computer and printer for in-house tracking of deliveries and volume projections of future distributions.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4
Identification of equipment supplies	x			
Finalizing working partnership	x			
Consultations and final operational specifics		x		
Staff recruitment of circulation department		x		
Purchase and installation of equipment		x		
Operational Stage			x	x
Supervision of the distribution network				x

## 9. INSTITUTIONAL FRAMEWORK:

Media Circulation Services is an initiative of the Editors Forum of Lesotho and specializes in the delivery of newspapers and magazines in Lesotho, and handles both the local and international publications.

## **10. SUSTAINABILITY:**

The primary service of Media Circulation Services will be to deliver local newspapers to readers and subscribers and also to be sub contracted by other publishers to promote market and distribute their publications and acquire selling points, sales agents countrywide and to solicit and serve their subscribers.

Media Circulation Services will work closely with the Audit Bureau of Circulation (ABC) so as to provide certifications and provision of accurate and comparable circulation figures and distribution figures – confidentially to clients, to assist publishers in the buying and selling of advertising and promotional material.

Media Circulation Services will handle the compilation and auditing of regular reports for newspapers registered with the ABC. It will play a leading role in the development and execution of circulation strategies that make publishers more successful by driving costs down, enhancing reach, improving market positioning and most importantly, sales.

Media Circulation Services will find distribution points and recruit distribution agents countrywide and deliver to them at specified times that will suit publishers. It will recruit subscribers all over the country that will include individuals, institutions of education and state departments. It will deliver to both homes and businesses.

Media Circulation Services will also, on behalf of publishers, engage door-to-door sales teams to perform various functions including event staffing, point of interest brand awareness, and free sampling of featured publications as well as regular door-to-door deliveries.

Media Circulation Services aims to target the local market as its principal revenue source, and generate secondary revenues by acting as a third party delivery service for major distribution and delivery of South African based newspapers and magazine distributors (e.g: The Dot, RNA Distribution and Allied Distributors).

## **11. FRAMEWORK OF MONITORING:**

Media Circulation Services proposes that the Lesotho National Commission for UNESCO, UNESCO Harare and MISA-Lesotho monitor this project.

## **12. EVALUATIONS CARRIED OUT:**

In order to gain more insight into the current operation of exclusive distribution and into the factors determining the costs of newspaper distribution and wholesaling, the Editors Forum of Lesotho sought the assistance of publishers and wholesalers in carrying out some specific studies in three selected geographic areas of the country. The studies led to the following conclusion;

- The joint distribution of all titles from the same depot would lead to improved wholesaling economies.
- If exclusive areas for the distribution of all titles were to be served from a reduced number of depots, this would probably result in significantly wholesaling and trucking cost savings.

### **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The Media Circulation Services with the supervision of the Editors Forum of Lesotho will undertake the responsibility to report on the project progress on a four months basis.

#### **C. ADDITIONAL INFORMATION**

<b>PERIOD</b>	<b>PROJECT TITLE</b>	<b>FUNDS (US\$)</b>
1987-1991	LESOTHO DEVELOPMENT OF NATIONAL NEWS AGENCY	868,244
1996-1998	HUMAN RESOURCES DEVELOPMENT FOR MEDIA	50,000
1999-2000	LESOTHO NEWS AGENCY	10,000
2000-2002	ESTABLISHMENT OF A CENTRAL PRINTING HOUSE FOR THE INDEPENDENT PRESS OF THE KINGDOM OF LESOTHO	34,000
2011-2012	CAPACITY BUILDING FOR BOARD AND STAFF MEMBERS OF THE MAFETENG COMMUNITY MULTI MEDIA CENTRE	22,000
2014-2015	LESOTHO: MOELING COMMUNITY RADIO	25,000

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

\$150 x 90 newspaper and magazine stands	13,500
Transport and installation of the stands around major trading centers around the country	4,000
\$1,000 x 1 Dell desktop computer	1,000
\$500 x 1 HP printer	500
<b>TOTAL IPDC CONTRIBUTION:</b>	<b>19,000</b>

##### **BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)**

Staff salaries and wages (4 persons):	23,000
Office Rent:	1,000
Administration expenses:	14,000
3 Delivery Vans	16,000
Offices telephone set:	600
Office Furniture	2,000
Technical assistance (start-up support, local capacity building):	25,000

Transport ,communications, maintenance, utilities:	24,000
Monitoring:	3,000
Supervision and reports:	2,000
<b>TOTAL BENEFICIARY AGENCY'S CONTRIBUTION:</b>	<b>110,600</b>



## MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Establishment of Nthalire Community Radio in Malawi</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 MW/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM (particularly community media) AND INDEPENDENCE</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$31,735</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$25,085</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Nthalire Community Radio Station</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Chitipa District</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Nthalire Community Radio Station and Emmanuel B. Z. Kondowe, Senior Assistant Executive Secretary, Malawi National Commission for UNESCO</b> <a href="mailto:mnatcomunesco@mtlonline.mw">mnatcomunesco@mtlonline.mw</a> <a href="mailto:ezumanikondowe@gmail.com">ezumanikondowe@gmail.com</a>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Malawians now enjoy wide access to various types of media owned by various players and the media landscape continues to evolve as new players come in. This is largely due to a positive environment arising from constitutional guarantees like freedom of expression and press freedom combined with political will.

Currently the media boasts 11 print newspapers two of which also publish online. There are two purely online newspapers and four print magazines. The electronic media sector consists of 12 private radio stations, 8 community radios, 13 religious radio stations, 5 religious television stations, 1 state-owned one and 2 private-owned ones.

There are also 2 colleges under the University of Malawi namely the Chancellor College and the Malawi Polytechnic that offer journalism and media. Another university, Blantyre International, also offers degree courses in journalism while the Malawi Institute of Journalism offers diploma courses .

The population in Nthalire is 51,434 according to recent estimates. The number of females is 26,637 and that of males is 24,796. This translates into approximately 51.78 females and 48.22 males. These people lack an effective tool for the dissemination of information on issues of direct significance to them especially those relating to early marriages due to harmful cultural practices like “*ukupimbila*” which exposes over 55% of the school age girls to early marriages.

In line with the issues briefly outlined above, the purpose of the project is to establish a fully operational and sustainable community radio station for the Nthalire Community and so increase the diversity of media choice in the area and provide the population with a platform for democratic and developmental discourse.

## **2. DESCRIPTION OF TARGET GROUP**

51,434 according to recent estimates. The number of females is 26,637 and that of males is 24,796.

## **3. DEVELOPMENT OBJECTIVE**

The project will contribute to increasing the plurality and diversity of media in Malawi and will enhance the capacities of communities within Nthalire to use media as a platform for democracy and promotion of gender equality and development.

## **4. IMMEDIATE PROJECT OBJECTIVES**

Establish a fully operational self-sustaining independently run community radio capable of engaging the 51,434 community members especially women and young people in Nthalire in facilitating self-expression, gender equality and equity and promoting social development goals and human rights generally.

## **5. PROJECT OUTPUTS**

- Nthalire Community Radio Station established, equipped with digital transmission and production facilities and operational.

- 5 women and 5 men trained in digital radio production and operation of transmission equipment.

## 6. ACTIVITIES

- Purchase of digital production, on air studio and transmission radio equipment
- Installation of digital production, on air studio and transmission radio equipment
- Training of radio personnel
- Commissioning of the Nthalire Community Radio Station

## 7. PROJECT INPUTS

- i. Purchase of the following digital radio production and transmission equipment:
  - *single dipole FM500 antenna, 500 watt solid state stereo FM transmitter, FM audio processor, 3 band stereo encoder, cables, connections and earthing kit and 5 meter aluminum pole for mounting antenna.*
  - *Arrakis ARC Broadcast audio console with 8 channels and USB, announcer microphone and stand, headphone amplifier, headphones, 17” Dell play out computer with Windows, STANTON CD player, telephone hybrid single digital, powered JBL monitor speakers, pair and SANDIES On Air Light.*
  - *Mixing console, announcer and guest microphones & Mic Stands, headphones, 17” mini workstation Dell computer, CD player, telephone hybrid, pair powered JBL monitor speakers and SANDIES On air light.*

All equipment will be retained by the radio station beyond the project period.
- ii. One trainer capable of training radio producers in digital production techniques
- iii. One trainer capable of training radio personnel in the basic operation of digital transmission equipment.

Trainers will come from the Department of Journalism and Media Studies and the Department of Engineering at the Malawi Polytechnic. The Malawi Polytechnic is a constituent college of the University of Malawi and has worked with the Malawi National Commission for UNESCO on several UNESCO assignments.

## 8. WORKPLAN

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Soliciting quotations for equipment												
Purchase of equipment												
Delivery of equipment												
Installation of equipment												
Identification of trainers												
Training												
Commissioning of station												

## **9. INSTITUTIONAL FRAMEWORK**

The project will fall under the gambit of the Chitipa District Committee which is a district development forum made up of a cross-section of community players at district level. This Institution (i.e. the DDC), which is over 50 years old, has over 20 members of staff who are regular employees. The Institution will develop the policy for the station but will leave the day to day running of the station to volunteers identified competitively from within the Nthalire Community.

The DDC has an annual income of US\$150,000 for its recurrent costs and also gets a Parliamentary allocation of US\$50,000 as constituency development funds. Like similar institutions, it has a long history of running developmental projects.

The Community Radio fulfilled the conditions of the Malawi Communications Regulatory Authority (MACRA) for the award of a community radio broadcasting licence and was granted the licence, (See Appendix I).

The UNESCO Harare Multi-Sectoral Office will work closely with the DDC through the Malawi National Commission for UNESCO.

## **10. SUSTAINABILITY**

Out of the US\$50,000 Constituency Development Fund, the DDC will allocate, annually, enough resources for the recurrent costs of Nthalire Community Radio Station. The DDC also manages funding from the Local Development Fund (LDF) and will be able budget for the community radio. Furthermore, as the DDC works with NGOs both national and international, there is potential for cooperation in the community radio sector.

## **11. PRIOR EVALUATIONS CARRIED OUT**

Chitipa where Nthalire is located is one of the districts where the Malawi Communications Regulatory Authority (MACRA) carried out feasibility studies for the establishment of a community radio. After the study MACRA invited applications and it is based on that study and the application by the Nthalire Community Radio Station through the DDC that the license was awarded.

As indicated earlier, the DDC carries out large scale projects covering the whole district and costing millions of dollars annually. There are several NGOs operating in the district helping communities in the fields of agriculture, environment, health, credit, relief and rehabilitation, democracy, good governance and human rights.

## **12. FRAMEWORK OF COMMUNICATING AND MONITORING**

The activities of the project will be publicised through articles in the print media, interviews on radio and television and through organising field trips for journalists.

The Monitoring and Evaluation Sector of the District Development Committee (DDC) will carry out monthly monitoring exercises of the Nthalire Community Radio .The radio will also be monitored and governed by rules and regulations of the Media Council of Malawi (MCM) and the MISA-Malawi, the local Chapter of the Media Institute of Southern Africa (MISA). Both are local watchdogs of media freedom and ethics in Malawi and work to ensure that all media institutions adhere to acceptable media standards of practice.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING**

The DDC will be reporting to the Malawi National Commission for UNESCO on project progress who in turn will be filing reports every four months to the UNESCO Harare Multi-Sectoral Office. The officer who will be filing reports to the multi-sectoral office is Emmanuel Kondowe, Senior Assistant Executive Secretary at the Malawi National Commission for UNESCO.

#### **C. ADDITIONAL INFORMATION**

##### **Building identified and renovated**

The building to house the station is available and ready for use.

##### **Previous IPDC Support**

PDC/11MLW/01 352-MLW-11	139 000	Technical assistance to the Department of Information	1990-1992
PDC/16MLW/01 352-MLW-61 520-MLW-60 (FIT- France	50 000 30 000	Computerization of Radio Malawi newsroom	1996-1998
PDC/17MLW/01 352-MLW-81	55 000	Women’s Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997-1998
PDC/18MLW/01 352-MLW-81	30,000	Equipping the Polytechnic for Journalism Training	1998 - 1999
PDC/20MLW/01 353-MLW-01	40 000	Strengthening the Capacity of Television Malawi	2001 - 2003
PDC/21MLW/01 353-MLW-5011	25 000	Training of Malawi News Agency	2003 - 2004
PDC/23MLW/01 354-MLW-5031	22 000	Capacity Building for Private Community Radios	2004 - 2005
PDC/51MLW/01 354-MLW-5061	24 000	Establishment of a Community Radio Station	2006 -2007

		for Likoma and Chizumulu Islands	
PDC/52 MLW/01 354-MLW-5071	22 000	Training of Trainers in Parliamentary Reporting	2008-2009
PDC/54/MW	19 000	Establishment of Usisya Community	2010
	22 000	Establishment of Nsanje Community Radio	2010
	13 500	Launch of Campaigns to Enact the Access to Information Legislation	2011
PDC/56MLW/01	13 200	Strengthening the Capacity of Independent Private Radio Stations in Malawi	2012
PDC/56MLW/01	13 200	Training of Journalists in Gender Sensitive Reporting	2012
IPDC/57MLW/01	8,000	Adaptation for local use of the UNESCO Model Curricula for Journalism Education in Malawi	

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>			
<b>Training</b>	<b>Qty</b>	<b>Unit cost</b>	<b>Total</b>
Fees for 2 trainers for 4 days@US\$130/day	2	520	1,040
Transport costs for trainers	2	150	300
<b>Transmission and earthing equipment</b>			
Single dipole FM 500 watt antenna	1	1 000	1 000
500 watt, solid state, stereo FM transmitter	1	7 500	7500
Rack for transmitter	1	500	500
FM Audio processor, 3 band, stereo encoder	1	1 000	1 000
½” RF feeder cable, per meter	50	15	750
N/7/16 connectors for ½” cable	2	75	150
Earthing kit	2	100	200
Weather proofing kit	2	50	100
5 meter aluminum pole for mounting antenna	1	600	600
<b>On air studio equipment</b>			
Broadcast audio console, 8 channel with USB	1	1 500	1 500
Announcer microphone and stand	1	950	950
Guest microphone and stand	2 each	400	800
Headphone amplifier	1	300	300
Headphones	2	75	300
Playout computer, Windows XP, 17”	1	850	850
CD Player	1	560	560

Telephone hybrid single digital	1		
Powered monitor speakers, pair	1	750	750
On Air Light	1	300	300
<b>Production</b>			
Analogue mixing console	1	600	600
Announcer guest microphones & Mic Stands	2 each	800	1 600
Headphones	2	75	150
Mini workstation computer, Windows XP , 17"	1	850	850
CD Player	1	560	560
Telephone hybrid	1	75	75
Powered Monitor Speakers, pair	1	750	1 500
On Air Light	1	300	300
<b>TOTAL</b>			<b>25,085</b>

<b>E. BUDGET BREAKDOWN IN US DOLLARS OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b>
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<b>Item description</b>	<b>Qty.</b>	<b>Unit Price US\$</b>	<b>Total</b>
Housing of the radio station		2,200	2,200
Procurement of a broadcasting license		1,000	1,000
Production of progress reports		1,200	1,200
Training of staff	15	150	2,250
<b>TOTAL (US\$)</b>			<b>6,650</b>

# APPENDIX I

18TH OCTOBER, 2013

THE MALAWI GOVERNMENT GAZETTE

479

GENERAL NOTICE NO. 77

Reference: B-GC-S-49



Licence No. 00049

(This licence number must be quoted on all correspondence and at interviews)

**MALAWI COMMUNICATIONS REGULATORY AUTHORITY  
GEOGRAPHICAL COMMUNITY SOUND LICENCE**

This is to certify that  
**NTHALIRE FM RADIO**

of: P.O. Box 1739  
Blantyre.

is licensed to provide a GEOGRAPHICAL COMMUNITY SOUND BROADCASTING SERVICE under Part V of the Communications Act, 1998, for a period of SEVEN (7) Years commencing on 18th October, 2013 and ending on 18th October, 2020, subject to the Licensee's compliance with all Terms and Conditions of the Licence and Communications Act. The licence fees payable by the Licensee to MACRA shall be as follows—

- (a) Broadcasting Licence fee as stipulated in section 51 (1) (a) of the Act, in the amount of Malawian Kwacha equivalent of US\$ 100.00 annually;
- (b) Radio Licence (frequency) assignment fee of Malawian Kwacha equivalent of US\$712.00 per assigned broadcasting frequency for the First Licence Year and Malawian Kwacha equivalent of US\$356.00 the second year and thereafter;
- (c) Studio Transmitter Links (STLs) frequency fee of Malawian Kwacha equivalent of US\$356.00 per link for the First Licence Year and the Malawian Kwacha equivalent of US\$178.00 per link for the second Licence Year and thereafter.
- (d) The Authority reserves the right to review this Licence and all fees chargeable herein as it deems fit.

CHARLES NSALIWA  
*Director General*

MARITHA KWATAINE  
*Chairperson*

This Licence is issued subject to the terms and conditions hereto, and to any other terms and conditions and promises of performance that may from time to time be incorporated herein under the Communications Act and the Regulations thereto. Failure to comply with any terms and conditions may lead to suspension or revocation of this Licence

*Issued without alteration or erasure, and void if altered or erased*

**Broadcasting Licence for NTHALIRE FM Radio Station**



**MALAWI COMMUNICATIONS**  
MACRA House, Salmin Amour Road  
Private Bag 261, Blantyre, Malawi



**REGULATORY AUTHORITY**  
Tel: (265) (0)1 883 611 Fax: (265) (0)1 883 890  
e-mail: dg-macra@macra.org.mw

Our Ref: MACRA/DG/60/lm

11<sup>th</sup> December 2014

The Executive Director  
Malawi National Commission for UNESCO  
Christian Health Association of Malawi (CHAM) Building  
P O Box 30278  
**LILONGWE 3**

Dear Sir,

**RE: CONFIRMATION OF THE LICENCING OF NTHALIRE  
COMMUNITY RADIO**

We write to confirm that Malawi Communications Regulatory Authority (MACRA) licenced Nthalire Community in Chitipa to operate a community radio station in July 2012.

Due to funding problems, the community radio has failed to roll out and MACRA has agreed to extend the roll out period for a period of twelve (12) months.

Any assistance to help the station to roll out will be greatly appreciated.

Yours faithfully,

ANDREW KUMBATIRA  
**DIRECTOR GENERAL**

cc : Nthalire Community Radio  
P O Box 79  
Nthalire

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All official correspondence to be addressed to the Director General

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOPMENT OF A COMMUNITY MEDIA ADVERTISING DIRECTORY FOR SOUTHERN AFRICA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 RAF/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b><u>Category 2:</u> Plurality and diversity of media, a level economic playing field and transparency of ownership: The state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across public, private and community media.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM AND INDEPENDENCE</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>REGIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>INSTITUTIONAL CAPACITY BUILDING</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$32 500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$24 200</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Sol Plaatje Institute for Media Leadership</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Grahamstown, South Africa,</b>

<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Johanna Mavhungu</b> <b>Sol Plaatje Institute for</b> <b>Media Leadership</b> <b>Rhodes University</b> <b>Tel: +2746 603 8921</b> <b>Email: <a href="mailto:j.mavhungu@ru.ac.za">j.mavhungu@ru.ac.za</a></b> <b>Find us at: <a href="http://www.spi.ru.ac.za">www.spi.ru.ac.za</a></b>
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**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

Advertising is the life blood of the print and broadcast media. A recent publication by the Association of Independent Publishers (AIP) states that “newspapers always sell information, but to become financially viable, they sell space for advertising for consumer goods. This can lead to two challenges. Firstly, newspapers are dependent on their “market value” to increase readership and become more attractive to advertisers. This is more challenging when news and information seeks to address the issues of the marginalized or poor, since they are not attractive consumers for advertising (AIP, 2014:9).” Community media struggle to receive advertising because the perception held by advertising procurement agencies is that community media cater to the lower LSM (living standard measures) 1-6 with very low market value. The argument is that advertisers want higher LSM’s from 7 upwards. Advertising procurement agencies are therefore criticized by the community media sector for lack of racial transformation, social responsibility and lack of imagination considering that there are advertisers that want to sell or advertise social causes to communities targeted by community media. Furthermore, government and state owned enterprises’ advertising and information is also critical and should reach the LSM’s targeted by community media. Advertising for community media is an obscure and unclear affair and for various reasons (which this research aims to explore) there are blockages to access to advertising by community media businesses.

The proposed research will look into advertising practices at community media organizations in the Southern African Development Community (SADC) with the purpose of developing a publication that captures real advertising trends within community media. The research is a mixed method research approach using quantitative data and case studies. Aside from the different case studies in the print and broadcast media, the publication will also include a directory of services offered by advertising agencies, distributors and market research companies as well as adspend. The research will also tackle conceptual issues such as the appeal of community print and broadcast media as presented by advertising agencies to advertisers.

Community media in the SADC region is developing at a slower pace in comparison to South Africa and the advertising landscape may be faced with similar issues and more different challenges. Hence, it is critical to investigate advertising trends in other SADC countries with

community media such as in Malawi, Namibia and Zambia and these countries will be included in the study.

Adspend figures are used by advertisers, media owners and agencies to determine where they are likely to spend their money and for this reason community media organizations need to know and understand the advertising landscape in order to participate optimally as business entities.

The aim of this research is to provide research content, figures and comprehensive information about community media advertising. The findings of the study will be a resource for community media that community media organizations can use while planning and implementing their advertising, distribution and marketing strategies. The data that this research plans to gather is not easily available and some of it comes at a cost to community media organizations that have very little resources to afford it. The data will help community media sharpen their competitive edge, support their sales pitches and business proposals with credible evidence and grow their businesses.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Community media managers in the SADC region.

## **3. DEVELOPMENT OBJECTIVE:**

The main objective is to improve the understanding of sustainability factors for community media in the SADC region.

## **4. IMMEDIATE OBJECTIVE:**

To produce an offline and online publication on community media advertising and sustainability trends, this includes a Community Media Business Directory for the region.

## **5. PROJECT OUTPUTS:**

- A hardcopy publication (as a book) and website version of the same publication accompanied by a Community Media Business Directory of media planners, advertising agencies and market research companies relevant to community media organizations, as well as the distribution sector, legislation, digital and new media opportunities.
- Case studies of community media advertising and sustainability trends.
- A compilation of adspend data, with analysis details of major advertisers and their advertising preferences.

## **6. ACTIVITIES:**

### *a) Research:*

- Document and literature analysis on community media and advertising.

- Fieldwork to conduct in-depth interviews and participant observation.
- Data analysis using statistical and qualitative research software such as NVIVO and Statistica.
- Production of a synthesized book on “Community Media Advertising” with an “Adspend data report for 2015”
- Production of a synthesized community media advertising directory for 2015 as an index to the book

*b) Website:*

- Design external webpage with a gateway from the SPI website;
- Adding research data/content on the webpage;
- Activating social media links for broad interactions about the findings of the study;
- Add content about adspend from varied perspectives including statistics per province/per media house and per advertiser/funder or donor;
- Create access to an online directory with all the advertising resources gathered during the research.

**7. PROJECT INPUTS:**

- **Human resources** – SPI in-house researcher and research assistant (2 people)
- **Books and databases**
- **Computer** – Working and storing research data and information
- **Telephone** – telephone interviews
- **Dictaphones** – recording interviews
- **Research software** – data input, coding and analysis

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Research project initiation	X											
Document and literature analysis, information gathering and fieldwork		X	X	X								
Data analysis					X	X	X					
Synthesised ad-spend data and directory report writing								X	X	X		
Website development initiation and design									X	X	X	
Content uploading											X	X

## **9. INSTITUTIONAL FRAMEWORK:**

The Sol Plaatje Institute (SPI) for Media Leadership is an Institute of the School of Journalism and Media Studies at Rhodes University, Grahamstown, South Africa. The SPI focuses attention on building the capacity of media managers and leaders in the field of media. Through the Postgraduate Diploma in Media Management (PDMM), the only year-long university level media management qualification on the African continent, the SPI has attracted managers, editors/journalists and aspiring media leaders to attend the course. In addition, the Institute offers week-long short courses for managers and editors who can avail themselves to update and refresh their skills.

The SPI works with various stakeholders in the industry and these include: the Association of Independent Publishers (AIP), Genderlinks, Print and Digital Media South Africa and many more to deliver quality teaching and research. Furthermore, being a part of the School of Journalism and Media Studies provides access to expertise provided by lectures in the Department. Rhodes University's finance division administers funding contracts for the Institute to ensure that they are disbursed as per funding agreements.

## **10. SUSTAINABILITY:**

It is envisaged that the proposed project will continue on an annual or bi-annual bases. The onerous work in this project will take place in the first year of the research. Once the methodology and work plan are in place we believe that the implementation framework will be a blue print that helps the work progress with ease and become less resource intensive.

The SPI is committed to working closely with community media support organizations such as, the Association for Independent Publishers (AIP), the National Community Radio Forum (NCRF), the Media Institute of Southern Africa (MISA), and the Southern African Media Development Fund (SAMDEF), Editors Forums such as SANEF and TAEF and, many more support organization that exist within the region to ensure that the publication is disseminated widely within community media and their stakeholders.

Donor funded books and directories are very difficult to sustain, therefore the SPI will have to consider charging a small fee for the publication if necessary to ensure that an updated version can be printed annually or bi- annually. The SPI will also continue to seek donor partners and funders that can support the project.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

### *a) Monitoring*

UNESCO Harare Office and the Sol Plaatje Institute (SPI) for Media Leadership will monitor the project implementation. As a research project the monitoring will be embedded as part of the SPI research methodology. In addition each year after the first publication the process of updating and tracking changes within the previous year's publication will be overseen by the SPI researcher to ensure that the website and the publication remain relevant.

### *b) Communication Strategy*

- The communication strategy will take the form of direct communication with the community media practitioners and all stakeholders involved with the project. Telephone discussion and interviews, emails and face to face meeting are important to maintain relations with people in the field. The website is also an important part of the communication strategy because current information will be posted regularly to update the publication, announcements and any other developments will be communicated via the webpage for the project.
- Social media alerts on Twitter, Facebook and LinkedIn from the SPI and School of Journalism and
- Media Studies websites will also be used to create publicity for the project and the outputs of the project.
- Rhodes University hosts an annual ICT and Journalism conference called the Highway Africa Conference, here is another platform to launch and present the results of the research to the media industry, academia and civil society.

## **12. EVALUATIONS CARRIED OUT:**

Available research in the areas of advertising and marketing for the community media sector has focused primarily on how to conduct and use audience research. In 2008-2009 *Formative Target Audience Research: A Case Study of Five Community Radio Stations in South Africa* (2009) and *Key Editorial and Business Strategies: A case study of six independent community newspapers* (2006) was a study into the research and business aspects of community media conducted by the SPI. The former research indicated the lack of consistent audience research at community radio stations, likely to impact on advertising revenue. The MDDA's *Media Advertising and Marketing Toolkit: Print and Radio Booklets* (MDDA, 2010) researched and discussed marketing and advertising strategies. These publications have helped the sector with resources that deal with the subject of marketing and advertising in an accessible manner. However, all the research studies have assumed the availability of adspend operating as it does in big and mainstream media houses. These resources do not provide statistics or factual data about the availability of advertising or adspend for community media. Who advertises and how much advertising is available for the sector in the SADC region.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The Sol Plaatje Institute reports to the School of Journalism and Media Studies, which is accountable to the Rhodes University Council. The SPI's in-house researcher is responsible for reporting the project's implementation on a four monthly basis under the oversight of the SPI Director and Deputy Director.

<b>C. ADDITIONAL INFORMATION</b>
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## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Research fees (researcher and assistant) Researcher (\$150 x 60 days= 9000) Assistant (\$50 x 90days= 4500)	13,500
Fieldwork (travel and accommodation for 1 person per country: Malawi, Namibia, South Africa, Zambia) Tickets (\$1000 x 4 countries = \$4,000) Perdiem (\$150 x 3 days x 4 countries = \$1800)	5,800
Research communication, materials and books R10 500	1,000
Research editing and design (\$100 x 20days)	2,000
Printing of publication 450 copies @ \$1900	1,900
<b>Total Requested IPDC contribution</b>	<b>24 200</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Computer equipment/software use and consumables	5000
Publication and website design/layout	1 000
Stationery	1000
Contingencies	1 000
Project reporting	300
<b>Total beneficiary's contribution:</b>	<b>8 300</b>



## SWAZILAND

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>PROJECT TITLE</b>	<b>STRENGTHENING OF JOURNALISTS' SAFETY NETWORK IN SWAZILAND</b>
2.	<b>NUMBER</b>	<b>IPDC/59 SZ/01</b>
3.	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b><u>Category 4:</u> Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
4.	<b>IPDC PRIORITY</b>	<b>Training of Media Professionals</b>
6.	<b>SCOPE (NATIONAL, REGIONAL, INTERNATIONAL)</b>	<b>National</b>
7.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support and Institutional Capacity Building</b>
8.	<b>TOTAL COST OF PROJECT</b>	<b>\$ 14,550</b>
9.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$9,100</b>
10.	<b>BENEFICIARY BODY</b>	<b>Media Institute of Southern Africa, P.O. Box 681, Mbabane, Swaziland Tel: +268 2404 6677</b>
11.	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Office</b>
12.	<b>PROJECT LOCATION</b>	<b>Mbabane, Swaziland</b>
13.	<b>PROJECT PREPARED BY</b>	<b>Mr. Vuyisile Sikelela Hlatshwayo, National Director, Swaziland Chapter of the Media Institute of Southern Africa (MISA), E-mail: <a href="mailto:misa.nd@gmail.com">misa.nd@gmail.com</a> cc <a href="mailto:vuyisile62@yahoo.com">vuyisile62@yahoo.com</a></b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The Swaziland print media industry is dominated by two players - Times of Swaziland Group of Newspapers and Observer Group of Newspapers. The former publishes the *Times of Swaziland*, *Swazi News*, *Times of Swaziland Sunday* and *What's Happening*. The latter publishes the *Swazi Observer*, *Observer Saturday* and *Observer Sunday*. Smaller publications such as the *Independent News*, *Ingwazi News* and *Swazi Mirror* cannot attract advertising to keep them

afloat. Swaziland has just two periodicals: *The Nation* and *Agribusiness*. The broadcast media is dominated by two state broadcasters namely, the Swaziland Broadcasting and Information Service (radio) and Swaziland Television and Broadcasting Corporation (TV). Channel Swazi, which is the only private television station, is struggling to make ends meet.

Besides the growing interest in community broadcasting, Swaziland still does not have a piece of legislation licensing both commercial and community radio stations. However, a few upcoming community radio initiatives: Lubombo, Matsanjeni, Ngwempisi, University of Swaziland (Kwaluseni) and Seventh Adventist Church, have formed the Swaziland Community Radio Network (SCRN) to push for the necessary legal recognition and proper establishment in the country.

Swaziland has two institutions of higher learning that offer journalism and media training. The Department of Journalism and Mass Communication at the University of Swaziland offers a four-year undergraduate degree in Journalism and Mass Communication. Limkokwing University of Creative Technology (LUCT) offers associates degrees (diplomas). A growing number of Swazis have now access to the Internet. According to a 2011 BBC report, 95,000 Swazis can access the Internet. According to the mobile network operator, Swazi MTN Limited, more than 800,000 Swazis have access to mobile phones whereas the fixed line subscriber base is around 45 000.

Media practitioners are represented by the Swaziland Media Workers' Union, Swaziland National Association of Journalists (SNAJ), Swaziland Editors' Forum (SEF), Swaziland Press Club (SPC) and the Swaziland Chapter of the Media Institute of Southern Africa (MISA Swaziland). A self-regulatory body, the Media Complaints Commission (MCC) exists to protect the interests of the citizens. The Constitution guarantees freedom of expression and the press and other media. The Information and Media Policy charges the media to eradicate information poverty and reduce the isolation of communities through provision of a platform for social interaction and public participation. In the Ministry of Information, Communication and Technology, there is the Information and Media Development Directorate responsible for media development.

Despite the guarantee of freedom of expression in the Swazi Constitution, the prevailing environment is not conducive to media development. This has resulted in the media practitioners walking a tightrope, thus posing a serious threat to the safety of journalists and existence of the free, independent and pluralistic media. In July 2014 an editor and a human rights lawyer were jailed for 2 years without the option of a fine for articles they had written questioning the actions of the country's judiciary. These problems are further compounded by the lack of professional capacities of media workers and capabilities of the media associations.

The purpose of this project is to promote local capacity building in safety and protection of journalists by reinforcing the existing monitoring network of the Swaziland Union of Journalists and Swaziland Editors' Forum with a 3-day national seminar and creating social media tools for online safety monitoring and reporting. The proposed training will use the UNESCO produced "Model Curricula for Journalism Education: A Compendium of New Syllabi", which incorporates a module on safety and journalism. Under this module, the workshop content will

be drawn from “Unit1” - Rights and legal context as well as from “Unit 3”-Threats against journalists.

**2. DESCRIPTION OF THE TARGET GROUP:**

The project targets journalists, media personnel and media management, civic society and human rights defenders and state players through the Information Ministry.

**3. DEVELOPMENT OBJECTIVE:**

Promote local capacity building in safety and protection of journalists in Swaziland.

**4. IMMEDIATE OBJECTIVE:**

- To empower journalists and communicators with knowledge of their legislative context as well as safety standards and protocols
- To strengthen the safety monitoring and reporting network of journalists in danger.

**5. PROJECT OUTPUTS:**

- 20 journalists in Swaziland trained on the media legal operating environment, threats against journalists and first aid.
- A safety monitoring and reporting network established and supported by online reporting tools (social media, mobile phone, email, etc)

**6. ACTIVITIES:**

- One training workshop for journalists on the media legal operating environment, threats against journalists and first aid.
- Strengthen through regular updates and new design for the existing online safety monitoring network supported by social media tools. Incorporate online registry with mobile access to existing online tools (social media, sms, email, web, etc).

MISA-Swaziland current facebook is at: <https://www.facebook.com/misa.swaziland>

MISA-Swaziland’s website is at: [www.misa.org/misa-chapters/swaziland](http://www.misa.org/misa-chapters/swaziland)

**7. PROJECT INPUTS:**

- One workshop trainer
- Training workshop facilities (training room, computer and projector, stationery, etc)
- ICT specialist to develop the online enhancements for safety monitoring and reporting.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Identification of a trainer and participants for the	X											

seminar												
Workshop organization		X	X									
Development of online enhancements for the safety monitoring and reporting system				X	X							
Report writing and submission						X	X					

## **9. INSTITUTIONAL FRAMEWORK**

MISA Swaziland was established in 1996. It is one of 11 MISA chapters across Southern Africa. MISA Swaziland is dedicated to the development of Swaziland’s media sector by fostering an environment that protects freedom of expression and the right to information, encourages media diversity, competency and professionalism. MISA Swaziland is a membership-driven organisation led by the National Governing Council, which is elected biannually. The National Director and support staff implement the core operations. The chapter works tirelessly to establish a free, independent and diverse media through advocacy, monitoring, capacity building, training and the distribution of information in the service of democracy and development in Swaziland. At present, MISA Swaziland has five key initiatives in place. These are: Freedom of Expression and Right to Information, Media Freedom Monitoring and Research, Campaign for Broadcasting Diversity and ICTs, Media Support Activities, and Legal Support.

## **10. SUSTAINABILITY**

The project will contribute to the periodic up-dating thus building a dependable state of the safety of journalists’ database that could also serve as a basis for future comparative studies. This is part of MISA-Swaziland’s core functions. MISA also publishes an annual report titled *So This Is Democracy* on media freedom violations covering the safety of journalists. This is funded by the MISA Regional Secretariat and distributed to nationally and regionally.

## **11. FRAMEWORK OF COMMUNICATION AND MONITORING**

UNESCO Harare will monitor and evaluate the project. MISA has a clear communication strategy to publicise all project-related activities. Among other things, the organisation monitors media freedom violations and issues media alerts through its interactive website. It will also hold debates and discussion on media freedom violations bordering on the issues of the safety of journalists. Such debates will receive local media coverage. The findings of the study will be disseminated to all stakeholders.

## **12. EVALUATIONS CARRIED OUT**

This project will be guided by the following studies carried out on the state of the media in Swaziland which constitute a sound basis for asking specific questions about the role of the

media, and the general state of the media in line with UNESCO’s media development indicators (MDIs)

- i. Hlatshwayo, V.S. 2011. The reality of media freedom under the new constitutional dispensation. *A dissertation submitted in partial of requirements for the MA in Media Studies*. University of Cape Town
- ii. Khumalo-Matse, L.2001. Constitutionalism process in Swaziland: The guarantee of Bill of Rights. Freedom of Express and Free Press.
- iii. Maziya, V.2003. “Swazi Media: bridge over troubled waters: journalistic views on restrictive laws”, in *Restrictive Media Laws in Swaziland* edited by T. Khumalo. Media Institute of Southern Africa (Swaziland Chapter). Mbabane
- iv. Rooney.R.2008. The existence of censorship in newsrooms in Swaziland. A report for the Media Institute of Southern Africa –Swaziland Chapter. Mbabane.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Progress on project implementation will be through quarterly reports to UNESCO through MISA Swaziland.

<b>D. BUDGET</b>	
<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Training room and participants accommodation and meals (\$100 per day x 20 participants x 3 nights)	6,000
Round-trip transport (from across the country) (\$60 x 20 participants + \$100 for 1trainer)	1,300
1 trainer for 2 days (3 days x \$100 per day)	200
Training material (computer and projector hire, stationery and document duplication)	600
Enhancements of safety monitoring and online alert mechanism	1,000
<b>Total IPDC Contribuion</b>	<b>9,100</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)</b>	
Contribution to office costs (rent, water, electricity bills, phone, email)	750
Project staff allowance	2,400
Project Reporting	300
Secretariat stationery and support	1,500
Computer consumables+	500
<b>Total</b>	<b>5,450</b>

## ZIMBABWE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR THE ZIMBABWE ASSOCIATION OF COMMUNITY RADIO STATIONS (ZACRAS)
2.	NUMBER	IPDC/59 ZW/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	<b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity: Media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organizations.</b>
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 11,064
8.	AMOUNT REQUESTED FROM IPDC	US\$8,100
9.	BENEFICIARY BODY	Zimbabwe Association of Community Radio Stations (ZACRAS), 10 Hillary Drive Emerald Hill, Harare, <a href="mailto:zacras@zacraszim.org">zacras@zacraszim.org</a> , <a href="http://www.zacraszim.org">www.zacraszim.org</a> Vivienne Marara (National Coordinator), +263-772982134, <a href="mailto:viviennemarara@gmail.com">viviennemarara@gmail.com</a> / <a href="mailto:viviennem@zacraszim.org">viviennem@zacraszim.org</a> Kudzai Kwangwari (Programmes Officer), +263 775093384 <a href="mailto:kkudzai@gmail.com">kkudzai@gmail.com</a> , <a href="mailto:kudzaik@zacraszim.org">kudzaik@zacraszim.org</a>
10.	IMPLEMENTING OFFICE	UNESCO Harare Office
11.	PROJECT LOCATION	Bulawayo, Hwange, Kadoma, Plumtree, and Gwanda
12.	PROJECT PREPARED BY	Vivienne Marara-ZACRAS Coordinator

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Presently Zimbabwe has 17 mainstream newspapers from both the private and public media. There are also 7 community newspapers operating in the Midlands, Bulawayo, Masvingo, Mutare, Gweru and Harare. The public broadcasting comprises of ZBC 4 radio and 2 TV services (ZBC and ZBC-2). Zi-FM and Star-FM are the only two national commercial stations operating in Zimbabwe since 2012.

The Zimbabwe Association of Community Radio Stations (ZACRAS) is the only voice of community broadcasting in the country. ZACRAS is a membership based, independent and non-profit making association founded in 2003. ZACRAS' mission is to empower communities in Zimbabwe through building and sustaining strong, vibrant, autonomous community driven radio stations. However, there are no licensed community radios, but there are a number of community radio initiatives set up by various communities around Zimbabwe currently doing content production and distribution as well as community engagement activities in their areas. Zimbabwe's Government is on record for promising to start licensing community radios before the end of 2014.

Zimbabwe has 6 journalism schools or communication departments in universities. However, these institutions have not reached out to community initiatives and the community content producers are still not skilled. The majority of these community content producers are young people and they provide content to licensed radios inside the country and in neighboring countries. They also mobilize communities to interact around festivals, road-shows and public communication campaigns.

This project proposes a training workshop targeting 20 managers and content producers from 5 community radio initiatives. The proposed training will run for 2 days and will focus on the UNESCO produced toolkit on "Linking Generations through Radio". The training will be conducted in collaboration with a consultant radio producer in Zimbabwe and will be hosted in one of the community radio initiatives. This training is essential because ZACRAS members are already producing content from their communities which they package in CDs for distribution. The managers and content producers require skills in enhancing youth voices in their programs with gender balance.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The project is targeting 20 managers and producers of community radio initiatives in Zimbabwe.

### **3. DEVELOPMENT OBJECTIVE:**

Accelerate the establishment of community radio broadcasting in Zimbabwe

**4. IMMEDIATE OBJECTIVE:**

Strengthen the capacity of community radio advocacy and skill-base for community content production.

**5. PROJECT OUTPUTS:**

20 managers and producers trained in youth/children radio production from community radio initiatives in Bulawayo, Hwange, Kadoma, Plumtree and Gwanda.

**6. ACTIVITIES:**

- 2 day training course held in Plumtree to impart skills for effective and efficient community radio management for 10 community radio managers from 5 community radio Initiatives.
- Programmes (at least 1000) CDs produced by 10 community content producers

**7. PROJECT INPUTS:**

- One trainer capable of training radio producers and managers in production and management
- Training material to facilitate the holding of the training.
- Trainees drawn from selected community radio stations.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
Selection of Trainer	X							
Preparation of training material		X	X					
Selection and notification to training participants				X				
Training					X			
Production of programs						X	X	
Submission of implementation reports								X

**9. INSTITUTIONAL FRAMEWORK:**

The Zimbabwe Association of Community Radio Stations (ZACRAS) is a membership based, independent and non-profit making association founded in 2003. ZACRAS’ mission is to empower communities in Zimbabwe through building and sustaining strong, vibrant, autonomous community driven radio stations. The ZACRAS structure comprises of a General Council, Board and Administrative Secretariate. The number of regular staff is seven. The ZACRAS annual income is \$600 000. The ZACRAS partners are SIDA-Fojo, HIVOS, IMS, EPD, OSISA and PACT.



## **10. SUSTAINABILITY:**

ZACRAS has two core mandates related to advocacy and lobby and also capacity development of member stations. As such, the training course will become a regular part of the training programmes offered by ZACRAS. Additionally, ZACRAS will ensure regular monitoring and follow ups with participants so as to ensure that they are putting skills learnt into practice.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will be monitored by UNESCO Harare and ZACRAS will present the UNESCO support in future multi-stakeholder meeting on community radio development.

## **12. EVALUATIONS CARRIED OUT:**

ZACRAS and the Media Alliance of Zimbabwe (MAZ have previously conducted a training needs assessment for community radio initiatives. Community radio management and radio production were identified as one of the gaps that needed addressing. The content of the proposal is therefore informed by information gathered during field visits and also activities outlined in the ZACRAS Strategic Plan document of 2013-2015.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The beneficiary agency undertakes to report on project progress on a 4-month basis to the relevant UNESCO Field Office and submit a comprehensive final report at the end of the project describing the extent to which the immediate objective of the project was achieved.

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Training room and participants accommodation and meals (\$100 per day x 20 participants x 3nights= \$6,000)	6,000
Round-trip transport (from across the country) (\$60 x 20 participants + \$100 for 1trainer)	1,300
1 trainer for 2 days (2 days x \$100 per day)	200
Training material (computer and projector hire, stationery and document duplication)	600
<b>Total</b>	<b>US\$8,100</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
**(in US dollars)**

<b>ZACRAS Programme Administration Support</b>	
Coordinator	960
Program Officer	690
Information Officer	360
Finance Officer	360
Office Rent	504
Communication costs	90
<b>Total</b>	<b>US\$2,964</b>

## SOUTH SUDAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Establishing Awerial Community Media to provide informative and educative programs to South Sudanese</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of Community Media</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and Training</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 33,909</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 29, 809</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Community Empowerment for Progress Organization (CEPO) Lakes State office</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Juba Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Awerial County, Lakes State</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Edmund Yakani, Executive Director CEPO South Sudan &amp; Lydia Gachungi, UNESCO Juba</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

South Sudan's media environment remains relatively underdeveloped despite the fact that the country has ratified a number of global conventions that guarantees access to information. Freedom of expression in South Sudan has a long plaid history, but the promulgation of the Constitution with a Bill of Rights in the transitional constitution of South Sudan 2011 guaranteed this human right for South Sudanese. Media experts have noted one major constraint being the legal/regulatory framework, which has various restrictive and outdated laws that curtail access to information and freedom of speech in South Sudan. The signing of the media bills into law in September 2014, is expected to provide a relieve from the draconian laws inherited from Khartoum.

Currently, about 90% of South Sudan population lives in rural areas, where there are no platforms for pluralistic and diverse communication media, except for the mass media institutions described below. It also lacks access to local, relevant content and information that represents the needs and interests of their communities.

Although a number of FM radio stations have been established nationwide, most of the FM stations are funded and controlled by churches, non-governmental organisations (NGOs), or as private businesses. A few online news sources have sprung up as well, but web access is similarly limited to the main towns, and diaspora members tend to be the most active social media users. The largest radio networks in South Sudan besides state radio are also supported by foreign grants. There are four such networks: Radio Miraya, founded by the UN Mission in South Sudan (UNMISS) and the Foundation Hironnelle which has recently stopped its funding leading to laying off staff and reduction of the range of programs broadcasted, Catholic Radio Network founded by the Roman Catholic Church and currently managing and controlling 9 radios, Sudan Radio Service, a US-funded network originally based in Nairobi, and the Internews -supported radio network.

The above media landscape in South Sudan has not embraced the concept of Community media that is operated in the community, for the community, about the community and by the community. Local community participation, both in management and program production aspects is evidently absent. Furthermore, individual community members and local institutions are not the principal sources of support for the existing media operations and especially in relation to control of editorial policies and in the board of management. Lack of community owned and managed media that gives a non-censored platform to the rural communities to engage one another as well as with their decision makers with no external influence, has left the rural communities cut out from contributing to peace building. They lack a communication channel they can use to freely discuss and provide home grown solutions to solving the current conflict at the local, regional, national and international level. There is glaring marginalization of women in journalistic professions and absence of women's leadership in media executive functions partly due to insecurities faced by women journalists especially in the mainstream media but also due to societal attitudes towards the role of women. Most of the existing media

print and electronic use English and Arabic as the languages for broadcasting and yet these languages are not spoken in the remote parts of South Sudan.

This project aims at providing access to information to the locals in the triangle of Lakes, Unity and Western Equatoria through the establishment of a community media platform which will increase community's access to objective information about domestic and global issues of public importance. It will enhance independent media's ability to increase the public's access to reliable and unbiased information and to create platforms and opportunities for discussions on important pressing issues affecting them.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project's direct beneficiaries are the South Sudanese community living in the triangle of Lakes, Unity and Western Equatoria states. Respective community members with a population of 188164 in the states within the radius covered by radio. These will most be the youth that comprise 60% of the entire community members and 50% of women as they will benefit from educative and informative programs.

## **3. DEVELOPMENT OBJECTIVE:**

Contributes to professional capacity building and support to institutions that underpin freedom of expression, pluralism and diversity and advocates for community based group's rights in South Sudan.

## **4. IMMEDIATE OBJECTIVE:**

Establish a community managed radio station that contributes to increasing access to educational, development and social issues affecting the communities in Lakes, Central and Western Equatoria states.

## **5. PROJECT OUTPUTS:**

- I. A Complete Community Radio is set up in Awerial that will provide access to informative and educative information to the citizens within the triangle of Lakes, Central and Western Equatoria.
- II. At least 10 station personnel have acquired the skills and techniques to undertake basic media management, including community involvement in gathering information, packaging, production, and broadcasting and know how to handle radio equipment.
- III. 5 members of Board of Directors in the Community Radio establishment, capable of leading the community radio establishment including the community radio station, with sound leadership, financial and communications skills and knowledge.
- IV. A well-equipped training and radio editing facility capable of producing relevant, high quality programs to established in Awerial of Lakes state. The equipment will be under the custody of CEPO.
- V. A well-equipped centre capable of providing training on ICT for the Awerial community members

## **6. ACTIVITIES:**

- I. Advocacy and mobilisation of the community members including women, various local leaders and surrounding public and private institutions, civil societies, to sensitise them on participation and involvement in the Community Radio and the Telecentre initiative.
- II. Sourcing and purchasing of broadcasting equipment.
- III. Sourcing and purchasing of production equipment.
- IV. Soundproofing of the studio and purchase/fabrication of a mast.
- V. Sourcing and purchasing of telecentre equipment.
- VI. Technical Training on the use of equipment.
- VII. Selection and Training of management staff and volunteers on programming and management of the station.
- VIII. Selection of 5 members of Board of Directors in the Community Radio establishment, capable of leading the community radio establishment including the community radio station, with sound leadership, financial and communications skills and knowledge.
- IX. Production and broadcasting of development radio programmes.
- X. Training of the community members and telecentre users on ICTs and access to information.
- XI. Installation and launch of the Community radio and the Telecentre.

## **7. PROJECT INPUTS:**

- I. Support five-day, hands-on training in basic management, information gathering and presenting community programs in an existing radio station in South Sudan
- II. 5 members of Board of Directors in the Community Radio establishment, capable of leading the community radio establishment including the community radio station, with sound leadership, financial and communications skills and knowledge.
- III. A fully equipped broadcasting unit: Behringer Q X1204US 8B channel audio mixer, Numark 103USBM P3/CD player, M-AudioAV30 powered monitor speaker (pair), Nanopatch monitor switch, Sennheise Hr D203 headphones (pair), RVRT X300/S3 00WFM stereo transmitter and 50m coaxial cable, Potar114FM dipole antenna, 2x Behringer XM8500 dynamic microphones, 1 x table mike stand, 1 x Rode PSA1 microphone arm and cables, A tesis 3632 compressor/limiter, 1 x Trillium Telephone hybrid and associated telephone, Dell Inspiron 15.6in laptop with Windows 7 operating system and preinstalled software.
- IV. A fully equipped production unit: Behringer Qr X1204US 8B channel audio mixer, Numark 103US MP3/CD player, M –Audio AV30 powered monitor speaker (pair), Nanopatch monitors with SennheiseHrD203 headphone (pair), 2 x Behringer Xr M850 microphones, 2x BehringerBr -1 condense microphones, 4 x Table mike stands and cables, 1 x ZoomH 1 portable digital audio recorder with accessory kits, Dell Inspiron 15.6 in laptop with Windows 7 operating system and preinstalted software.
- V. A locally manufactured 30m mast, along with an antenna clamp and antenna cable clamps.
- VI. On Air and production Unit Soundproofing support
- VII. Support for Information and communication equipment including 5 desktop computers, I scanner, two printers, a photocopier, LAN, and internet access facilities.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Mobilisation and Advocacy Community meeting	X	X	X	X	X	X	X	X	X	X	X	X
Sound proving the Studio		X										
Selection and 5 Capacity building of Management staff and volunteers	X	X					X					
Election and 3 day training for 5 members of Board of Directors	X											
Purchasing of On Air and Production Equipment	X	X										
Purchasing of the ICT equipment including establishment of the LAN	X	X	X									
Purchase of the Mast and Installation		X										
Installation of equipment and commissioning of radio station		X	X									
Launch of the radio station and the telecentre				X								
Production and broadcasting of development radio programmes				X	X	X	X	X	X	X	X	X
Training of the community members and telecentre users on ICTs and access to information					X	X	X	X	X	X	X	X
Reporting				X				X				X

**9. INSTITUTIONAL FRAMEWORK:**

Community Empowerment for Progress Organization (CEPO) was established as a nonprofit making civil society organization in 2005. It was formed to engage Juba University students and fresh South Sudanese University graduates in building their respective communities/ societies on a voluntary basis.

The organization was initially formed in Khartoum in 2005 and consisted of mostly University students, but its scope broadened after it was established in Juba, South Sudan as separate entity. At its inception, the organization was mainly looking at establishment of Justice and Confidence Centre for provision of legal aid services and peace building and conflict transformation through peace dialogues.

CEPO is engaged in the areas of Peace and conflict mitigation, human rights, rule of law, livelihood, governance and democratic transformation. It's neutral, non-partisan and non-

religious and is based on the principle of community empowerment and inclusive participation. Its core values are Commitment, Accountability and Transparency (CAT). Currently, CEPO is working in Central Equatoria, Lakes, Western Equatoria and Eastern Equatoria States.

CEPO is engaged in supporting Morobo Community Radio (102.8 Fm) and with its experience in working with the communities, it will support Awerial Communities by setting up the Community Radio. CEPO has also received two other radio licences for community radios including the one for the proposed community radio in Awerial. A community building in Awerial has also been donated to the community, to set up the community radio and the telecentre.

#### **10. SUSTAINABILITY:**

Financial sustainability of the project will be ensured through the consist operations of the community radio and the telecentre so as to generate its own income to cover the running costs. This will be through sales of radio airtime and program sponsors who will be potential International and National Nongovernmental Organizations. The management of the radio through its marketing officer will approach potential donors such as Internews/GIZ to provide additional funds for continuous training, regular surveys to assess the impact of the activities the Community Radio run.

#### **11. FRAMEWORK OF MONITORING:**

The implementation plan will be a great tool in assessing the progress of the program. Program progress will be monitored by the Board members, CEPO M&E officer and the overall monitoring will be ensured by UNESCO.

The effectiveness of the program will be assessed by the program implementation plan against the set program objectives.

To assess the effectiveness of the program, CEPO Media and Communications officer, CEPO Monitoring and Evaluation officer and the state minister of Information and Broadcasting will organize focus group discussion with selected members from the beneficiary Communities

CEPO Media relation and Communications officer, CEPO monitor and Evaluation Officer and state minister of information will pay periodic evaluation visits to beneficiary Communities to empirically assess the impact of the program on the beneficiary communities.

The donors will send their specialist for program evaluation at least in their own design timeline. They will sample program activities and administer questionnaires to beneficiaries. The report findings will be shared.

#### **12. EVALUATIONS CARRIED OUT:**

The gap subjected to the access of information within the community was a major challenge in decisive social contextual issues that were not addressed broadly to entirely constitute the need



for communication flow which renders the freedom of expression to the community. Prior to the crisis that came into existence in mid-December last year brought challenges to the communities disintegrating cultural practice/norms that focused on tribal lines? This violated the provisions of UN charter on human rights that were neglected. On the other hand, the community lacks a community radio that would preach the need of social co-existence, respect and embracing cultural norms and empowering the community in building capacity and capability on development through self reliance, this will contribute to foster public dialogues and discussions through community forums at the county. This will enable participation of local communities in building more equitable and open, democratic society in understanding governance and accountability. As medium tool of communication the channel can be used to carry out social community activities like peace building initiatives (dramas and peace messages/short plays).

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Progress reports will be submitted by the Managing body of the Awerial Community Radio on quarterly basis to UNESCO through Juba office.

<b>C. ADDITIONAL INFORMATION</b>
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<b>D. BUDGET</b>	
<b>I. ICT EQUIPMENT</b>	
5 desk top LG computers@ 600 each	3000
5 Ups(Uninterruptable Power Supply) @ 47 each	235
Printer with scanner and fax	235
LAN	323
<b>ICT Costs:</b>	<b>3778</b>

<b>II. STUDIO AND BROADCAST TRANSMITTER EQUIPMENT</b>				
	Unit price	Qty.		
8 Channel mixing console with w. studio switch, built-in tel. Hybrid:	3,500	1	3,500	
Studio 1" capsule condenser microphone	120	5	600	
Monitor speakers (pair) w. built-in amplifier:	,800	2	1600	
Headphones:	50	6	300	
4-way headphone amplifier:	150	1	150	
Soundcard:	100	1	100	
External hard drive	150	1	150	
Microphone stands	40	5	200	

Shielded audio cable (100 m.) with 30 XLR male/ female connectors and 30 RCA connectors:	300	1	300	
P4 audio editing computer with 80GB HD RAM 512MB, Windows XP, CD-WR, 19" monitor:	1,200	2	2,400	
Uninterrupted power supply 350 VA:	100	1	100	
<b>Total Studio Equipment:</b>				<b>9,500</b>
FM stereo transmitter 250 watts:	4,900	1	4,900	
Antenna bay 4 layers, omni directional:	1,050	1	1,050	
Antenna feeder 50 metres:	300	1	300	
Uninterrupted power supply 500 VA:	350	1	350	
30 meter antenna mast (locally fabricated):	2,500	1	2,500	
<b>Total broadcast transmitter system and power backup:</b>				<b>9,100</b>
Equipment transport to Juba and installation costs:				<b>3,500</b>

<b>Training Needs</b>	
5 days Support for 10 personnel to undergo a hands-on training in basic management, information gathering and presenting community programs in an existing radio station in South Sudan	1, 000
Workshop facilitator costs(local) for 4 days@ 150	650
Accommodation and meals for facilitator during the workshop	533
Buffet Lunch 18 (quantity) x \$13.3 x 4 days	957
Soft drinks 18 (quantity) x \$ 2,7 (Unit price) x 4 days	194
Morning tea and coffee 18 (quantity) x \$ 4.8 (Unit price) x 4 days	345
Project monitoring and evaluation	352
<b>TOTAL</b>	<b>4, 031</b>
<b>Total contribution requested from IPDC</b>	<b>29, 809</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs ( 8 months x 2 staff members)	3,400
Communication costs	700
<b>Total beneficiary's contribution</b>	<b>US\$ 4,100</b>

## SOUTH SUDAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>START UP OF THE MEDIA DEVELOPMENT INSTITUTE IN JUBA, SOUTH SUDAN</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SS/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of Freedom of Expression</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and Curriculum Development</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 37,380</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 32,080</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>MEDIA DEVELOPMENT INSTITUTE (MDI) CONTACT : MR. Michael Duku Email: mduku@amdiss.org Phone : +211955104334</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO JUBA OFFICE, SOUTH SUDAN</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>AMDISS HOUSE Kokora Road, (next to Norwegian Church Aid) Juba, South Sudan</b>

<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr. Colin Lasu, MDI Manager and Lydia Gachungi, UNESCO JUBA Office</b>
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## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Radio is by far the most popular and most accessible medium in South Sudan. The main reasons are the high level of illiteracy and poverty of the population. According to the World Bank only 27% of the population of 15-years-olds and above is literate. The majority of the people cannot read. Neither can they afford to buy newspapers on a regular basis (the average cost is 4 South Sudanese Pound (SSP) – about US 1), let alone buy a TV set. Instead, one radio set worth 40 SSP (about US\$10) can serve the whole family for decades.

However, the role played by more than 30 FM radio stations operating in the country is still limited. Most of the private radio stations lack human and material resources, both in quantity and in quality. These radio networks and stations are operated and funded by churches, community organizations, international NGOs and private businesses.

Most of the graduates from journalists' training institutions in countries neighbouring South Sudan have not been joining the career due to a non-conducive working environment. Very few media outlets could afford recruiting a university level employee. For the few who managed to join the media industry, the complex of superiority from the graduates and the complex of inferiority from unqualified practitioners – editors inclusive- limited the contribution by the former. On top of that, lack or limited operating funds for the media outlets and the lack of enough qualified human resources do not allow in-house and on the job training for practicing journalists

According to the Association of Media Women in South Sudan Strategic plan situational analysis, overall, the situation of women in all the media outlets in South Sudan like in most developing countries leaves a lot to be desired. Women media professionals, are not only few, but are occupying lower or insignificant positions in the media. Reports of unequal treatment and physical abuse by women media practitioners are on the increase. The presentation of women in the media also is deplorable. They rarely appear in the news, but when they do, they are portrayed as weak, dependent, passive, or victims, while their counterparts, the men, are given a superior posture.

The situation described above shows that also the radio stations in South Sudan are not yet equipped to fulfil their mission in the society, despite the fact that they are the most followed media. They cannot provide enough quality programmes. Actually, most of the radio stations programming is dedicated to entertainment. There are not enough professionally designed educational programmes addressing the society developmental issues.

This project seeks support to kick-start the Media Development Institute (MDI) whose mission is to upgrade the skills of practicing journalists including the women journalists. The aim is to equip them with skills that enables them elaborate professionally designed programmes for their

radio stations and above all, their audiences with gender sensitive programs. The proposed approach is to conduct practical long-term sustainable courses for various categories of current and aspiring radio professionals. The required support will mainly be used to purchase equipment for a radio production studio and to put in place a training curriculum that also takes into consideration the UNESCO Model Curriculum. The studio will serve as a training facility but also as production unit. The produced programmes will be aired on various radio stations in the country including the national South Sudan Radio and for journalists' training. The funds will also be used to purchase audio recording and reporting equipment and to develop radio related training modules that are gender sensitive.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group for this project is the practicing journalists and other upcoming journalists that will be enrolled at the MDI effective with the academic year of 2015. The studio will also be required to test the developed module namely radio Reporting and Production, Public Affairs Reporting and Safety of Journalists, among others. A secondary target group are media practitioners and particularly correspondents in the 10 states of South Sudan. In conjunction with the Association for Media Development in South Sudan (AMDISS), Union of Journalists in South Sudan (UJOSS) and Association of Media Women in South Sudan (AMWISS), at least 30% of beneficiaries to enrol in these programmes will be women.

## **3. DEVELOPMENT OBJECTIVE:**

The proposed project will contribute to professional capacity building and support to institutions that underpin freedom of expression, pluralism and diversity through advanced practical training in the field of broadcasting (with focus on radio), according to UNESCO's Model Curriculum with the aim to increase the number of well-trained broadcast journalists in South Sudan.

## **4. IMMEDIATE OBJECTIVES:**

40 students per year from the all the 10 states of South Sudan will acquire practical mastery of radio production, including computer-based editing and editorial practice. 25% of these students will be women. Also, participants from Juba broadcast-based media will benefit from this project as trainees.

## **5. PROJECT OUTPUTS**

- I. Teaching material acquired and MDI training capacity strengthened.
- II. 40 MDI students (1<sup>st</sup> year 2015) reinforce practical skills in basic radio reporting and production each year.
- III. 40 MDI students (2<sup>nd</sup> years) acquire skills in advanced broadcasting techniques each year.
- IV. 40 in-service journalists from various radio stations acquire skills in advanced radio reporting and production techniques, including the management of live interviews and debates.
- V. High quality radio programs produced.

**6. ACTIVITIES:**

- I. **Equipment purchase and Installation**  
Selection and notification of suppliers, purchase of equipment, installation of equipment, testing and commissioning
- II. **Curriculum Review**  
Identification and selection of consultant/curriculum developer, curriculum development/review and curriculum approval
- III. **Training and programs production and distribution**  
Training programmes, announcement and students selection, students hands on training conducted, programmes produced and disseminated to media house

**7. PROJECT INPUTS:**

- I. Radio studio equipment
- II. Software (Adobe audition) for studio PC
- III. Portable recorders for in class training
- IV. Curriculum developer
- V. Training and programmes development and dissemination

**8. WORK PLAN :**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Tender	X											
Selection and notification		X										
Purchase			X									
Installation and Testing			X									
Curriculum development												
Trainees selection		X	X									
Commencement of training				X								
Production of programmes and distribution for broadcasting												
Quarterly Reporting				X				X				X

**9. INSTITUTIONAL FRAMEWORK:**

The Media Development Institute (MDI) is an integral part of the media in South Sudan. The Juba-based institute was started in December 2007 (formerly Juba Media Academy) to provide journalism training to practicing journalists. It provides short-term (2 day - 1 week) courses in journalism through visiting journalism instructors. In 2012, a Fojo Institute and International Media Support (IMS) study on journalism training needs-assessment found that there is need for longer-term practical journalism training. Shortly thereafter, the MDI was conceived to offer more long-term practical journalism training.

The MDI is a national media institute with the mandate to strengthen the capacity of journalists and to develop media professionalism (including the improvement of ethical standards) in South Sudan. The institute will act as a media development institute for journalists, media managers, and media entrepreneurs. It will also contribute to constructive engagement between media and all sectors of society.

The MDI Consortium: Association of Media Development in South Sudan (AMDISS), Norwegian People's Aid (NPA), Fojo Institute, International Media Support (IMS), received funding from the Internews Network (USAID funded) for the implementation of the project "*Strengthening Free and Independent Media in South Sudan (iSTREAM)*." This consortium currently funds and oversees the MDI.

#### **10. SUSTAINABILITY:**

The requested assistance corresponds exactly to the needs of MDI. As mentioned above MDI will train Journalists in the Juba-based radio stations, independent radio producers, school media clubs as well as MDI students and University of Juba students requiring practical training.

The audio facilities will also be made available for freelance journalists and producers who wish to produce radio programs. This will contribute to the self-sustaining strategy for the Institute.

#### **11. FRAMEWORK OF MONITORING:**

The evaluation of the project will be carried out by UNESCO Juba Office in collaboration with Directorate of Training, Ministry of Information and Broadcasting (South Sudan). As well as carrying out mid-term reports, MDI will also regularly submit quarterly reports for ongoing activities.

#### **12. EVALUATIONS CARRIED OUT:**

In 2012, the Fojo Institute and IMS carried out a journalism training needs assessment. South Sudanese media stakeholders, who contributed to the assessment, identified longer-term practical journalism training as an immediate and pressing need. This study confirms similar findings in two IMS studies (2007 and 2009) on the media situation and journalism training needs in the Sudan and southern Sudan.

#### **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

MDI commits itself to produce regularly activity reports every four months and submit to UNESCO Juba Office.

### **C. ADDITIONAL INFORMATION**

The MDI Consortium is comprised of Association of Media Development in South Sudan (AMDISS), Fojo Institute, International Media Support (IMS), and Norwegian Peoples' Aid (NPA). The MDI Consortium formed the MDI to address the lack of capacity by local journalists

to report on issues of human rights, good governance, freedom of expression and democracy. Ultimately, MDI graduates will reduce the news and information void in South Sudan.

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Production Mixing Console	500
Recorder Solid State Stereo Recorder - rack mounted	750
USB cable - long	20
CD Player & Cassette Recorder Combo – rack mounted	800
CD/MP3 Player – rack mounted	500
Audio recording/editing software	700
Desktop Tower Workstation Editing Computer	950
Computer display/monitor	250
Production Studio Microphone (6 x \$450)	2,700
Studio Microphone Boom stands (6 x \$150)	900
Closed Ear Headphones (6 x \$100)	600
Microphone cables (6 x \$50)	300
Royalty Free Music Tracks	300
External backup hard drive	550
XLR snake microphone cable	350
Studio Monitor studio monitor (2 x \$500)	1,000
Headphone Amplifier and Sound Distributor	250
Equipment Rack	200
Dual RCA stereo audio connecting wires/cable	60
Sound proofing materials for studio and labour	2000
Labour for installation of the equipment	2200
<b>Subtotal Recording Studio Equipment</b>	<b>15, 880</b>
<b><i>Curriculum development</i></b>	
Regional consultant course design/adaptation @ \$200 x 30 days	6,000
Training of trainers on course delivery @ \$200 x 2 days	400
Workshop materials for curriculum review and ratification	600
Participants' meals and tea breaks (10 people x \$20 per day)	200



Hiring training facility and IT technical support	1,500
<b>Subtotal course review &amp; staff training</b>	<b>8,700</b>
<b>Portable Digital Audio Recording Equipment</b>	
Audio Recorders portable (25 units x \$200)	5,000
Headphones (25 pieces x \$100)	2,500
<b>Subtotal portable digital recording equipment</b>	<b>7,500</b>
<b>GRAND TOTAL</b>	<b>32, 080</b>
<b>BREAK DOWN OF BENEFICIARY AGENCY'S CONTRIBUTION</b>	
<b>(in US Dollars)</b>	
Staff costs (10 months x 2 staff members)	4,000
Communication costs	500
Project reporting	400
Miscellaneous administrative expenses	400
<b>Total Beneficiary contribution costs</b>	<b>5,300</b>

## DEMOCRATIC REPUBLIC OF CONGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF JOURNALISTS FOR A NEW FORM OF COMMUNICATION IN FAVOUR OF NATURE CONSERVATION AND ENVIRONMENTAL PROTECTION.</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 CD/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD16,280</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Journalists from the DRC</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This project aims to garner support for improving journalists' skills in environmental protection and nature conservation.

### **2. IMMEDIATE OBJECTIVE:**

- Train journalists in environmental protection and nature conservation in all provinces, territories and villages.
- Develop a teaching tool aimed at strengthening capacity in environmental protection among media professionals.

### **3. ACTIVITIES:**

A four-day training session will be organised in Kinshasa. It will bring together 18 journalists from Kinshasa as well as from three of the country's provinces.

### **4. INSTITUTIONAL FRAMEWORK:**

Environews is a Congolese non-profit organisation which seeks to raise awareness of the merits of nature conservation and environmental protection.

### **5. BUDGET**

- BREAKDOWN OF IPDC CONTRIBUTION: \$16,280
- BREAKDOWN OF BENEFICIARY'S CONTRIBUTION: \$6,150

## DEMOCRATIC REPUBLIC OF CONGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>NATIONAL SYMPOSIUM ON JOURNALISM EDUCATION AND PROFESSIONS IN THE MEDIA SECTOR IN VIEW OF THE "LMD" REFORM IN DRC</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 CD/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 17,100</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>PROVIDERS OF HIGHER EDUCATION AND TRAINING IN INFORMATION AND COMMUNICATION SCIENCES<sup>1</sup></b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This symposium is being held with the aim of reforming the Congolese university system in line with international standards, following the 2014 enactment of a new legal framework introducing the "LMD" (Bachelors-Masters-Doctorate) system in DRC.

### **2. IMMEDIATE OBJECTIVE:**

To establish a space for information and discussion on the "LMD" reform and its impact on the education model in the disciplines referred to.

### **3. ACTIVITIES:**

Organisation of a 2-day symposium in Kinshasa (with the participation of 100 experts in the field of ICS education and from ministries in charge of higher and university education.

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<sup>1</sup> Beneficiary institutions: The Faculty Institute of Information and Communication Sciences (IFASIC), established in 1973; the Catholic University of (UCC); the University of Kinshasa (Unikin); the National Education University (UPN); the University of Lubumbashi, the University of Kisangani; the University of Bukavu; the University of Butembo. Centre for Peace (BUKAVU)

#### **4. INSTITUTIONAL FRAMEWORK:**

The **Centre for Research and Mass Media** (CECOM) at the *Institute of Information and Communication Sciences* (IFASIC).

#### **5. BUDGET**

- BREAKDOWN OF IPDC CONTRIBUTION: USD **17,100**
- BREAKDOWN OF BENEFICIARY'S CONTRIBUTION: USD **7,300**

## CONGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOP THE COURSE OFFERING AND TRAIN LECTURERS AT THE INSTITUT SUPÉRIEUR DE L'INFORMATION ET DE LA COMMUNICATION IN THE CONGO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 CG/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 14,730</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Institut Supérieur de l'Information et de la Communication (ISIC) (Ministry in charge of Communications in the Congo)</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Media training is a major challenge in the Congo. Most media professionals have learned their trade on the job, and several training institutions offer only theoretical courses. The Government has decided to set up an Information and Communication Technologies Institute (ISIC) as part of the future University Denis Sassou Nguesso. Thanks to previous support from the IPDC, a journalism course has already been drawn up and teaching resources acquired. However, courses in other Information and Communication fields are non-existent, and very few lecturers possess the necessary teaching skills.

### **2. IMMEDIATE OBJECTIVE:**

The aim of the project is to improve the quality of media training, promote good governance, and build capacity among journalists so that men, women and youth are portrayed in balanced manner in the media.

### **3. ACTIVITIES:**

- Identification and hiring of a trainer (male/female)
- Organisation of the training workshop for lecturers
- Composition of teams for preparation of course content
- Organisation of work sessions for preparation of course content
- Composition of a team to prepare training modules
- Organisation of work sessions for preparation of training modules

#### **4. INSTITUTIONAL FRAMEWORK::**

The Institut Supérieur de l'Information et de la Communication (ISIC) is a higher-education establishment providing training in journalism and communication. It operates under the authorities of the Ministry of Communication and the Ministry of Higher Education. The Ministry of Communication is responsible for formulating and implementing the Congo Government's policy on the development of the communication sector and coordinates activities relating to the setting up of ISIC.

## COMOROS ISLANDS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF YOUNG JOURNALISTS AND MEDIA HEADS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 KM/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 26,445</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>ASSOCIATION DES MEDIAS AUDIOVISUELS DES COMORES (AMAC); SG/ ABDALLAH MOINA S; TEL.: 002693331825/ UBUTU2012@GMAIL.COM</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Although the Comoros Islands has seen a proliferation of community radios throughout all of its regions, many are short-lived due to a lack of resources, or because they are not clearly targeted at young audiences. Every region in the Comoros Islands is covered by at least one community radio, and these radios depend on contributions from their communities for their survival. Radio equipment is provided by local community associations but is rarely replaced when damaged or no longer operational, and a few of these radios are unable to broadcast for long periods of time. The programmes produced by these radios are improvised, and because the communities lack confidence, they fail to promote youth development and growth.

Through a 5-day workshop for 1 journalist and 1 radio-station manager from each of the target community radios, 20 young volunteers will receive training based on the guide, "Linking Generations through Radio".

### **2. IMMEDIATE OBJECTIVE:**

The project will contribute to the development of good governance and transparency by strengthening capacity in the programme production and the broadcasting of debates aimed at youth, female and child audiences to promote their participation in the process of development in the Comoros Islands.

### **3. ACTIVITIES:**

A 5-day course organised for the 3 islands (Grande Comores, Anjouan, Mohéli) on the premises of Radio 105 RB at the Moroni Badjanani Youth Centre, to strengthen the capacity of community-radio journalists and station managers in line with the guide, Linking Generations

through Radio. The course will be conducted by 2 trainers from the Office de Radio et Télévision des Comores.

#### **4. INSTITUTIONAL FRAMEWORK:**

The aim of the Association des Médias Audiovisuels des Comores (AMAC) is to provide a unifying framework for audiovisual media operators and their attachment to the values of communication, and to establish the foundations for fruitful and sustainable cooperation through better training for men, women and above all youths. The AMAC is a Comorian civil-society non-profit association composed of 8 Bureau members, including a Chairperson, a Secretary-General, a Treasurer, an Auditor, a Spokesperson, and representatives from each of the islands.

<b>D. BUDGET</b>		
<b>I. TRAINING</b>		
Per-diem for participants from Anjouan and Mohéli persons	\$95 x 5 days x 7	USD 3,325
Travel expenses for participants from Ngazidja	\$13 x 5 days x 13	USD 845
Travel expenses for target youths	\$13 x 5 days x 10 persons	USD 650
Trainers	\$100 x 5 days x 2 persons	USD 1,000
Technician	\$75 x 5 days x 1 person	USD 375
Coffee break persons	\$10 x 5 days x 30	1,500
Lunch	\$30 x 5 days x 30 persons	USD 4,500
Battery-operated audio recorder persons	\$155 x 20	USD 3,100
Air fare Anjouan/Moroni	\$200 x 5 persons	USD 1,000
Air fare Mohéli/Moroni/Mohéli	\$155 x 2 persons	USD 310
Opening day cocktail party		USD 925
Media coverage of the event		USD 465
<b>Total Training</b>		<b>USD 17,995</b>
<b>II STUDIO EQUIPMENT AND TRANSMITTER</b>		
500 W stereo FM transmitter		USD 4,900
4-element omnidirectional transmitting antenna		USD 1,050
30m antenna mast (locally manufactured)		USD 2,500
<b>Total: 500W 9 100 Fret radio transmission centre</b>		<b>USD 8,450</b>
<b>Total IPDC</b>		<b>USD 26,445</b>



<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Consumables	USD 325
Project coordinator	USD 775
Closing cocktail party	USD 625
Rental of training room \$155 x 5 days	USD 775
Car rental and petrol	USD 775
<b>Total</b>	<b>USD 3,275</b>

## COMOROS ISLANDS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE PROFESSIONAL CAPACITY OF FEMALE JOURNALISTS IN THE COMOROS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 KM/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 11,676</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>ASSOCIATION DES FEMMES COMORIENNES DE LA PRESSE</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The advent of democracy in the Comoros Islands in the 90s was marked by an opening up of the media landscape - particularly in the printed-press and audiovisual media sectors - but many media houses are still forced to close down due to the heavy financial burden. Community radio and television stations have appeared practically everywhere throughout the country, despite a lack of opportunities for training in journalism and communication in the Comoros. The female journalist members of the AFCP are aware of the shortcomings that prevent them asserting themselves fully in their jobs and playing a role in the development of the country. The lack of formal training among most of the journalists working in the Comoros constitutes a barrier to the emancipation of Comorian women: female journalists are glaringly absent in the fields of politics and economics, with programmes which leave much to be desired in social terms although open to them in their media houses. Women also join media houses but without any basic training or the opportunity for ongoing training due to their deficiencies, which does nothing to facilitate their development as journalists. They have no input in the fight to promote Comorian women in general, and female journalists in particular. The aim of the project, therefore, is to organize a 1-week training workshop on the production of a news report and a media interview, as well as on the ethical principles of journalism, for 20 members of the Association des femmes comoriennes de la presse (AFCP). The course will be divided into 2 parts: a theoretical part, which will address themes such as the definition of news, news reports compared to other journalism genres such as investigations, report writing, the steps involved in producing news reports, and the advantages of news reports and interview compared to other journalism genres. The course will also focus on the Comorian Media Charter and journalism ethics. The second part will be more practical in nature, with the production of news reports in the field in partnership with the Comorian Radio and Television Service, and print-media outlets such as Al-watwan.

## **2. IMMEDIATE OBJECTIVE:**

Provide 20 female members of the Association des femmes comoriennes de la presse (AFCP) with a 1-week course on the production of news reports and on conducting media interviews so that, on completion, they will be able to perform their jobs in their respective media houses in full knowledge of the rules applicable to news processing while adhering to the ethical principles and values of the profession.

## **3. ACTIVITIES:**

A 1-week (7 days) training workshop for 20 female members of the AFCP, on news processing techniques for the production of an investigative report.

## **4. INSTITUTIONAL FRAMEWORK:**

The Association des femmes comoriennes de la presse (AFCP) is an umbrella organisation whose membership includes practically female media workers in the Union of the Comoros. It was established in 2013 and seeks to:

- Promote the role and image of women in the media;
- Foster knowledge acquisition among Comorian female journalists through information;
- Provide opportunities for training and professional development;
- Defend and protect its members in the exercise of their profession, with a view to promoting freedom of the press;
- Encourage Comorian women to take an interest in news, both national and international, so that they are better informed and more actively involved in their own self-development.

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>		
1 national trainer (USD 100 * 7 days)	USD 100	700
Inter-island travel for 4 beneficiaries (USD 150 * 4 trips)	USD 150	600
DSA for 4 beneficiaries coming from Moili and Anjouan (USD 120 * 8 nights *4 beneficiaries)	USD 120	3840
Participants' travel expenses to Ngazidja (USD 18 * 16 participants * 7 return trips)		2016
20 professional-grade recorders for the participants (USD 60 *20 participants)	USD 60	1200
Video projector rental: (USD 30 * 7 days)	USD 30	210
Ink for the reproduction of documents (USD 10 * 20 kits)	USD 100	200
10 reams of paper (USD 10 *10)	USD 100	100
Coffee breaks and lunches (USD 15 * 7 * 22 participants/trainer/assistant)	USD 15	2310
2 flip-chart rolls (USD 30 * 2 rolls)	USD 30	60
2 boxes of markers (USD 10 * 2 boxes)	USD 10	20
Note pads (USD 5 * 20 participants)	USD 5	100
Box of pens	USD 20	20

Field reporting expenses (15 * 20 participants)	USD 15	300
<b>Total</b>		<b>11,676</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b>	
<b>(in US dollars)</b>	
Room rental (143 * 7)	1001
Course supervision (100 * 7)	700
<b>Total</b>	<b>1701</b>

## DJIBOUTI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SUPPORT FOR THE <i>SYNDICAT DU PERSONNEL DE LA PRESSE ET DE L'AUDIO-VISUEL DE DJIBOUTI</i> (SPAD)
2.	NUMBER	IPDC/59 DJ/01
3.	AMOUNT REQUESTED FROM IPDC	USD 11,572
4.	PROJECT BENEFICIARY	<i>SYNDICAT DU PERSONNEL DE LA PRESSE ET DE L'AUDIO-VISUEL DE DJIBOUTI</i> (SPAD) MS AÏCHA AHMED YOUSOUF

  

B. PRESENTATION		
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### 1. PROJECT JUSTIFICATION:

Djibouti has only 2 dailies: *La Nation* and *Al Qarn*. In addition to these dailies, one can also mention the monthlies, "Djibouti", "*l'Eveil économique*", "*Kalam Kalam*" and "*Human Village*". The legal and institutional framework that governs the media in Djibouti is provided for in laws no. 2/AN/92/2eL on the freedom of the media (Sept. 1992), no. 117/AN/01/4 on the organisation of the Ministry of Communications, Culture, the Post and Telecommunications (Jan 2001), and no. 187/AN/o7/5 on the status of Print and Audiovisual Media Personnel (Mar. 2007). Two years ago, 2 associations merged to form the Syndicat du Personnel de la Presse et de l'Audio-visuel de Djibouti (SPAD). The print and audiovisual media share a common development plan aimed at developing local media through knowledge. Compliance with journalism ethics, which determines the quality of professional media, is progressing slowly in Djibouti. Investigative journalism is also rare in Djibouti, and journalists are poorly equipped to carry out investigative journalism. This is evident in newspaper articles and from the frequency of programming with a focus on entertainment, sports and the reporting of events, i.e., productions that require little investigation.

Two training sessions, each lasting 2 days, will be organised: one for print-media personnel, and one for audiovisual-media personnel. The UNESCO Manual, "Hypothesis-based investigation: the Investigative Journalist's manual" will be used to train 40 journalists, including 21 female journalists.

### 2. IMMEDIATE OBJECTIVE:

The aim of the project is to contribute to training in investigative journalism and in so doing remove the main obstacles to in-depth, high-quality inquiries. The message that needs to be driven home is that there is no quick and easy way to produce good articles, and that investigations that require time and effort are always worth it in the end.

### 3. ACTIVITIES:

- Two-day course in investigative journalism, at the the Kulan Center, for 20 audiovisual-media participants
- Two-day course in investigative journalism, at the the Kulan Center, for 20 print-media participants
- Creation of a SPAD documentary resource centre.

### 4. INSTITUTIONAL FRAMEWORK:

An instrument establishing the Syndicat du personnel de la presse et de l’audio-visuel djiboutien (SPAD) was signed on July 7, 2013 on the occasion of the 3rd General Assembly Meeting of the Association des Journalistes Djiboutiens (AJD). SPAD's main objectives are to defend the rights and moral and material interests of journalists and media professionals, promote press freedom and freedom of expression, and protect and reinforce the rights and freedoms of journalists and media professionals, be they in the public or private sector. SPAD is also actively involved in the drafting of collective agreements. It seeks to popularize the rules governing professional ethics and to ensure compliance with them. It also campaigns for full recognition of the status of press- and audiovisual-media personnel, and contributes to its improvement.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>		
International trainer (4 days) (2 days each for the print- and audiovisual-media groups) at USD 200	USD 200	800
Trainer's return airfare Senegal - Djibouti	USD 1660	1660
Trainer's accommodation and subsistence (6 days at USD 132)	USD 132	792
Training room rental (4 days at USD 400)	USD 400	1600
Coffee/water breaks (2 times a day x 42 participants x USD 15 )	USD 15	1260
Lunches for 42 participants (40 journalists, 1 trainer, 1 assistant x USD 20 )	USD 20	3360
Documentation (note pads, pens, etc.) 40 participants x USD 15 )	USD 15	600
40 copies of the UNESCO publication (sent from Paris to Djibouti)		1200
<b>Total</b>		<b>11,272</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> <b>(in US dollars)</b>		
Project coordination	USD 150	1200
Communications (telephone, internet)	100	800
Monitoring and evaluation	300	300
<b>Total</b>		<b>2,300</b>

## KENYA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING CAPACITY OF BUS RADIO MEDIA STAFF ON DIGITAL MEDIA PRODUCTION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 KE/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>CATEGORY 4: PROFESSIONAL CAPACITY BUILDING AND SUPPORTING INSTITUTIONS THAT UNDERPIN FREEDOM OF EXPRESSION, PLURALISM AND DIVERSITY</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>INSTITUTIONAL CAPACITY BUILDING EQUIPMENT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>USD 37,259.00</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 31,359.00</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>BUS RADIO MEDIA, TEL: +254713694155/ +254720939088, EMAIL: <a href="mailto:AUSTINCHOLA@ROCKETMAIL.COM">AUSTINCHOLA@ROCKETMAIL.COM</a>/ <a href="mailto:BUSRADIOKAJIADO@YAHOO.COM">BUSRADIOKAJIADO@YAHOO.COM</a>, CONTACT PERSON : MR.AUSTIN OCHOLA (ADVISOR)</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICE FOR EASTERN AFRICA, JACO DU TOIT</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>SANAA ARCADE, MANDELA ROAD OPPOSITE KWARE MARKET ONGATA RONGAI, KAJIADO COUNTY, KENYA</b>



12.	<b>PROJECT PREPARED BY</b>	<b>MR. AUSTIN OCHOLA, ADVISOR BUS RADIO AND JACO DU TOIT, UNESCO</b>
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**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

The media in Kenya is a diverse and vibrant growing industry and currently comprises of 15 TV stations, 70 FM stations; 16 private broadcasters, 18 community radios, and an unconfirmed number of print newspapers and magazines. In Kajiado County where Bus Media Radio is located, there is only 1 community newspaper (Kajiado County Press), and 1 community radio station which is Bus Radio. Radio communication is the most common source of information for most people, especially Kenyans because of its wide coverage and it is cheap and affordable to the public. That is why community radios broadcasting in vernacular language have mushroomed in Kenya targeting the common citizen living in the rural areas. Bus radio has 15 member staff, 5 of whom have only diplomas in mass communication/ broadcast journalism from various university colleges in Kenya. Majority of them have no experience working with community radios. 10 staff have no education or training in journalism but have talents in the entertainment industry and have the passion and will to work in bus radio. Therefore, there is need to polish their gifts and skills to make them effective and better journalists capable of engaging with the public through production and transmission equipments and easily network with colleagues from different media houses. Currently the radio station has no transmitter, and production equipment's. The purpose of the project is to enhance and build capacities and skills of 15 journalists through a three days training workshop on digital media production to enable them be able to gather information, produce, broadcast, report and use radio production and transmission equipment effectively. This training will be carried out in Ongata Rongai, Kajiado County, Kenya

**2. DESCRIPTION OF THE TARGET GROUP:**

The target group for the project will involve be 15 journalists and reporters currently volunteering at Bus radio Media. The composition of the participants will comprise of 10 men and 5 women.

**3. DEVELOPMENT OBJECTIVE:**

The project will contribute to increasing the plurality and diversity of media in Kenya and enhance the capacities and skills of community radio journalists to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge on digital media production to 15 journalists and reporters 70% men and 30% women working at Bus Radio Media through a 5 day training workshop. Currently the radio station does not have a transmitter which was early this year burnt due to an electric

fault at the station. Despite lacking a transmitter, the radio station has continued to produce its programmes and uploading them on Sound Cloud. The uploaded programmes can be accessed through <https://soundcloud.com/bus-radio-fm> .

**5. PROJECT OUTPUTS:**

- a) Fifteen trained journalists and reporters capable of producing high quality programmes on issues affecting Kajiado Community for broadcast at Bus Media Radio;
- b) A well-equipped studio with transmission and production equipment,

**6. ACTIVITIES:**

- a) 5 days training to impart essential skills on digital media production to 15 journalists (10 men and 5 women) from Bus Radio Media in Kajiado County, Kenya;
- b) Purchasing of transmission equipment and production equipment;
- c) Establishing of a Bus Media Radio Correspondence Network comprising of 60% men and 40% women working in Kajiado County. Kajiado County has 5 constituencies and each has 5 wards
- d) Production and broadcast of five programmes on behaviour change, environmental awareness, drug abuse, maternal health, crime and insecurity in Kajiado County.

**7. PROJECT INPUTS:**

Bus radio media has the following equipment in place:

- a) 1 Condenser Mic
- b) 2 laptops
- c) 1 TV (Great Wall)
- d) 1 Transmitter ( 1km radius)
- e) 1 Sound System (woofer)
- f) 2 Recorders
- g) 1 Camcorder (video camera)
- h) 1 Digital Camera
- i) 1 Printer

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
• Selection/ contracting trainers for training					X							
• Selection and notification of participants for training					X							
• Selection of equipment						X						
• Purchase and installation of equipment						X						
• Planning and programming							X					
• Production and broadcast of programmes								X				

• Monitoring and Evaluation										X			
• Preparing and submission of implementation reports											X		

**9. INSTITUTIONAL FRAMEWORK:**

Bus Media Radio is a community radio that was established in 22nd January 2014 and registered under Certificate No KJN/N/CBO/1800110/14. The radio station has an advisory board comprising of 3 men and 1 woman. A chairman, secretary and a treasurer head the board. The chairman ensures specific weekly tasks are completed, scheduling emergency alert, emailing guests and assist with Bus radio announcer needs and air checks. The secretary is responsible for documentation and keeping of records, assists the Station Manager by receiving calls from guests or news correspondents. The treasurer is responsible for underwriting programmes to help raise funds for the station, this includes developing and maintaining current business contracts and clients and ensuring billing is followed through to payment. The management of Bus radio has regular staffs team which consists of the Station manager, Producer, news and editorial manager and marketing manager. The Station Manager is responsible for maintaining a consistent quality level of broadcasting in Bus radio media. The Producer, checks, guides and instructs the presenters before they go into air. The News and Editorial Manager coordinates the news team which comprises of news anchors, news reporters and correspondents. Marketing Manager is in charge of selling our programmes, projects, shows, identifying and networking with potential sponsors/donors and auxiliary services, as well as ensuring we partner and work closely with like-minded institutions and organizations. Our annual income is Kshs. 800,000.00 and our income resources include advertisements, promotions, sponsorships from like-minded organizations like Tata Chemicals (formerly Magadi Soda Company), Kajiado County Government, local banks i.e. Equity, Cooperative etc; local supermarkets i.e. Clean Shelf, Uchumi, Tuskys and Tumaini; hotels and lodges i.e. Maasai Lodge, Rolfs place, Osoita lodge etc; events such Miss tourism Kajiado, clean-up exercises, youth dancing and cultural festivals, talent shows and promotions among the youth; marketing of youth and women groups products such as necklaces, handicrafts, cards, carvings, bangles etc.

**10. SUSTAINABILITY:**

In order to ensure sustainability of the project achievement after its completion, Bus Media Radio will ensure that the skills gained by the journalists during the training will be shared among other journalists and correspondences working with the radio station and therefore become a regular part of training programs offered by Bus Media radio. The radio station currently in the process of establishing partnerships with private and public institutions and companies such as Ministry of ICT, Communication and Gender of Kajiado County Government, Academic Institutions such as Nazarene University, Multi Media University, Maxwell Adventist University, Catholic University of Eastern Africa etc. These partnerships will be used to raise funds for future foreseen trainings that the radio station may want to carry out.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

This project will be publicized before, during and after completion through news articles, promos, banners, posters and other promotional materials used by Bus Radio Media. Monitoring and evaluation will form an integral part of the project implementation and will include periodic field visits and regular reports submitted to UNESCO by Bus Radio team. To facilitate adequate monitoring and evaluation as well as reporting systems, the project will establish benchmarks for all activities and performance indicators that will be used to track the project achievements.

**12. EVALUATIONS CARRIED OUT:**

From our self-evaluation reports, database, surveys and studio calls, listeners club, the station has not been receiving reliable and enough news. We have been experiencing delays in getting and reporting news and our fans are complaining the radio is not heard or not clear on the air.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Bus Radio Media will produce quarterly reports and also submit a comprehensive final report to UNESCO Regional Office for Eastern Africa at the end of implementation of the project. The reports will be prepared and submitted by; Godfrey Kimotho Nyambura, News and Editorial Manager, Bus Radio Media.

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>		
<b>• TRAINING</b>		<b>Total Cost in USD</b>
Hiring Venue for Training	5 days x USD 60.00	300.00
Participants’ accommodation and meals	15 participants x \$ 60.00 per day x 5 days	4,500.00
2 National Trainers	5 days training at a rate of \$150.00 per day	1,500.00
Local travel for participants	15 participants x \$30	450.00
Local travel for trainers	\$30.00 for 2 trainers	60.00
Hiring of Sound Equipment (microphone and projector) for 5 days	\$400.00 for 5 days	2,000.00
<b>TOTAL COST FOR TRAINING</b>		<b>8,810.00</b>

**B: EQUIPMENT UPGRADE (in US dollars)**

	2 X @ \$1,200	2,400.00
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2 Core I3 processor computers		
500- watt FM stereo broadcast transmitter	1 X @ \$4,900	4,900.00
8 channel mixer console with telephone inputs	1 X @ 3,100	3,100.00
Marantz flash recorders	4 X @ \$200	800.00
Antenna mast	1 X @ \$2,500	2,500.00
Antenna bay 4 layers, omni directional	1 X @ \$1,050	1,050.00
Antenna feeder	1 X @ \$ 300	300.00
External hard drive (I terabyte)	2 X @ \$150	300.00
Monitor speakers	2 X @ 1,000	2,000.00
Microphone stands	5 X @ 100	500.00
Audio cable	1 X @ \$300	300.00
4- way headphone amplifier	1 X @ \$150	150.00
Sound card	1 X @ 100	100.00
New Myriad software	1 X @ \$300	300.00
Headphones	2 X @ 50	1000.00
Dynamic broadcast microphone	1 X @ \$499	499.00
Back-up generator 500 VA	1 X @ \$350	350.00
Installation costs		2,000.00
		<b>22,549.00</b>
<b>TOTAL COST FOR EQUIPMENT UPGRADE</b>		
<b>TOTAL CONTRIBUTION REQUESTED FROM IPDC</b>		<b>31,359.00</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>		
Communication costs	12 months x @ \$200	2,400.00
Contingencies		1,000.00
Monitoring and Evaluation costs	2 x @ \$1,000	2,000.00
Reports	1 x @ 500	500.00
<b>Total beneficiary's contribution</b>		<b>US \$5,900.00</b>

## MADAGASCAR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF A MULTIMEDIA CENTRE TO PROVIDE JOURNALISTS WITH SUPPORT AND BASIC AND ONGOING TRAINING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 MG/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 17.000</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>ASSOCIATION CENTRE DE PRESSE MALAGASY</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The majority of practising journalists in Madagascar have no formal training in journalism. As such, there is a deficit in skills and knowledge among many Malagasy journalists, who, for the most part, have learned their profession on the job. The aim of this project is to garner support to broaden the range of available courses in journalism by setting up a multimedia platform through which ongoing training can be delivered to 250 journalists, regardless of their media background or membership status as regards the Centre de Presse Malagasy.

### **2. IMMEDIATE OBJECTIVE:**

To set up a multimedia platform for practising and future Malagasy journalists, featuring a training centre and a discussion forum providing basic and specialist training and information on the profession.

### **3. ACTIVITIES:**

- Implementation of an online survey allowing journalists to express their training needs;
- Selection of trainers;
- Design of course syllabuses;
- Individualised replies to questions submitted by journalists;
- Design and implementation of the multimedia platform;
- Update and administration of the multimedia centre;
- Awareness campaigns to promote the Multimedia Centre.

### **4. INSTITUTIONAL FRAMEWORK:**

The project will be piloted by the Association Centre de Presse Malagasy (CPM) with input from a university offering journalism training, as well as from various journalist associations.

The CPM has as its mission to contribute to the promotion of democracy, strengthen capacity among Malagasy journalists, and generally improve their profession. It hosts training sessions, press conferences, meetings organised by professionals and other associations, and gatherings around themes that it values. It operates a meeting room, a document resource centre, and a multimedia centre.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>		
<b>I – CONSULTANCY WORK</b>		
Definition of the project-management framework		400
Analysis of user needs and profiles		400
Partnership agreement with technical and financial partners		400
Negotiations with professional trainers		400
Authoring of specifications for each trainer		400
<b>Total Consultancy:</b>		<b>2,000</b>
<b>II- PLATFORM DESIGN</b>		
Authoring of specifications		400
Graphic interface and user-experience features		600
Definition of sections and site map		300
Definition of functional features		200
<b>Total Platform Design:</b>		<b>1,500</b>
<b>III- PLATFORM IMPLEMENTATION</b>		
Configuration of the CMS		500
Integration of functional features		500
Hosting on a local (in-country) server		200
Testing and optimisation		300
<b>Total Platform Implementation:</b>		<b>1,500</b>
<b>IV- DESIGN OF COURSE CURRICULA</b>		
Consultancy work (specifications, description of content and form)		250
Documentation work		500
Creation of 50 course sheets	25	1,250
<b>Total Curriculum Design:</b>		<b>2,000</b>
<b>V-TRAINERS AND EXTERNAL PROFESSIONALS</b>		
50 professional coaching sessions	25	1,250
1 Training Coordinator (11 months)		2,750

<b>Total Trainers and External Professionals:</b>		<b>4,000</b>
<b>VI – ADMINISTRATION OF THE ONLINE TRAINING CENTRE</b>		
1 Editorial Content Manager (10 months)	20	2,000
1 Moderator (10 months)	10	1,000
<b>Total Administration:</b>		<b>3,000</b>
<b>VII- RAISING AWARENESS AMONG JOURNALISTS</b>		
Travel to 5 pilot regions with extensive media presence	200	1,000
Press relations, visits to/talks at media houses		250
One-day presentation on the platform (5 days)	150	750
<b>Total Awareness</b>		<b>2,000</b>
<b>VIII- EQUIPMENT</b>		
Laptop computer		450
Video projector		450
Tablet		100
<b>Total Equipment</b>		<b>1,000</b>
<b>Total IPDC</b>		<b>USD 17,000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Project coordination	1,500
Communications	1,000
Monitoring and evaluation	300
Report	200
<b>Total</b>	<b>USD 3,000</b>



## MADAGASCAR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>AWARENESS-RAISING AND TRAINING FOR A BETTER UNDERSTANDING OF THE COMMUNICATION CODE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 MG/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 28,471</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Média en Action pour la Formation (MAF). Head Office: Lot AF 17 C, Villa Tsara Lavitra, Ambohitrarahaba. Tel.: 033 15 700 33. e-mail: <a href="mailto:mediaenaction6@gmail.com">mediaenaction6@gmail.com</a>. Contact person: RADAVIDSON Jorlyn Edouard, President of the Association</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Madagascar currently has 30 newspapers (including 21 dailies and 9 periodicals published in French), as well as 8 public- and private-sector electronic-media outlets. There are several community radios, but no official record of their activities exists. Given the current backdrop of political change, and the role played by the media in Madagascar, MAF has been actively preparing for the upcoming adoption of the Communication Code. Once the Communication Code is adopted (in May 2015), media professionals will need to become familiar with it and be trained in its implementation. A popularisation campaign among journalists, especially those working in the regions, is essential to ensure that the Code is understood, adopted and effectively implemented. This project is being submitted to obtain support for an awareness-raising and training programme on the Communication Code, aimed at 240 journalists in 12 towns in Madagascar.

### **2. IMMEDIATE OBJECTIVE:**

On completion of the training, discussions, debates and analyses provided for in the 1-day programme, the 240 male and female journalists will have acquired the skills and resources required to understand and apply the Communication Code.

### 3. ACTIVITIES:

- Organisation and training of 6 coordinators/trainers (2 coordinators/trainers per town): a coordinator to moderate the discussions on the Communication Code, and a trainer for training on ethical aspects and the media's Charter of Commitment.
- Preparation of materials for the awareness and training programme
- Invitation and selection of participants in the 12 towns
- Training for journalists in Antananarivo, Antsirabe, Ambatondrazaka, Toamasina, Fianarantsoa, Toliary, Mahajanga, Antsiranana, Manakara, Morondava, Tolagnaro, Nosy Be
- Submission of activity reports

### 4. INSTITUTIONAL FRAMEWORK:

MAF is a social-purpose association established in 2013 with the authorisation of the Interior Ministry. It is composed of professional journalists with at least 10 years' experience, who are recognised for their competence in their fields and occupy the position of Managing Editor or Editor-in-Chief. It is both independent and neutral. MAF draws its financial resources from its members' subscriptions, its own operations and activities, external financing, and donations in various forms.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars) <i>Exchange rate: USD 1 = 2492 Ariary</i>		
<b>TRAINING: 12 AWARENESS AND TRAINING SESSIONS</b>		
<b>Refreshments (coffee breaks, water) for participants</b>	<b>USD 30/day x 12 days x 22 persons</b>	<b>7,920</b>
<b>Daily allowance for national trainers</b>	<b>USD 100/day x 12 days x 6 pers.)</b>	<b>7,200</b>
<b>Total travel to/from the 11 towns:</b>		<b>4,929</b>
Antananarivo - Antsirabe	16	
Antananarivo - Ambatondrazaka	320	
Antananarivo - Toamasina	64	
Antananarivo - Fianarantsoa	80	
Antananarivo - Toliary	160	
Antananarivo - Mahajanga	48	
Antananarivo - Antsiranana (air)	1928	
Antananarivo - Manakara	100	
Antananarivo - Morondava	128	
Antananarivo - Tolagnaro	160	
Antananarivo - Nosy Be (air)	1928	
<b>Sub-total: Training</b>		<b>USD 20,049</b>
<b>REQUIRED EQUIPMENT AND SUPPLIES</b>		
Paper (A4 Ram)	(USD 4 x 12)	52
Computer rental (USD 50 x 6 units)	USD 50 x 12	600
Whiteboard		30

PA system for 12 conferences	USD 20 x 12	240
<b>Sub-total: Required equipment and supplies</b>		<b>922</b>
<b>TOTAL IPDC</b>		<b>USD 20,971</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Personnel (7 months x 2 pers.)	USD 3,500
Communications (connections, advertising, reports, printing and copying, paper,...)	USD 1,500
Upkeep of materials and cost of local transport	USD 2,000
Miscellaneous and unforeseen expenses	USD 1,000
<b>Total</b>	<b>USD 7,500</b>

## RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF JOURNALISTS FROM RWANDAN EDUCATION JOURNALISTS NETWORK IN SPECIALISED EDUCATIONAL JOURNALISM</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 RW/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>PROFESSIONAL CAPACITY BUILDING AND SUPPORTING INSTITUTIONS THAT UNDERPINS EDUCATION JOURNALISM.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>TRAINING SUPPORT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>29,700.00 U\$D</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>21,300.00 U\$D</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>ETOILE.COM BLUE HOUSE BUILDING, 3<sup>RD</sup> FLOUR, AMAHORO STADIUM AVENUE , KIGALI CITY/ RWANDA, P.O. BOX : 4538 KIGALI – RWANDA PHONE. : (+250) 788 564 259 E-MAIL : ETOILECOM_RW@YAHOO.FR CONTACT PERSON: NSENGIYUMVA PATRICE, EXECUTIVE DIRECTOR.</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICEFOR EASTERN AFRICA, NAIROBI, KENYA, JACO DU TOIT.</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>RWANDA</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>NSENGIYUMVA PATRICE, EXECUTIVE DIRECTOR, ETOILE.COM AND JACO DU TOIT</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Today, Rwanda's media landscape has considerably changed in terms of the number of media houses and it now comprised of 5 television stations, 18 radio stations, 40 newspapers and 15 online media platforms. The plurality of the media, however, in terms of content and orientation, leaves much to be improved in order to foster freedom of expression for both media professionals and the public at large.

Media houses in Rwanda have today turned off the page from being referred to as "hate media" due to the key role they played in 1994 Genocide. 20 years later, the Rwandan Government has progressively reduced its "rigorous eye" upon independent media. Despite the novelty of independence, growth and flourishing of media houses and the education sector in Rwanda, there has not been any effort to cover school activities and reporting on educational issues in Rwanda. There's a big difference between covering schools and covering education. Many newspapers for instance require their school reporters to churn out multiple stories each week, a process that results in poor articles about school board conflicts and other quick features that provide little context to help readers understand how schools work or the pressures they face.

Deconstructing newspaper articles and broadcast reports on educational issues is an occupational hazard for everybody who understands the role of education. Journalists have to know and be able to effectively communicate educational information to their readers. Different pedagogical approaches, developmental psychology, the hierarchical nature of lessons all have to be considered.

Education journalists need to at least have a working knowledge of the competing pedagogical theories that struggle for dominance in education field. They need to know about the rapidly changing demographics of the school-age population. They need to know about cognition, motivation, human development, linguistics, and the interaction between poverty and learning. Journalists also once sensitized and involved in education sector, they can contribute to improving the quality of education, fighting drop out, and promoting girl child education among other positive values from schools to society.

The methodology to be used during the training will combine presentations, group discussions, individual and group assignments. The purpose of this project is to build capacity of 35 journalists from Rwandan Education Journalists Network through 5 day training on specialized educational journalism in using the UNESCO Model Curriculum in Journalism Education i.e. foundations of journalism, media law, journalism ethics, reporting and writing. The journalists will be comprised of 15 journalists from newspapers, 10 from radio stations, 5 from TVs and 5 from online media.

### **2. DESCRIPTION OF THE TARGET GROUP**

The project will target 35 journalists comprising of 15 from newspapers, 10 from radio stations, 5 from TVs and 5 from online media. 60% of the trainees will be men and 40% will be women.

**3. DEVELOPMENT OBJECTIVE**

The project will contribute to increasing the plurality and diversity of media in Rwanda by building and enhances the capacities of communities to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVES:**

Provide skills and deepen knowledge on specialized educational journalism to 35 journalists (60% men and 40% women) from Rwandan Education Journalists Network in Rwanda through a five day training course.

**5. PROJECT OUTPUTS**

- a. Thirty five trained journalists from Rwandan Education Journalists Network equipped with skills and knowledge on specialized educational journalism in Rwanda;
- b. A network of journalists (60% men and 40% women) on specialized educational journalism established in Rwanda;
- c. Monthly educational newspaper articles published by journalists from the Rwandan Education Journalists Network.

**6. ACTIVITIES:**

- a. Five day training course held at Etoile.com to impart essential skills and knowledge on specialized educational journalism to 35 journalists (60%men and 40% women) from Rwandan Education Journalists Network in Rwanda;
- b. Quarterly monitoring and evaluation meetings held with journalists and editors from the Rwandan Education Journalists Network;

**7. PROJECT INPUTS:**

Four trainers/ national consultants capable of training journalists on specialized educational journalism;

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Organize preliminary project meetings with selected media houses authorities												
Recruit trainers/consultants												
Selection and notification of workshop participants												
Organize a five- day training workshop												
Coordination, monitoring and evaluation												
Submission of implementation reports												

## **9. INSTITUTIONAL FRAMEWORK:**

ETOILE.COM is a non-profit making organization created in 2004 which works as Press Agency fully named «Rwanda Agency for Editing, Research, Press, and Communication», abbreviated “ETOILE.COM, governed by the Constitution of Rwanda and subjected to the provisions of law N°22/2009 of 12/8/2009 governing the Press in Rwanda. Its headquarters is established in Kigali City and carries out its activities in the whole territories of the Republic of Rwanda. ETOILE.COM’ mission: to see, to judge and to communicate. Its management structure comprises of an Executive Director who is responsible for the day-to-day management of the organization. ETOILE.COM has five permanent staffs (Executive Director, Assistant secretary, Programme Manager, Accountant and Information, documentation and Communication officer. Its annual income is estimated between 50,000 and 100,000 USD. All the media projects by ETOILE.COM are implemented in close collaboration with National Commission for UNESCO, ARJ (Rwanda Journalists ‘Association), Media High Council and Press house.

## **10. SUSTAINABILITY**

The ETOILE.COM strategy for sustainability is through initiating collaborations with the Rwanda Ministry of Education, Rwanda Education Board, Rwanda National Commission for UNESCO and Rwanda Media Self-Regulatory Board (RMC) in implementing the proposed project activities in this proposal. This will ensure sustainability of such activities in future since educational journalism initiatives tested and piloted in selected media houses will be replicated in other media houses countrywide. The trained journalists would be required to also transfer knowledge and skills to their colleagues in their respective media houses. Finally, the creations of Educational Journalists Network will ensure project sustainability.

## **11. PRIOR EVALUATIONS CARRIED OUT**

A consultation with some media house and Rwanda National Commission for UNESCO was carried out during this project preparation and the Ministry of Education of the Republic of Rwanda recommended ETOILE.COM a recommendation letter (see attachment doc.) to intervene in the sector of education especially in promoting peace and sport into schools. The evaluation has been in form of a focus group discussion between various stakeholders and beneficiaries and thus it served as a baseline data to inform the formulation of this project proposal.

## **12. FRAMEWORK OF COMMUNICATIONS AND MONITORING**

At the beginning and after training session, project press releases and articles will be published mainly at organization website and UNESCO website. Articles related to the training will be also produced by the trained journalists and published in the print newspapers.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

ETOILE.COM will undertake to report on the progress of the project on a quarterly basis to UNESCO Regional Office for Eastern Africa, Nairobi, Kenya and submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The reports will be prepared and submitted by Mr. NSENGIYUMVA Patrice, Executive Director of ETOILE.COM.

#### **C. ADDITIONAL INFORMATION**

ETOILE.COM previously received IPDC support in 2012 to implement a project titled “Empowering Rwandan Journalists professionals to deepen peace, democracy and good governance”. ETOILE.COM has also been supported by UNESCO to implementing short term training activities in areas such as peace building and professional reporting. ETOILE.COM will make contributions to the project in terms of staff time, the use of equipment and salaries for the project personnel.

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION IN U\$D**

<b>DESIGNATION</b>	<b>QUANTITY</b>	
<b>A. Establishing contacts with media houses to discuss about education journalism and to identify trainers</b>		
A.1. Meals for staffs during field visits	2 pers. x \$10.00 x 5 days	1 0 0
A.2. Car hiring for transport of project staff and/or program officer during preliminary meetings with media houses managers	1 vehicle x \$85.00 x 5 days	4 2 5
A.3. Transport for the trainees	2 pers. x \$30.00 x5 days	3 0 0
A.4. Communication fees	2 pers. x \$5.00 x 5 days	5 0
<i>S/Total</i>		<b>8 7 5</b>
<b>B. Training workshop for 35 journalists on specialized education journalism</b>		
B.1. Hiring of Training hall	1 hall x \$200.00 x 5 days	1 0 0 0
B.2. Transport of the participants	35 pers. x \$40.00 x 2 days	2 8 0 0
B.3. Trainers fees	4 pers. x 150.00 x 5 days	3 0 0 0
B.4. Accommodation	35 pers. x 50.00 x 5 days	8 7 5 0
B.5. Meals and drinks	35 pers. x \$10.00 x 5 days	1 7 5 0
B.6. Facilitators fees	2 pers. x \$25.00 x 5 days	1 2 5 0
B.7. Stationery (Notebook, Flip charts, Pens, Maker pens and Documents folders	35 pers. x \$25.00 x 1 days	8 7 5
B.8. Advertisement for the training session in radios	3 pers. x \$ 100.00 x 2 day	3 0 0



B.9. Photocopying the trainees syllabus	35 x \$ 200.00	700
<i>S/Total</i>		<b>20425</b>
<b>TOTAL AMOUNT REQUESTED TO IPDC</b>		<b>21300</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US DOLLARS)**

<b>DESIGNATION</b>	<b>QUANTITY</b>	
Contribution to the evaluation and monitoring meetings with journalists	12 months x \$200.00	2400
Project coordination and reporting	12 months x \$500.00	6000
<i>S/Total</i>		<b>8400</b>
<b>GRAND TOTAL</b>		<b>29700</b>

## RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING CAPACITY OF WOMEN JOURNALISTS ON HOW TO PRODUCE RADIO PROGRAMS ON ISSUES AFFECTING WOMEN IN RWANDA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 RW/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>CATEGORY 2: PLURALITY AND DIVERSITY OF MEDIA, A LEVEL ECONOMIC PLAYING FIELD AND TRANSPARENCY OF OWNERSHIP</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT</b>
<b>5.</b>	<b>SCOPE</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>INSTITUTION CAPACITY BUILDING</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 27 840.00</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 23 840.00</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>RWANDA COMMUNITY RADIO NETWORK (RCRN)</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICE FOR EASTERN AFRICA, JACO DU TOIT</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>KIGALI, RWANDA</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>EUGÈNE NDEKEZI PRESIDENT OF RWANDA COMMUNITY RADIO NETWORK (RCRN) AND UNESCO REGIONAL OFFICE FOR EASTERN AFRICA, JACO DU TOIT</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Rwanda has recently experienced a remarkable development in regard to its media landscape. Since the liberalization of the waves in the year 2000, the media landscape of Rwanda got considerable changes in terms of a number of press houses and the quality of programs. Currently, Rwanda has more than 30 radio stations, 3 TV channels, more than 40 newspapers and several online media. A new law n° 02/2013 of 08/02/2013, for regulating media in Rwanda was adopted and this brought about change in the operation of the Rwandan media, since it envisages the auto-regulation of the media. A law n° 04/2013 of 08/02/2013 relating to access to information which obliges everyone namely the public agents who give information of public interest to the media and marks a major change in the landscape of the Rwandan media. It is after all these reforms that Rwanda Community Radio Network (RCRN) was started and its main mission is to promote freedom of expression, to better inform the rural population on democracy and good governance with an emphasis on gender balance particularly in the media.

Currently there are very few women working in the media industry in Rwanda. According to a study carried out in 2012 by Media High Council of Rwanda entitled "Women in the media in Rwanda" (2012), the composition of journalists comprises of 70.81% males and 29.19% females, thus signifies a broad imbalance in the field of journalism in the country. The representation of women journalists practicing in community radios stands at 23% according to the same study. Majority of community radio stations in Rwanda still do not communicate development issues due to lack of quality programs that focus on issues that can contribute to the development of the country.

According to an Assessment carried out by RCRN, out of the existing community radio stations in Rwanda, only Radio Huguka has a female in a senior management position. Most of the women who work at community radio stations in Rwanda have received little or no form of journalism training and often struggle to produce meaningful programs/news reports hence leading to women's issues being given very little coverage. This project will be implemented by Rwanda Community Radio Network (RCRN) an umbrella body that brings together community radios in Rwanda. This project seeks to build capacity of women journalists through a 5 day training workshop that will enable them be able to gain knowledge and skills on how to produce radio programmes for broadcast on issues affecting women in Rwanda. The training will use UNESCO's Gender-Sensitive Indicators for Media (GSIM) which are indicators that help contribute to gender equality and women's empowerment in and through media of all forms, irrespective of the technology used.

### **2. DESCRIPTION OF THE TARGET GROUP:**

This project targets 20 women journalists working in 10 selected community radios in Rwanda. The radio stations will include; Radio Huguka, Radio Izuba, Radio Ishingiro, Radio Isangano, RC Huye, RC Rubavu, RC Nyagatare, RC Rusizi, RC Musanze and Radio Salus.

**3. DEVELOPMENT OBJECTIVE:**

The project contributes to increasing the plurality and diversity of media in Rwanda by enhancing capacities of women community radio journalists to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge to 20 women journalists from 10 community radios through a 4 day training workshop to produce radio programs on issues affecting women in Rwanda.

**5. PROJECT OUT PUTS:**

- Twenty (20) women journalists trained on production of quality programs on issues affecting women;
- Production and broadcast of 50 radio programs on women issues i.e. women's rights of access to land, the role of women indecision-making bodies, violence against women, girl education, women and poverty eradication, women peace and security and Gender reporting;
- Establishment of a network of women journalists who can produce quality radio programs on issues affecting women in Rwanda

**6. ACTIVITIES:**

- Five (5) days training workshop for 20 women journalists from 10 community radio stations on production of radio programs on issues affecting women i.e. women's rights of access to land, the role of women indecision-making bodies, violence against women, girl education, women and poverty eradication, women peace and security and Gender reporting. The selected radio stations include; Radio Huguka, Radio Izuba, Radio Ishingiro, Radio Isangano, RC Huye, RC Rubavu, RC Nyagatare, RC Rusizi, RC Musanze and Radio Salus
- Production and broadcast of 50 radios programs on the aforementioned topics in Rwanda;
- Establishment of a network of women journalists who can produce quality radio programs on issues affecting women related in Rwanda

**7. PROJECT INPUTS:**

Two trainers capable of training 20 women journalists on radio production in Rwanda.

**8. WORK PLAN:**

<b>ACTIVITIES/ MONTH</b>	1	2	3	4	5	6	7	8	9	10	11	12
Identify participants to attend the training												
Identify trainers												
Prepare modules for training programs												
Notification of workshop participants												
Training workshop for women journalists												

Production and broadcast 50 radios programs on women related issues														
Monitoring, Evaluation and submission of Implementation reports														

**9. INSTITUTIONAL FRAMEWORK:**

Rwanda Community Radio Network (RCRN) was established in August 2012. Its founding members are four community radio stations operating in Rwanda. They include: Radio Izuba founded in 2009, Radio Huguka founded in 2010, Radio Ishingiro founded in 2011, and Radio Isangano founded in 2011. RCRN currently has 10 community radio stations as its members. Its mission is to promote freedom of expression, to better inform the rural population on democracy and good governance with an emphasis on gender balance particularly in the media. RCRN organizational structure is composed of the following structures: General Assembly, Board of Directors, Auditing Committee and Arbitrage Committee. The daily management of RCRN is provided by an Executive Secretary, regular staff comprising of an Executive Secretary and Accountant-Secretary. The Executive Secretary is responsible for administrative and financial management of the network. The annual income of the network is estimated between 100 000.00 – 150 000.00 USD. The main sources of income are membership fees (40%) and grants from donors. The Rwanda Community Radio Network will carry out this project in conjunction with the School of Communication and Journalism of Catholic University of Kabgayi, in order to benefit from the expertise of their lecturers. The relevant line ministries and UNESCO will also be consulted for guidance and advice during the training workshops to be held in Rwanda.

**10. SUSTAINABILITY:**

RCRN is an institution that works of the Community radio. The institution will ensure that a separate network be maintained to assess the short term and long term achievements of the women. In doing so, RCRN will work with the women and report and encourage other women in the Community radio stations. With the modules produced, which shall be used for future trainings, RCRN intends to conduct short term training for other female journalists, thereby building the capacity of female journalists in professional programming and production so as to efficiently and effectively excel to managerial positions also based on their achievements. Women Journalists trained will share the knowledge and skills gained by training their colleagues in the various community radio stations.

**11. EVALUATIONS CARRIED OUT:**

RCRN carried out mapping of the situation of community radios in Rwanda by publishing a report titled: “Rwandan Journalists’ Labor Conditions. This was funded by the Norwegian People's Aid, NPA. Also, a training needs assessment of community radios was conducted by RCRN and a key issue that was highlighted was the need for advancement of capacity building programs for women in community media especially in radio production to enable them produces programmes on issues affecting women in Rwanda.

## **12. FRAMEWORK OF COMMUNICATION AND MONITORING**

RCRN will ensure that there exists internal and external monitoring that will be implemented, for the duration of the project. UNESCO will carry out external monitoring and evaluation of the project. In addition to project activities and finance, monitoring and evaluation activities will include the review of the project's work-plans and performance status.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

RCRN will report on the progress of the project on a quarterly basis to UNESCO Regional Office for Eastern Africa and submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. Mr Eugène NDEKEZI, President of RCRN, will be the person responsible for preparing reports and submitting them to UNESCO.

<b>D. BUDGET</b>		
<b>BREAKDOWN OF IPDC CONTRIBUTION</b>		
<b>(in US dollars)</b>		
<b>5 days' workshop training of women journalists</b>		
Participants accommodation and meals	(\$70 per day x 20 Participants x 4 days) + 2 trainers + one coordinator	6,440.00
2 Trainers for five days	(2 x \$150 x4) + one coordinator (\$150 x 4 days)	1,800.00
Training materials (flip charts, pens, blocs notes)		600.00
Purchasing twenty five (25) mini recorders	\$150 x 20	3,000.00
Training Venue	\$150 per day x 4 days	600.00
Local Travel	\$25 x 20 Participants	500.00
One day Stakeholders consultative meeting on training		400.00
	<b>Total</b>	<b>13,340.00</b>
<b>Production and broadcast 50 radio programs on women issues</b>		
Production 50 radio programs	\$50 each program	2,500.00
Broadcast 50 radio programs	\$100 each program	5,000.00
	<b>Total</b>	<b>7,500.00</b>
<b>Project monitoring</b>		
Monitoring and evaluation		<b>3 000.00</b>
	<b>Total</b>	<b>3,000.00</b>
<b>Total</b>		<b>US\$23 840</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>		
Staff costs	(12 months x 3 staff members)	1,800.00
Project Coordinator (12 months)	Communication costs (12 months)	500.00
Contingencies		1,000.00
Project reporting		500.00
	<b>Total</b>	<b>US\$ 3,800.00</b>

## SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF THE SOMALILAND JOURNALIST ASSOCIATION TO ENHANCE FREEDOM OF EXPRESSION AND PRESS FREEDOM</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SO/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4:</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM (PARTICULARLY COMMUNITY MEDIA) AND INDEPENDANCE</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>REGIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>TRAINING SUPPORT/CAPACITY BUILDING</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>USD \$ 24,450</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD \$ 21,600</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>SOMALILAND JOURNALIST ASSOCIATION (SOLJA)</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICE FOR EASTERN AND SOUTHERN AFRICA</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>HARGEISA, SOMALILAND</b>



<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mohamed Rashid, Secretary-General of SOLJA (with support from Jaco Du Toit, UNESCO Regional Office for Eastern Africa)</b>
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**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

Somaliland has fourteen newspapers, four TV stations, at least 15 popular news websites and one national radio station. While the Somaliland media industry operates within a restrictive regulatory regime, the media remains fairly robust in their role as public watchdogs. Local mass media has played an important role in Somaliland’s stability but the right to express opinions without censorship or restraint has come under attack.

At present, media freedom in Somaliland faces major challenges, including the lack of freedom of expression, inconsistent application of media regulations/legislation and large-scale harassment and intimidation of the media fraternity, including arrest and incarceration of journalists and unlawful closures of media houses. According to the Somaliland Journalist Association’s (SOLJA) 2013 Annual Report, in 2013, 47 journalists were imprisoned, detained or otherwise harassed without a fair and transparent trial, and often without due process. In some cases, the journalists were physically abused. At the end of 2013, the government forced the closure of Hubaal Newspaper and a ban on Universal TV. On 7 April 2014, police raided the offices of the Haatuf Media Network citing a court order and indefinitely suspended Haatuf and the Somaliland Times. The news websites of both publications were blocked by telecommunication companies following an April 16 court order.

SOLJA is the main civil society organization in Somaliland that advocates for freedom of expression in the interest of journalists. SOLJA represents at least 283 journalists in Somaliland and 28 media houses. It funds its work mainly through membership fees and collaborates, where possible, with international organisations that provide limited media support in Somaliland.

SOLJA faces challenges in adequately protecting the rights of journalists and is seeking support from partners to help strengthen a process of legislative reform in Somaliland, capacity building of journalists, and capacity building of SOLJA. This is in line with the strategy of the Somali Media Support Group.

SOLJA notes that for it to be a strong advocate for journalists, it must undertake its work with utmost professionalism and in line with global standards. This proposal for IPDC funding therefore centres on 3 core components of capacity building of SOLJA.

- a. **Organisational Development:** At present, SOLJA operates out of its offices in Hargeisa but has representatives working in all five regions of Somaliland. It is led by a thirteen-member Executive Committee and employs 8 staff members (3 female, 5 male). SOLJA finances its work through member dues. SOLJA’s operational budget in 2014 is \$28,089. Due to financial constraints, SOLJA’s primary task is advocacy for journalists. However,

more work is necessary, including supporting an environment where improved legislation is matched by improved professionalism amongst the media fraternity. SOLJA therefore requests support to conduct a rapid organizational review of its work, including how it can, within existing financial resources, better protect the interest and capacity development of journalists. The review would also assist SOLJA to identify possible fundraising strategies, allowing it to scale up its work in a sustainable manner. The intended outcome of this rapid organizational review is the formation of an organizational strategy which SOLJA will use to promote its work both within the public and private sector in Somaliland and with international partners.

- b. **Annual Reporting:** At present, SOLJA publishes an Annual Report. This report details SOLJA's activities and the challenges faced by media in Somaliland. The report is shared with the general public in Somaliland and with international partners. The report is criticized by the government as being inaccurate. SOLJA notes that to obtain greater credibility, it must adopt global standards in reporting. To this end, SOLJA would appreciate the opportunity to obtain training from international experts on adoption on UNESCO's global media development indicators. By 2015, SOLJA hopes it can adopt global standards when reporting on freedom of expression issues.
- c. **Legal Aid Fund:** Given that journalists are often poorly paid in Somaliland and given the rise in arrests and detentions of journalists, legal support is fundamental to ensure that rights be preserved. To this end, SOLJA wishes to establish a legal aid fund to support journalists that are arrested and detained. SOLJA notes that it must set up a fund that is financially robust and transparent and therefore requests support to establish such a fund, in line with Somaliland law, to allow for contributions from individual supporters, corporations, and international partners. SOLJA also requests a small financial contribution to kick-start the fund and enable it to provide legal financial support to imprisoned journalists.

SOLJA notes that the above three components do not represent the full spectrum of needs in Somaliland and SOLJA are presently working with the Somali Media Support Group to identify further areas of support, especially with regards to legislative reform and capacity development of journalists.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project will benefit 3 main groups in Somaliland. First, the primary beneficiary will be SOLJA. Second, the project will benefit both female and male journalists in Somaliland, which number at 283 journalists, of which 75 are women journalists. Third, the project will benefit those journalists who are arrested and imprisoned as a result of their professional duties. Overall, it is hoped that building a stronger journalist association will pave the way for a freer and, equally, accountable press corps in Somaliland.

## **3. DEVELOPMENT OBJECTIVE:**

This project will contribute to the overall organisational and reporting capacity of SOLJA (Category 4 of the UNESCO Media Development Indicators). By adoption of the media

development indicators, it is hoped that SOLJA will have a greater capacity to constructively engage with authorities on seeking changes to freedom of expression issues in Somaliland.

#### **4. IMMEDIATE OBJECTIVE:**

The immediate objective is to ensure that for its 2015 Annual Report, SOLJA be able to report on freedom of expression issues using globally recognized standards. Furthermore, an organizational review of SOLJA will allow it to reform in line with the demands of its clientele and available resources. The legal fund will enable SOLJA to provide immediate legal support to journalists that may be arrested in the course of their professional duties.

#### **5. PROJECT OUTPUTS:**

Output 1: A rapid organisational development review of SOLJA is undertaken by an international consultant, with recommendations shared on how SOLJA can more effectively work throughout Somaliland to better promote and protect freedom of expression.

Output 2: A workshop is conducted for all of SOLJA's executive committee and staff members to train them on reporting in line with UNESCO Media Development Indicators.

Output 3: A legal fund is set up by SOLJA to support legal costs of journalists detained during the course of their profession.

#### **6. ACTIVITIES:**

Output 1: A one-week review of SOLJA is undertaken by an international consultant to determine the best and most cost-effective organisational structure to ensure the SOLJA has the present and future capacity to perform its functions. This review will include interviews with key stakeholders in SOLJA and within the journalism fraternity. The one-week organisational review will produce a written report, with practical recommendations, including on how SOLJA can obtain external funding to ensure long-term sustainability of their operations.

Output 2: A one-week training course will be conducted in Hargeisa for 21 persons (SOLJA's executive committee and SOLJA staff members) to train them on the use of UNESCO's media development indicators. Towards the end of the year, as SOLJA's annual report is finalised, a one-week mission to Hargeisa will be arranged to provide final support in the development of SOLJA's first annual report that incorporates the UNESCO media development indicators.

Output 3: Two one-week missions will be conducted by a national expert to assist SOLJA in setting up a legal aid fund, thereby ensuring that processes are in place for transparent and effective fund administration. Finances will only be disbursed once the legal aid fund is fully set up, in line with any locally applicable laws.

#### **7. PROJECT INPUTS:**

For each project activity, SOLJA arrange the following:

Output 1 (Organisational Review): Arrange schedule of meetings with relevant stakeholders; accommodation, security (if necessary), provision of office space.

**Output 2 (Media Development Indicators):** Arrange schedule of meetings, accommodation, security (if necessary); provision of office space; hiring of training venue and equipment.

**Output 3 (Legal Aid Fund):** Provision of office space, training venue (if necessary), and arrange schedule of meetings.

SOLJA does not foresee the need to purchase of any equipment as part of this project.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify and procure international expert on organisational development of media associations	X	X										
International expert mission to Somaliland to review SOLJA's work			X									
Report and recommendations of rapid organizational review provided to SOLJA				X								
Identify and procure international expert on UNESCO global indicators for freedom of expression	X	X										
Desk review by international expert on SOLJA's current reporting			X									
International expert mission to Somaliland to conduct workshop on Global Indicator Reporting				X								
SOLJA incorporates global reporting standards as part of reporting of the status of freedom of expression in Somaliland					X	X	X	X	X	X	X	
International expert reviews SOLJA's annual report and provides advice on consistency with international standards												X
Identify and procure local advisor on setting up a legal aid fund in Somaliland	X											
Advisor works with SOLJA to set up legal aid fund that meets both local and international fund management standards		X	X									
SOLJA sets up legal aid fund				X	X							

## 9. INSTITUTIONAL FRAMEWORK:

The Somaliland Journalist Association (SOLJA) is the only existing media organization that legally operates in Somaliland. It is composed of a 13 member National Management Committee led by the Chairperson and representatives from each of Somaliland's Marodi-jex, Togdheer, Awdal, Sanaag, Sahil, Sool regions of Somaliland. Currently SOLJA has active membership of 28 media houses from Radio stations, TV stations, Printed media and online outlets along with

permanent 283 professional journalists. SOLJA is financed from membership fees or monthly subscriptions. SOLJA is a defender for media freedom, the rights of journalists, workers' rights and for social justice in Somaliland, *and* has over 283 members across Somaliland, providing assistance when problems with local government arise. More information on SOLJA can be found at [www.urukasolja.org](http://www.urukasolja.org)

#### **10. SUSTAINABILITY:**

SOLJA has identified the three components of this project proposal based not only on the need for such support, but also on the basis of longer-term sustainability. An organizational review of SOLJA will be a one-off exercise that will provide SOLJA with expert advice on how to structure itself and make optimal use of available resources. Ideally, implementation of the review findings could be done through existing resources, but it is also hoped that the review will look at financial sustainability of SOLJA as it seeks to grow. The training on the use of UNESCO's media development indicators will provide SOLJA with the know-how on how to report on freedom of expression issues based on global best practice. The trainings will provide the platform for a change in SOLJA reporting, and any further work done in this regard will be from SOLJA's internal resources. Lastly, the primary objective for the legal aid fund is to establish a sound and financially transparent legal aid fund, so that SOLJA can attract better financial support for addressing legal costs for journalists. The seed money for the fund is sought as an incentive to attract other funding.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The projects included in this submission will fall part of a larger project to support greater freedom of expression in Somaliland and capacity building of journalists and media associations. In this regard, SOLJA will establish a monitoring mechanism with the UN Resident Coordinator's Office and also, for the IPDC projects, a monitoring and evaluation framework with the UNESCO Regional Office for Eastern Africa.

#### **12. EVALUATIONS CARRIED OUT:**

The projects listed in this proposal are part of a larger three-pillar strategy that SOLJA has presented to the Somali Media Support Group. Such proposal, based on the current media situation in Somaliland and the present capacity of SOLJA, envisages international support on legislation, training of journalists, and capacity building of SOLJA. Due to limited support provided to SOLJA, no other projects covering these areas have been conducted. However, in implementation of these projects, SOLJA will be assisted by the UN Resident Coordinator's Office in Hargeisa.

#### **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

SOLJA will report to the UNESCO Regional Office for Eastern Africa on a four-month basis and will submit a final report at the end of the project year.

All reports will be submitted by Mr. Mohamed Rashid, Secretary-General of SOLJA.

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

Engagement of International Expert for Rapid Organisational Review	(10 days total at \$250 per day) (2 days travel, 5 days review in Hargeisa, 3 days report writing)	2500
Travel costs for International Expert mission to Somaliland:	(1 flight ticket: Europe-Somaliland-Europe at \$1500/ticket). DSA (accommodation and food) at \$100/day (for 7 days)	2200
Engagement of International Expert for Media Development Indicator Training	(20 days total at \$250 per day) (4 days travel, 12 days in Hargeisa; 4 days remote support)	5000
Travel costs for International Expert mission to Somaliland:	(2 flight tickets: Europe-Somaliland-Europe at \$1500/ticket) DSA (Accommodation and food) at \$100/day for 14 days	4400
Workshop Costs for SOLJA Training	(car rental (\$500) and travel/subsistence costs for 5 regional participants for two days (DSA at \$50/day)	1000
Engagement of local expert for setting up the Legal Aid Fund– Consultancy fee only, as no travel or subsistence costs envisaged for local expert.	(20 days total at \$150 per day)	3000
Legal costs for setting up Legal Aid Fund	(Registration and any other mandated legal fees for setting up Fund)	1000
IPDC grant to Legal Aid Fund		2500
<b>Total IPDC</b>		<b>US\$ 21,600</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION  
(in US dollars)**

Venue Rental costs for Media Development Indicator Training: Venue Rental: 200/day for 5 days training and food for 22 persons for 5 days @ \$10/day	2100
Contingencies	500
Project Reporting and Media	250
<b>Total</b>	<b>US\$ 2850</b>

## UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF JOURNALISTS ON PEACE JOURNALISM IN NORTHERN UGANDA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 UG/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>CATEGORY 3: MEDIAS AS A PLATFORM FOR DEMOCRATIC DISCOURSE</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>TRAINING SUPPORT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>23,300.00 USD</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>15,150.00 USD</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>NORTHERN UGANDA MEDIA CLUB (NUMEC) P.O. BOX 346, GULU, LOWER CHURCHILL DRIVE, SENIOR QUARTERS, GULU TOWN CONTACT PERSON: MOSES ODOKONYERO MOBILE NO: +254 712 262 244/+256 471 660 363, EMAIL ADDRESS: MODOKONYERO@GMAIL.COM</b>

<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICE FOR EASTERN AFRICA, NAIROBI, KENYA, JACO DU TOIT</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>NORTHERN UGANDA (GULU, LIRA, KITGUM, SOROTI, ARUA DISTRICTS)</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>MOSES ODOKONYERO, CHAIRMAN AND JACO DU TOIT</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The growth of Uganda's media industry can be traced back to the government's liberalization policy in the late 1980's. Before that broadcasting was an exclusive monopoly of the government. But from 1990 onwards individuals were allowed to open up private media houses. The opening of the airwaves led to a massive growth in the broadcasting sector. From 1996 to 2009, the number of licensed radio stations in Uganda grew by more than 1,000 per cent from 14 by the end of 1996 to 214 in 2008<sup>2</sup>. Most of the radio stations were initially found around the Ugandan capital Kampala but today, they are spread across the country with Northern Uganda alone having more than 50 licenced radio stations<sup>3</sup>, according to the regulator, the Uganda Communications Commission (UCC). The majority of the radio stations are commercial broadcasters but retain some aspects of community broadcasting. The public broadcaster, the Uganda Broadcasting Corporation (UBC) has outlets in the whole country. In Northern Uganda, it owns Mega FM, the industry leader in the region. Mega was originally established as a community radio stations.

Major newspapers in Uganda include the privately owned Daily Monitor, Sunday Monitor (owned by the Nation Media Group) and the New Vision and Sunday Vision in which the Uganda government has a strong control. The Red Pepper, The Observer, The East African Procurement News and the weekly East African newspaper are the other newspapers in the country. With internet usage on the rise in Uganda online newspapers have also emerged. And the number of citizen journalists continues to grow.

It's now been eight years since the conflict between the government of Uganda and the Lords Resistance Army (LRA) rebels ended. In as much as the conflict took place in the northern part of the country, it also affected the surrounding neighboring countries in Uganda. The conflict led to displacement of about 2 million people from their homes and villages to be settled in camps<sup>4</sup>. In 2006, after 20 years of conflict, the Ugandan government and the LRA signed a

<sup>2</sup> A swot analysis report for 10 radio stations in the Acholi Sub region, March 2009

<sup>3</sup>

<http://www.ucc.co.ug/files/downloads/Radio%20&%20TV%20Stations%20in%20Uganda%20as%20of%201%20December%202011.pdf>

<sup>4</sup> <http://www.unhcr.org/4f06e2a79.html>



cessation of hostilities<sup>5</sup> agreement in the South Sudan capital of Juba. Although the Juba peace talks ended inconclusively, it brought the much needed and sought for peace in northern Uganda. The region was the epicenter of a vicious war that began in 1986 ending only in 2006. With the guns silent, the 1.8 million people that had been displaced returned to their homes and villages.

With the return of peace in Northern Uganda, the government with support of donors initiated the Peace, Recovery and Development Plan (PRDP)<sup>6</sup>. The key objectives of PRDP's were to consolidate state authority, rebuild and empower communities, revitalize the economy in Northern Uganda and support peace and reconciliation efforts. The third phase of PRDP is currently ongoing and ends in January 2015. In a context such as in Northern Uganda, the media has a crucial role to play in post war reporting in a sensitive and responsible manner. In order to do this, journalists working with media houses in Northern Uganda must embrace the relatively new field of peace journalism. Peace journalism is not taught in Ugandan journalism schools. Journalists can only acquire the skill through capacity building trainings or through picking an interest in the field. But most critically is that many journalists practicing in Northern Uganda have not previously had professional journalism training. According to Leandro Komakech, a Senior Researcher for the Access to Justice Programme of the Refugee Law Project, *'From my profiling of many media reports in Northern Uganda on issues of land conflict, I think in my conclusion I must say the media has been reporting land conflict from the perspective of events happening. Which is good in terms of information but then information then we do what? I think the role of the media here is to come clear and begin to say that there exist a gap in terms of in depth reporting that also draws in analysis on context in which this conflicts are happening and therefore this is clear that in northern Uganda the media reports events on land conflict but the contextual analysis of why this conflict occur is absent.'*

The media industry in Uganda is still male-dominated. In rural parts of the country like Northern Uganda, there even few female journalists. But over the years there have been indications that this trend is beginning to change. The project will seek to build capacity of journalists through conducting 3 days peace journalism training to 80 journalists in Gulu, Lira, Kitgum, Soroti and Arua in Northern Uganda. This will entail a representation of 50% males and 50% females. The project will mainly support radio journalists as radio is the predominant means of mass communication for rural audiences in Uganda including Northern Uganda. This project will use UNESCO Model curricula for journalism education i.e. foundations of journalism, media law, reporting and writing, journalism ethics, and UNESCO's Gender-Sensitive Indicators for Media (GSIM) will be used as a guide in developing the course curricula that will be used during the 3 days training workshop in Uganda.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project will target 80 practicing journalists comprising of radio managers, citizen journalists, radio presenters and talkshow hosts from Gulu, Lira, Kitgum, Soroti and Arua districts. Participants attending the training will comprise of 50% women and 50% males.

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<sup>5</sup>

[http://northernuganda.usvpp.gov/uploads/images/CC7WoA\\_oEcZPzABUMOk86w/coha\\_addendum2signed1216.pdf](http://northernuganda.usvpp.gov/uploads/images/CC7WoA_oEcZPzABUMOk86w/coha_addendum2signed1216.pdf)

<sup>6</sup> <http://www.peacebuildingdata.org/uganda/results/transitioning-peace/prdp>

### **3. DEVELOPMENT OBJECTIVES:**

The project will contribute to promoting good governance and transparency by building professional capacities in peace journalism in Uganda.

### **4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge in peace journalism to 80 journalists (50% men and 50% women) working in media houses in Gulu, Kitgum, Lira, Soroti and Arua districts in Northern Uganda through a 3 days training workshop in each region;

### **5. PROJECT OUTPUTS:**

- Eighty (80) journalists from Gulu, Kitgum, Lira, Soroti and Arua districts capable of reporting and producing programmes on peace journalism trained;
- Two hundred (200) copies for Peace Journalism Toolkit printed and distributed in Gulu, Kitgum, Lira, Soroti and Arua Districts in Northern Uganda;
- Ten (10) episodes radio features on peace building initiatives produced and broadcasted in Northern Uganda

### **6. ACTIVITIES:**

- Three days training held in Gulu, Kitgum, Lira, Soroti and Arua districts to impart essential knowledge and skills on peace journalism for 80 journalists comprising of radio managers, citizen journalists, radio presenters and talk show hosts (50%men and 50% ) working in Northern Uganda;
- Printing of 200 copies for Peace Journalism Toolkit to be distributed in Northern Uganda;
- Production of a Ten (10) episodes radio features on any subject around peace building initiatives for broadcast in Northern Uganda

### **7. PROJECT INPUTS:**

- Two trainers capable of training and mentoring the journalists on peace journalism;
- Laptops (indicate specifications of the laptops);
- One rented overhead projector for use in 3 days workshop in Gulu, Kitgum, Lira, Soroti and Arua districts in Northern Uganda;
- Internet Connection

**8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Selection/contracting of trainers	X											
Selection and notification of workshop participants		X										
5 Trainings of 20 People each			X	X	X	X	X					
Produce 10 Radio Programs (2 per month)							XX					
Printing 200 copies for Peace Journalism Toolkit								XX				
Submission of Implementation reports									XX			

**9. INSTITUTIONAL FRAMEWORK:**

NUMEC’s mission is to ‘Integrate the critical role of media and communication into the strategic objectives of actors and stakeholders in northern Uganda’ and other parts of Uganda. NUMEC was founded 12 years ago but existed unofficial until 2007 when it was registered as a Community Based Organisation (CBO) in Gulu and was later-in 2009 registered as a company limited by guarantee (not-for-profit). NUMEC is run by a Chairman elected by the over 80 journalists who are members of the organisation. NUMEC has a General Secretary and a Treasurer who make part of the six- member Executive Committee of NUMEC. The Executive Committee comprising of six members meets every three months to review the organisation’s operations and activities implemented and approve the organizations plans. Each year an annual general meeting is held to discuss activities, challenges and chart a way forward. The General Assembly is the supreme organ of NUMEC. The Chairman, the General Secretary and the Treasurer are the three signatories to the NUMEC account. But NUMEC also has a professional accountant whose main job is to make sure accounting principles are respected and followed while implementing activities. The organization also has a monitoring and evaluation officer, media trainers, radio producers and four full time journalists. Most of NUMEC’s resources are from donor organisations. But the organisation has a radio production studio, chairs and tents, photocopiers, scanners etc which is uses to raise revenue to meet operational costs such as paying electricity bills, buying fuel for running and service the office generator, among others. The other source of revenue is from the 80 plus members who pay an annual membership fee. NUMEC annual budget for the current financial years is 80 million Uganda shillings.

## **10. SUSTAINABILITY:**

To enable sustainability of the project, trained journalists would be required to also transfer knowledge and skills to other journalists in Northern Uganda who will not have participated in the training. It is for this reason that news editors and programme managers (personnel responsible for internal training at their respective media organisations) will participate in the proposed training. This is important for continuity after the end of IPDC assistance. Additionally, NUMEC is a growing media development organisation that is increasingly gaining recognition and funding from reputable donors such as United States Agency for International Development (USAID). Getting on board more donors to support NUMEC activities is important for long term sustainability.

## **11. PRIOR EVALUATIONS CARRIED OUT:**

Peace journalism skills continue to remain a key skill that journalists from or working in Northern Uganda need. An evaluation of news reports on local radios and newspapers reports about conflicts and emerging conflicts in Northern Uganda show the need to be more in-depth and conflict sensitive in reporting of news. In interviews conducted by NUMEC of peace building experts, local leaders and media trainers pointed out the need for more peace journalism training for journalists in the region so they are able to produce in-depth reports on emerging conflicts and peace building efforts. NUMEC runs a media resource center which is used by at least 10 journalists a day. A random assessment over a one-month period of the training needs of journalists who use the facility strongly pointed to the need to improve their peace journalism skills.

## **12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Activities under this project will be communicated to both internal (NUMEC membership) and external publics through a variety of channels including but not limited to social media platforms like Facebook, Twitter, blogs, NUMEC's Google Group ListServ, the NUMEC website and radio. This will be done before, during and also after the implementation of the project.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

NUMEC will report on the progress of the project on a four-month basis to UNESCO Regional Office for Eastern Africa and submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The reports will be written and submitted to UNESCO by Moses Odokonyero, Chairman of NUMEC.

## **C. ADDITIONAL INFORMATION**

The Northern Uganda Media Club (NUMEC) is the only vibrant and operation media development organization based outside of the Ugandan capital of Kampala. The training and media content that we produce is context specific and usually targets rural audiences that hardly get much access to media.

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

Accommodation and meals for participants	\$50x15pax x3 days	2,250.00
Accommodation and meals for trainers & NUMEC	\$50x4x4 days	800.00
Local travel for participants	\$40x20pax	800.00
Local travel for trainers and NUMEC		1,800.00
First local trainer	(3 days x 1 day travel x 1 day preps, USD170.00 per day)	850.00
Second local trainer	(3 days x 1 travel x 1 preps x USD 130.00per day)	650.00
Production of 10 feature episodes by trained journalist	\$ 800x10	8,000.00
<b>TOTAL</b>		<b>15,150.00</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION  
(in US dollars)**

Training materials, visibility materials and rental of training aids	\$450x3	1,350.00
Rental fees for venue	\$300x3	900.00
Communication		900.00
Guest trainers/ speakers	\$500x3	1,500.00
Equipment's (laptops, projectors)	\$700 x 5	3,500.00
<b>TOTAL</b>		<b>8,150.00</b>

## UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOPING GENDER PROGRAMMING GUIDELINES FOR COMMUNITY RADIOS IN UGANDA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 UG/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>PLURALITY AND DIVERSITY OF MEDIA</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>COMMUNITY MEDIA</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>CAPACITY DEVELOPMENT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>USD 24,360</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM</b>	<b>USD 20,660</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>COMMUNITY MEDIA NETWORK UGANDA, Plot 59 Nkrumah Road Room 13; Tel: +256414234924</b> <a href="mailto:coordinator@comnetu.org">coordinator@comnetu.org</a> <b>Okello Jimmy, Coordinator, Tel: +256772660686, Email: jokello@hotmail.com</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO REGIONAL OFFICE FOR EASTERN AFRICA</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>UGANDA Kampala</b> <b>Uganda Media Women's Association</b> <b>Kisasi, Kampala</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>JIMMY OKELLO, COMMUNITY MEDIA NETWORK UGANDA</b> <b>AND JACO DU TOIT, ADVISOR OF COMMUNICATION AND INFORMATION SECTOR, UNESCO REGIONAL OFFICE FOR EASTERN AFRICA, NAIROBI, KENYA</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media landscape in Uganda is dominated by two media conglomerates, The Vision Group and Nation Media Group (NMG). The Vision Group owns five FM radio stations broadcasting in the country's major languages and targeting all geopolitical regions: Vision Voice (English, central), Bukedde FM (Luganda, central), Radio West (Runyankore, southwestern), Etop Radio (Ateso, northeastern), Radio Rupiny (Langi, north). The company also started a TV station, Bukedde TV, targeting the Luganda audience. Nation Media Group (NMG), the second biggest player in the newspaper market, is based in Nairobi, Kenya. In Uganda it has the Monitor which is a stable of newspapers comprising Daily Monitor, Saturday Monitor, and Sunday Monitor and it also have a TV station, NTV Uganda. The Global Media Monitoring Project (GMMP), the world's most extensive and significant global research on gender in news media indicates that, in Uganda: Out of a total of 101 media practitioners in Uganda, Presenters - 24 % females are while 76% are men; Reporters – 26% are females while 74 are Men; and lastly on who constitutes news subject, 24% are females while 76% are men.

The need for knowledge in gender and understanding of gender is a pre requisite for the need to have a fair and just community that uphold or promotes gender respect for all. Misrepresentation of gender issues by mass media such as radio can cause people to mistrust each other and lead to disharmony in the community. It's in this regard that community media practitioners need to have a good working knowledge of gender matters and rights not just to avoid making mistakes in reporting, but to approach issues on from a positive perspective that they may effectively design and broadcast programmes that sensitize on gender rights in such a way that people are not just aware of them, but can communicate well about gender and adapt good gender practices.

Community radio stations in Uganda like many rural stations in the country do not have the resources to hire qualified journalists who can report on Gender matters. In as much as there are journalists who can report on gender issues, there still a need to their deepen knowledge and skills by build capacities on how to report and produce gender programmes for radio. This project therefore seeks to develop a gender programming guidelines that can be adapted by community radio stations to strengthen women and young people's representation in Uganda

### **2. DESCRIPTION OF THE TARGET GROUP:**

The development of gender programming guidelines will attract the participation of 60 participants comprising of community radio practitioners, reporters, journalists, presenters guests and stakeholders working in gender communication field. Gender breakdown will be 50% men and 50% women.

### **3. DEVELOPMENT OBJECTIVE**

The project will contribute to increasing the plurality and diversity of media in Uganda and enhance capacities of community radios in Uganda to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVE:**

Develop gender programming guidelines that can be adapted by community radios to strengthen women and young people’s representation in Uganda

**5. PROJECT OUTPUTS:**

A draft final copy of the gender programming guidelines that can be adapted by community radio stations to strengthen women and young people’s representation in Uganda is developed

**6. ACTIVITIES:**

- 2 days workshops held to develop an outline for drafting gender programming guideline with representation from the journalism of universities/colleges, local county government gender officers, representatives community based organizations and NGO’s working on gender issues, local community representatives and community radio practioners;
- 2 days workshops held to develop the draft gender programming guideline;
- 2 days national workshop to validate the developed draft gender programming guidelines;

**7. PROJECT INPUTS:**

- One editor to edit the developed draft gender programming guidelines;
- One rented overhead projector for the 2 days workshop, 2 days workshop and 2 days national workshop as indicated in 6 above;
- Two facilitators capable of facilitating the 3 workshops mentioned above;
- Funds to implement the activities

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Planning and preparation for workshops	X											
Workshop for developing outline for gender programming manual		X										
Workshop to draft programming guidelines		X										
Programming outline Validation workshop			X	X								
Final Training manual Copy report				X								

**9. INSTITUTIONAL FRAMEWORK:**

The Community Media Network Uganda COMNETU was established 2013. Its launch was carried out by its members in collaboration with Uganda Media Women’s Association UMWA and Uganda Development Services UDS. It was established to enhance development of community media in Uganda, and promote community media as a platform for social change. Its mission is to provide a platform for Community Media in Uganda to grow and improve their



operating environment. Its vision is to establish a strong community media sector in Uganda that will contribute to social economic development. COMNETU comprises Kagadi Kibale Community Radio (KKCR), Buwama FM, Nabweru Tiger FM, Nakaseke CMC FM, Radio Apac FM, Uganda Media Women's Association (UMWA) Mama FM, Oyam FM, Ngora CMC FM, and Uganda Development Services. It currently has twenty five community media houses under its umbrella. COMNETU management structure comprises of the general assembly, which comprises the community media houses and practitioners in Uganda; COMNETU Uganda Board represented by eight elected community radio representatives, and led by a three member executive committee who are the chairperson, treasurer and coordinator. The positions are currently held by Ms Margaret Sentamu, Chairperson, Uganda Media Women's Association; Ms Rita Mijumbi, Treasurer, Uganda Development Services, and, Mr. Jimmy Okello, Coordinator, Radio Apac; Thematic groups and any other sector or program committees as and when established; Code of Conduct committee; and, The Secretariat. Its internal staff comprises of an administrative assistant an accountant and communications officers who are regular staff of the member community media organizations. COMNETU as a network organization receives contributions from members to operate its day to day office activities up to US\$2,000 annually. Other funding income is to support COMNETU events amounting to US\$4000 annually.

#### **10. SUSTAINABILITY:**

The members of COMNETU will provide the base for all future training activities using this training manual. The guidelines will provide a relatively inexpensive and efficient method for radio producers, local gender oriented NGOs and Local government to create good communication programs on gender matters in the community.

#### **11. PRIOR EVALUATIONS CARRIED OUT:**

In April 2011 in Kampala, discussions were held among community radio stations during a Uganda Country Level Round Table on Communication for Development (C4D). The round table was organized by Makerere University Department for journalism and communication in partnership with UNESCO. It was discovered that the community radios/telecentres lacked an organization that could unite them to promote their interests in advocacy, lobbying, capacity building, new technology and hence the need to establish and launch the Community Media Network Uganda COMNETU. The result of this was a strategic planning meeting that brought together nine community radio stations to build their capacity in content creation. From the assessment among others, gender programming training was highlighted as a subject that needed action.

#### **12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

In order to successfully implement the projects in Uganda, the following publicity, outreach, and media actions will be undertaken prior to the start of the project during and after the project. Radio, social media, websites press releases, word of mouth will be used for getting that information out to the community and to reach the widest audience as possible. At least a month in advance COMNETU will follow-up on all of the publicity attempts to heighten interest and coverage as the date of the project activities draws near. Prior, during and after the workshops,

local media outlets will be informed about the scheduled activities of the project. A detailed schedule of the project activities will be posted on COMNETU media platforms. COMNETU shall carry out workshop evaluations surveys at the end of each workshop. A participatory monitoring of the uptake and usage of the gender programming guideline shall be conducted by COMNETU and its members. Funding organizations UNESCO and UNATCOM will be requested to assist in monitoring the usage of the programming guidelines in Uganda.

### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Community Media Network – Uganda will report on the progress of the activities on a quarterly basis to UNESCO and submit a comprehensive final report describing the extent to which the immediate objectives of the project have been achieved. Mr. Okello Jimmy will always prepare and submit the reports to UNESCO.

### **C. ADDITIONAL INFORMATION**

It is expected that at the end of the project, the guidelines can be launched in different community radios country and regional networks to promote its uptake.

### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>		
<b>Workshop 1: 2 days workshops held to develop an outline for drafting gender programming guideline</b>	No of days	Total Cost (USD)
Conference hall hiring to accommodate 25 participants	2	700
Meals (2tea/snacks, 2 bottles of water, 1 lunch per participants)	2	800
Facilitator/Trainer fees	2	480
Transport reimbursement for participants	3	1,600
Accommodation for Participants Facilitators	3	2,640
<b>Total</b>		<b>6,220</b>
<b>Workshop 2: 2 days workshops held to develop an outline for drafting gender programming guideline</b>		
Conference hall Hiring to accommodate 25 participants	2	700
Meals (2tea/snacks, 2 bottles of water, 1 lunch per participants)	2	800
Facilitator/Trainer fees	2	480
Transport reimbursement for participants	3	1,600
Accommodation for Participants Facilitators	3	2,640
<b>Total</b>		<b>6,220</b>
<b>Workshop 3: 2 days workshops National Validation Workshop</b>		
Conference hall hiring to accommodate xx participants	2	700

Meals (2tea/snacks, 2 bottles of water, 1 lunch per participants)	2	800
Facilitator/Trainer fees	2	480
Transport reimbursement for participants	3	1,600
Accommodation for Participants and Facilitators	3	2,640
Editor to edit the developed draft gender programming guidelines	<b>60</b>	2,000
<b>Sum Total</b>		<b>US\$ 20,660</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>		
Coordination and administration of the project		1,500
Miscellaneous expenses		1,200
Reports of activities		1,000
<b>Total</b>		<b>US\$ 3,700</b>

## BURUNDI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Electoral news coverage training for journalists in Burundi
2.	NUMBER	IPDC/59 BI/01
3.	AMOUNT REQUESTED FROM IPDC	USD 35,700
4.	PROJECT BENEFICIARY	Burundian journalists

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In Burundi, 2015 will be marked by 5 elections (presidential, legislative, senatorial, local and cantonal) in a democratic process to select the members of the country's governing bodies. Elections in Burundi are often accompanied by periods of high social and political tension. As such, the Burundi Section of the Organisation des Médias d'Afrique Centrale felt that it was both timely and necessary to organize, for media professionals, a series of training workshops on the Coverage of Electoral News, with a view to consolidating the peace process, fostering the culture of citizenship, and promoting good electoral practices.

### 2. IMMEDIATE OBJECTIVE:

- Train 50 media professionals to identify and understand the political challenges that the upcoming elections present in terms of objectivity and ethics in electoral reporting.
- Provide media professionals with a set of tools that they can use to analyze the content of candidates' electoral programmes and speeches.
- Provide media professionals with a set of technical tools enabling them to prepare and host educational programmes and moderate political debates during electoral periods.

### 3. ACTIVITIES:

- Formulation of a training methodology
- Identification and recruitment of trainers
- Identification and invitation of participants
- Acquisition of teaching aids
- Organisation of the course
- Write-up and submission of the activity report

### 4. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the Burundi Section of the Organisation des Médias d'Afrique Centrale. The Burundi Section was established in 1997 with the aim of strengthening capacity within Burundian media outlets and professional media organisations, and of meeting the training and documentation needs of media professionals. It regularly hosts conferences that are open to the general public, and provides an appropriate framework for journalists, university

lecturers, researchers, and human-rights activists to confront their opinions with a view to consolidating the country's democratic achievements and developing lasting peace.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)			
	Qty	Unit price	Total
<b>Course 1: Analysing political discourse.</b>			
Trainer's fees:	4 days	200	800
Teaching aids:			1,500
Rental of venue	4 days	150	600
Transport for 50 participants:	4 days	20	4,000
Coffee breaks and lunches for 50 participants:	4 days	20	4,000
Photocopies (flat rate):			1,000
<b>Sub-total 1</b>			<b>11,900</b>
<b>Course 2: Covering elections</b>			
Trainer's fees:	4 days	200	800
Teaching aids:			1,500
Rental of venue	4 days	150	600
Transport for 50 participants:	4 days	20	4,000
Coffee breaks and lunches for 50 participants:	4 days	20	4,000
Photocopies (flat rate):			1,000
<b>Sub-total 2</b>			<b>11,900</b>
<b>Course 3: Moderating electoral debates</b>			
Trainer's fees:	4 days	200	800
Teaching aids:			1,500
Rental of venue	4 days	150	600
Transport for 50 participants:	4 days	20	4,000
Coffee breaks and lunches for 50 participants:	4 days	20	4,000
Photocopies (flat rate):			1,000
<b>Sub-total 3</b>			<b>11,900</b>
<b>TOTAL</b>			<b>USD 35,700</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Logistics	4,000
Preparatory meetings	1,000
Administrative and logistics support	6,500
Communications	1,200
Activity report	1,000
<b>TOTAL</b>	<b>13,700</b>

## BURUNDI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Launch of the web-TV service, Iwacu Web TV, in Burundi</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 BI/02</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 19,802</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Iwacu Media Group</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The Iwacu Media Group - Iwacu means "Our home" in the national language - publishes an electronic daily, as well as a weekly in both the national language and in French. The Group also publishes a monthly (Iwacu Magazine). It is the only Burundian magazine that features articles on all aspects of life in Burundi. All of the Group's publications are produced to the highest journalism standards.

Its internet website, [www.iwacu-burundi.org](http://www.iwacu-burundi.org), is the online version of these print-media publications. But additionally, the website also provides daily news updates on Burundi itself. Content is provided under the freemium business model, i.e., general-interest articles are accessible free of charge, while a selection of articles with value-added content are available at a price. The site has become very popular among the Burundian diaspora and readers who are interested in Burundi. It also serves as a forum for dialogue and debate. It is a streaming news website.

The Iwacu Media Group would now like to open this window to the wider world by developing a closer relationship with its online audience through the launch of a web-tv service. The project is set within the wider framework of promoting freedom of expression and compliance with the highest standards of journalism through the publication of content in magazine format.

Showcase Burundi, stimulate interest in the country beyond its borders, forge closer ties between Burundians at home and abroad, open a window to the world for Burundian youth, highlight the country's talent, show the naked reality of political life, create a new forum for democratic debate... The Iwacu Media Group's web-tv project is a novel initiative in the Burundian media landscape.

### **2. IMMEDIATE OBJECTIVE:**

The immediate objective is to produce an interface –the first step required to forge new ties, but also to showcase Burundi in all its diversity –, promote the web tv through the use of web-based tools and social networks, and create a close-knit community around the project so that it can achieve its objectives.

### 3. ACTIVITIES:

- Create a dissemination system
- Implement a live broadcasting mechanism.
- Implement a social-network strategy to enhance the visibility of the web-tv service.
- Implement interactive mechanisms for users.
- Produce large-format content, such as documentaries, designed for the web (web documentaries).
- Strengthen capacity among journalists in a joint programme with the Press House in Bujumbura
- Launch Iwacu Web TV online

### 4. INSTITUTIONAL FRAMEWORK:

The project owner is the Bujumbura-based Iwacu Media Group. The Iwacu Group is subject to the law of Burundi. On the internet, it complies fully with international law and practices in matters regarding privacy and copyright. Iwacu Group journalists adhere to the Munich Charter, which defines the rights and duties of journalists.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Fit-out of the studio</b>	
6 unidirectional mikes: 150 x 6 = \$900 + mixing console (Yamaha MG16XU): \$450 + 4 tie-clip mikes: 4 x \$100 = \$400	1,750
<b>Computer hardware</b>	
Live broadcaster: \$495 + Studio software: \$799 + editing software (Final Cut Pro): \$250 + 5 x 64MB memory cards: 5 x \$200 = \$1,000 + Studio keyboard: \$149 + dedicated computer: \$2,000	4,693
<b>Video recording</b>	
Panasonic AJ-PX270 camera (live broadcasting): \$4,999 + 2 semi-professional grade cameras (Sony NXCam; field reporting): \$3,000 x 2 = \$6,000 + 2 Cablematic pro tripods: \$300 x 2 = \$600	11,559
<b>Launch of the web-tv service</b>	
Dedicated server remotely hosted for one year: \$150 x 12 = \$1,800	1,800
<b>Total IPDC</b>	<b>19,802</b>
<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Web design and production	USD 2,000
Subscriber account with the LiveStream platform: \$49/month = \$588/year	2,588
<b>Total</b>	<b>USD 2,258</b>



## CENTRAL AFRICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Central African Media and Human Rights (MCDH)</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 CF/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 23,200</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Department of Information and Communication Sciences (DSIC), University of Bangui, CAR</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In light of the current situation in CAR, media pluralism supported by independent, associative and community-based media outlets is essential. The need for a more effective media sector was the theme of an international round-table meeting jointly hosted by Panos Institute, Europe (IPE) and International Media Support (IMS) in February 2014, in Yaoundé. The discussions gave rise to a number of recommendations intended to support the Central African media and ensure its long-term development. Among these recommendations, two were given particularly attention by IPE, as they were wholly consistent with the IPDC's priorities. The first addresses strengthening professional capacity among journalists, and the second involves reinforcing freedom of expression in CAR.

### **2. IMMEDIATE OBJECTIVE:**

- Provide the Department of Information and Communication Sciences with the necessary teaching and methodological skills with a view to fleshing out its offering in journalism training, and, in doing so, support the move to professionalize journalism in CAR so that news is reported in a professional and impartial manner.
- Provide training for 20 journalism students and 10 professional journalists, while at the same time allowing the DSIC to improve the practical aspects of its teaching.

### **3. ACTIVITIES:**

- Training workshop in journalism, with a focus on the themes of human rights and conflict-sensitive journalism
- Production and dissemination of the School News Journal (radio and print)
- Evaluation of the DSIC's organisation structure and teaching programme in light of the needs of the media and the current situation in CAR

#### 4. INSTITUTIONAL FRAMEWORK:

The IPE is an international NGO specialising in providing support to the media. A non-profit organisation based in Marseilles, France, it has been active in CAR since 2008, where it has opened an office staffed by a local team. It draws its revenue almost exclusively from grant and service agreements. The main sponsors supporting its operations in Central Africa are the European Union, Cordaid, France Expertise Internationale, the Swiss Development Cooperation Agency, and the French and Belgian Ministries of Foreign Affairs. The IPE also occasionally receives support from several United Nation agencies, including UNAIDS in CAR, and UNDP in Burundi.

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>I. TRAINING: 2 x 6-day workshops on Human-Rights and Conflict-Sensitive journalism</b>	
Per diem (subsistence and travel) for participants (15 participants x 6 days x \$15 x 2)	USD 2,700
Trainers (2 x 6 days x \$100 x 2)	USD 2,400
Teaching aids (15 participants x \$5 x 2)	USD 2,400
<b>Total Training:</b>	<b>USD 7,500</b>
<b>II. Support for the production/dissemination of 4 editions of a school news journal (print and radio versions)</b>	
Field reporting expenses (30 x \$35 x 4 editions)	USD 4,200
Consumables used in production (\$200 x 4 editions)	USD 800.00
Printing of print versions (4 x A4 x 2,000 copies x \$0.5 x 4 editions)	USD 4,000
Insertions for 5 newspapers and broadcasting on 3 radio stations (8 media x \$200 x 4 editions)	USD 6,400.00
<b>Total Production/Dissemination:</b>	<b>USD 15,400.00</b>
<b>III. COMMUNICATION / VISIBILITY</b>	
Communication / visibility (press conference, printing of releases, files, invitations) (3 months x \$100)	USD 300.00
<b>Total Communication/Visibility:</b>	<b>USD 300.00</b>
<b>Total IPDC</b>	<b>USD 23,200.00</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
<b>I. PERSONNEL</b>	
National Coordinator (\$2,800 x 3 months)	USD 8,400.00
Project Coordinator (\$700 x 3 months)	USD 2,100.00
Training/Production Manager (\$400 x 3 months)	USD 1,200.00
Training/Production Assistant (\$300 x 3 months)	USD 900.00
Administration and Finance Manager (\$680 x 3 months)	USD 2,040.00
<b>Total Personnel</b>	<b>USD 14,640.00</b>
<b>II. COORDINATION EXPENSES</b>	
Upkeep of vehicles and local transport costs (\$300 x 3 months)	USD 900.00
Communications (\$200 x 3 months)	USD 600.00
<b>Total Coordination Expenses:</b>	<b>USD 1,950.00</b>
<b>III. EVALUATION</b>	
Evaluation of DSIC organisation structure (3 days x 15 participants)	USD 3,000.00
<b>Total Evaluation:</b>	
<b>Total IPE</b>	<b>USD 19,140.00</b>

## CAMEROON

<b>A. IDENTIFICATION DU PROJECT</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CLIMATE CHANGE IN MEDIA Phase 1: Building capacity towards effective Climate change Reporting</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 CM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Print and Audiovisual media</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of human resources</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>25 690 \$US</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM</b>	<b>20 090\$US</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Science Communication Association (Science Com),+237 96794542/77291554/22041255; C/o P.O. Box 1634, Yaoundé; <a href="mailto:sciencecom@ymail.com">sciencecom@ymail.com</a>;</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO YAOUNDE</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Yaounde</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Hugues NDIH President of Science Communication Association</b>

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The UNFCCC recognizes that countries with low-lying coastal, arid and semi-arid areas or areas liable to floods, drought and desertification, fragile mountainous, marine or coastal ecosystems are particularly vulnerable to the adverse effects of climate change. The Central African sub-region in general and Cameroon in particular is such an integrated area. The diversity and vulnerability of ecosystems from the north to the south, the east to the west summons sufficient awareness both on the adverse effects of climate change and adaptation options to build resilience to climate change. The northern regions of Cameroon have a mixture of the Sahel and the desert; the centre, south and east regions present a perfect picture of the rain forest; the west and north-west regions depict the vulnerable mountain ecosystems; while the littoral and south-west regions offer fragile coastal regions.

In these regions, climate change inflicts huge sufferings to scores of people, because of ignorance of the phenomenon and its manifestations. For example, floods in the North and Far North regions in 2012 rendered hundreds of thousands homeless; the loss of 95% of the water surface in Lake Chad threatens over 40 million people whose livelihood depends entirely on the Lake; deforestation in the Centre, South and East regions for agriculture and industrial purposes greatly affects the ecosystem and threatens the world climate system. Recurrent landslides in WABANE sub-division and the low agricultural production coupled with pest outbreaks (BAMBOUTOS division around 2010) all tell of the vulnerability of these populations. Finally, the abusive logging of the mangrove along the country's littoral (the MANOKA Island and the BAKASSI peninsula) exposes coastal populations to the rise of sea level or rapid soil erosion.

Unfortunately, most media shy away from climate related news or programmes that could be very instrumental in raising sufficient awareness on climate change effects and help build stronger adaptive capacities. Despite received climate change training, little impact has been made in media reporting of this phenomenon, particularly in the radio, TV and the internet (cyber journalism). Introducing climate change in radio and TV programmes in Cameroon – those with the highest exposure rate - is therefore paramount in framing climate friendly minds and growing interest on climate change as a whole, but also in keeping people, especially the vulnerable ones, informed about climate related events around them. The premise here is that the more people are informed about climate change and its adverse effects, the more they are ready to take action in favour of combating the phenomenon or simply strengthening resilient attitudes.

This project *Climate Change in the Media* (2CIM) is therefore double fold: (i) train journalists and animators of national media (print, broadcast, and electronic) on the science of climate change and the related policies (adaptation and mitigation), (ii) launch a contest for the best audio and video excerpts that either illustrate vulnerability or promote adaptation and mitigation alternatives through an awards. The prized entries would then be broadcast or published in national media in a sustained manner so as to instill national debate on the pressing climate issues at a given time.

The novelty of this project lies in the fact that it takes climate change reporting a step further by encouraging climate related radio, TV, and newspaper articles through a prize. The advantage here is that the prized articles are then aired on national and community radio and TV stations, as well as published in newspapers and magazines. In due course, the association would run a newspaper on its own to champion the cause and intensify the campaign. By so doing, the MDG 7 is addressed insofar as the ultimate objective is to develop mutually beneficial relations between natural and human systems on planet Earth.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The target audience of this project is made up of radio, TV, Newspaper, and cyber journalists or animators drawn from the regional audiovisual and print media organs. In all, over 160 journalists and animators from 66 media houses would be trained in the science of climate change and empowered towards winning the climate change Awards.

## **3. DEVELOPPEMENT OBJECTIF:**

The objective is to fight climate change by developing stronger adaptive capacities among vulnerable populations through prize-winning audio/video excerpts as well as print and online articles.

## **4. IMMEDIATE OBJECTIF:**

Build capacities among 100 journalists and animators of national media on the climate change science and on documentary/special report scripting to enable them take an active part in the Climate Change Media Awards. This is expected to increase climate news reporting in national media, and raise more awareness on the adverse effects of climate change in Cameroon.

## **5. PROJECT OUTPUTS:**

- 100 journalists and animators of radio/TV stations, Newspapers and online media across the country acquire knowledge needed to gather, process, and disseminate climate change news in the form of radio/TV documentaries and special reports for the print media. Through these media men and women, millions of their audience (readers, viewers, and listeners are targeted by the project)
- At least 100 entries are collected in the year that follows the training

## **6. ACTIVITIES :**

- Organization of 4 training sessions in 4 separate regions representing different ecological zones. That is **Garoua** for the arid ecological zone, **Yaoundé** for the rainforest zone, **Bamenda** for the grass field zone, and **Douala** for the littoral ecosystem.
- Evaluation and Reporting
- Launch the Climate Change Media Awards, as a follow-up to the training to evaluate knowledge implementation among the trainee.

## 7. PROJECT INPUTS:

- Purchase of **working material** (projector, boards, bold markers, pens and pencils, bloc notes, USB flash drives, a lap top, a printer, staplers, paper clips, reams of paper, folders etc.
- Hiring of trainers
- Lodging of participants
- Transportation for all participants

## 8. WORK PLAN:

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainees and trainers	X	X										
Adoption of training modules				X								
Invitations issued			X									
Training material acquired			X									
Training session 1 (Garoua)					X							
Training session 2 (Ebolowa)							X					
Training session 3 (Bamenda)									X			
Training session 4 (Limbe)											X	
Evaluation and Reporting				X				X				X
Launch of first edition of the 2CIM AWARDS												X

## 9. INSTITUTIONAL FRAMEWORK:

The 2CIM project is an initiative of the Science Communication Association (Science Com). The association's head office is located in Maroua in the Far North Region of Cameroon. It has a 30-man membership, and it is managed by the **Board** (the executive bureau). Membership includes journalists, medical practitioners, scholars, and scientists. The Association was created in February 2012 by a *prefectoral* decision. The association's main revenues come from membership dues.

For the 2CIM project, members of the association under the leadership of the president will ensure coordination and reporting.

## **10. VIABILITY :**

For a start, 160 media practitioners would be trained in climate change reporting and their knowledge will be tested through the Climate Change Media Awards that will serve as the main evaluation platform for future trainees.

Knowledge of climate change is a prerequisite for an effective participation in the contest, and by so doing, the media will be contributing to increasing public awareness on climate change. The expected result will be therefore to improve adaptive capacities or strong resilience to climate change effects. Thus the Climate Change Media Awards to be organized with other development partners is set out to be perennial, especially as it will seek to increase climate change reporting in the media in Cameroon and empower people towards successful adaptation.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

This project will be implemented by the Sciences Communication Association with the close collaboration of the UNESCO Regional Office in Yaounde. The Science Communication Association will also ensure that project activity reports are prepared and submitted to the UNESCO Regional Office quarterly.

## **12. EVALUATIONS CARRIED OUT :**

Media in Cameroon ignore climate change, because of its complex nature, and the fact that it is not always newsworthy. Most media organs would preferably storm meeting halls to report on international climate change conferences because of the prominence of the subject (highly topical in international political agenda) and not because of the understanding of climate change requires them to do so. Besides, should that conference coincide with a political crisis – say an election dispute – attention is quickly swayed from the climate change conference to the political crisis.

Few training sessions on climate change have taken place in Cameroon and have not pulled media attention and or inspired increased media reporting of climate change. In light of this there is need to raise public awareness through increased media reporting of climate change and this can only be achieved if more journalists are capacitated with a better knowledge of climate change.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The report will be done quarterly and forwarded to the country office of UNESCO under the chairmanship of Mr. Hugues NDIH, President of the Science Communication Association (Science Com).

A news item + photo on the activity mentioning support of IPDC should be prepared



## D. BUDGET

### BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

Lodging and subsistence of participants (\$50/day x 30 pers. x 4 days	6000	6000
2 trainers (\$ 250 x 2 pers. x 4 days)	2 000	2 000
1 national trainer at \$100 x 1 pers.)	400	400
Local travels for the trainers and coordination crew (Arid zone) [\$ 128 x 5 pers.]	640	640
Local travels 1 for participants (Arid zone) [\$20 x 25 pers.]	500	500
Local travels 2 (other zones) [\$30 x 25 pers.]	750	750
Hall for the training (\$400 x 4)	1 600	1 600
Coffee breaks 35\$/pers. x 4days x 30 pers.	4200	4200
<b>Total</b>		<b>20 090</b>

### BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Coordination of the Project	1500	1 500
Communication	800	800
Reprography	1 500	1 500
Rapport	800	800
Miscellaneous	1 000	1 000
<b>Total</b>		<b>5 600</b>

## CHAD

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Reinforcing the media self-regulation framework in Chad
2.	NUMBER	IPDC/59 TD/01
3.	AMOUNT REQUESTED FROM IPDC	USD 19,890
4.	PROJECT BENEFICIARY	Chadian journalists and media professionals

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Chadian Media Observatory (ODEMET), was established by Chadian journalists with support from UNESCO, The European Union and the French Embassy in Chad. It is a self-regulatory body that publishes monthly reports allowing media personnel to monitor instances of malpractice in their profession. Ten years later, however, journalists have realised that this self-regulatory framework need to be strengthened through a review and the introduction of additional measures to render the ODEMET's decisions enforceable.

### 2. IMMEDIATE OBJECTIVE:

Review and update the Code of Ethics to improve its effectiveness as an instrument for the self-regulation of the media and the protection of public law in Chad.

### 3. ACTIVITIES:

- Assessment of the limits of the current code
- Drafting of a detailed technical note containing practical proposals to partially modify or fully recast the current text
- Organisation of a 3-day (3) workshop in N'Djamena, for 30 persons including representatives of media-professional associations and unions, heads of media houses, and civil-society organisations - from both the capital and outlying regions - to revise and adopt the Code of Ethics.
- Drafting of a report setting forth the reasons for and the strengths and weaknesses of the new text
- Organisation of an awareness tour, aimed at heads of media houses, on compliance with the new code, in at least 5 provinces (1 province per day).

#### **4. INSTITUTIONAL FRAMEWORK:**

ODEMET was founded in 2004 to provide Chadian journalists and media professionals with a means of putting their house in order, i.e., to provide them with a self-regulatory mechanism. It is worth noting that, from 1990 to 2005, journalists and media workers paid a heavy price for simply trying to do their jobs during the launch of the democratic process in Chad.

### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Workshop to validate of the new self-regulatory framework (3 days)</b>	
Accommodation and subsistence allowance for participants from outlying regions (8pers. x USD 100 x 4 days)	3,200
1 Workshop Coordinator: (1 day for preparation + 3 days for the workshop at USD 100/d)	400
1 Trainer (USD 200/day X 3 days)	600
Transport for the trainer: 1 return ticket (to/from a sub-region)	850
Accommodation for the trainer: 3 days at USD 80.00/day	240
Transport for participants from outlying regions (3 pers. x USD 100.00 + 3 pers. x USD 150.00 + 2 pers. x USD 200.00)	1,150
Reproduction of the new version of the Code (250 copies X USD 20)	5,000
Meals and refreshments (30 pers. x 3 days x USD 25)	2,250
Rental of premises to host the workshop (3 days x USD 400.00)	1,200
<b>Total IPDC</b>	<b>USD 19,890</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Drafting of the new Code	1,500
Document reproduction and stationary	3,000
Invitations to participants from N'Djaména and outlying regions	5,240
Communication and visibility	500
<b>Total</b>	<b>USD 10, 240</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1</b>	<b>PROJECT TITLE</b>	<b>Promotion of the safety and protection of female journalists in the post-conflict countries of the Economic Communities of Central African States</b>
<b>2</b>	<b>NUMBER</b>	<b>IPDC/59 RAF/03</b>
<b>3</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$26,290</b>
<b>4</b>	<b>PROJECT BENEFICIARY</b>	<b>Association of Journalists and Communication Professionals (AJPCOM)/Association of Burundian Female Journalists.</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In the Central African sub-region, as elsewhere in Africa, peace and stability are vital requirements for strengthening the process of regional integration. Several African states - members of the ECCAS, the COMESA or the SADC - have for a long time failed to comply with community standards on trade liberalisation or the free movement of persons, due to their status as conflict or post-conflict countries.

Despite real progress following the end of several internal conflicts in Angola and the restoration of constitutional order in the Democratic Republic of Congo and in Burundi, peace remains uncertain, particularly along the Eastern border of the community. These three post-conflict states are faced with a number of challenges, particularly as regards the calibre of their leaders, the capability of their institutions, security and the state of law, and the involvement of civil society and the media.

As regards the media more specifically, journalists from the independent press, including female journalists, are often the target of threats. Female journalists are regularly bullied, beaten and are unjustly summoned to court, simply for having denounced certain cases of abuse of public office, or for having given a voice to protesters.

The purpose of such intimidation is to prevent the media from working, as the media is the only avenue of expression available to civil society, protesters and the population. Journalists that receive threats are forced to spend weeks, even months in hiding until things settle. In many of these cases, the journalists are left to fend for themselves. A triumph for the perpetrators. Currently, the threats that weigh upon freedom of the press, especially the private press, are constant.

The aim of this project is therefore to raise awareness among the public authorities and the media so that the necessary measures are taken to ensure a totally safe work environment for female journalists. The implementation of this mission involves the collection of data and the

creation of databases on violence against female journalists; awareness workshops for the judiciary on the code of ethics in journalism and the rights of the press; workshops aimed at lawyers, communication heads within various ministries and editors-in-chief, on the conditions governing the collection and processing of data; and raising awareness among decision-makers on the role of the media in strengthening democracy.

## **2. IMMEDIATE OBJECTIVE:**

To strengthen capacity among female journalists in the three neighbouring, post-conflict countries, on the ethical principles of journalism; and raise awareness of and advocate for freedom of expression among the political, legislative and military authorities.

## **3. ACTIVITIES:**

- Conduct an impact study on the harassment of journalists, and on the job of informing the public; host a 1-day validation seminar on the findings of the study.
- Conduct a sub-regional training workshop in Yaoundé and Cameroon, on the ethical principles of journalism.
- Raise awareness among the political, legislative and military authorities on the ethical principles of journalism and the right to information.

## **4. INSTITUTIONAL FRAMEWORK:**

The Association of Journalists and Communication Professionals (AJPCOM) commenced its activities in 2008, through the initiative of a group of young female media professionals. The professional organisation is made up of female journalists working in media outlets, their main objective being to heighten the visibility of initiatives undertaken by women in all fields. AJPCOM is also committed to promoting ethics and professionalism.

## **D. BUDGET**

### **BREAKDOWN OF THE IPDC's CONTRIBUTION (in US dollars)**

<b>Impact study on the harassment of female journalists, and on the job of informing the public.</b>	
Consultant's fee for the drafting of the study (\$100 x 1 dy. x 30 dys.) = \$3,000	3,000
<b>Sub-total</b>	<b>3,000</b>
<b>Sub-regional workshop on the ethical principles of journalism, and raising awareness and advocacy among the political, legislative and military authorities.</b>	
Rental of premises \$150 x 3 days	\$450
Accommodation for resource persons \$30 x 4 days x 2 persons	\$240
Resource persons' fees \$150 x 3 days x 2 persons	\$900
Transport for participants (return air fare: Burundi (4 persons x US\$650) + Angola (4 persons x US\$850) + DRC (4 persons x US\$350) + Domestic travel for participants from outlying regions in Cameroon (10 persons x US\$80)	8,200
Accommodation for participants from outside Cameroon \$100 x 22 persons x 4 dys.	8,800
Participants' per diem \$50 x 12 foreign participants x 4 days	2,400

Coffee break, lunch and refreshments \$30 x 30 persons x 3 days	1,800
Equipment for the workshops (Flat rate)	500
<b>Sub-total</b>	<b>26,290</b>
<b>TOTAL</b>	<b>26,290</b>

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION**  
(in US dollars)

Local personnel (12 months x 5 partners)	7,500
Coordination (12 months)	1,000
Communication (telephone/fax)	1,500
Transport (fuel)	2,000
Unforeseen costs	1,500
Reports	500
<b>Total</b>	<b>14,000</b>

**PART II**

**ARAB REGION**

## SUDAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>INTRODUCING MEDIA AND INFORMATION LTERACY CURRICULUM INTO SECONDARY TRAINING TEACHERS INSTITUTES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SD/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3:Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Capacity Building</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$45,500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$ 33,500</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Ministry of Education Sudan, Nile Street, Khartoum, Sudan Awadia AliEIngoumi +249912914192 <a href="mailto:awadia.elngoumi@gmail.com">awadia.elngoumi@gmail.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Sudan Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Khartoum, Sudan</b>



<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>AwadiaAli EIngoumi</b>
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<b>B. PRESENTATION</b>
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**1. PROJECT JUSTIFICATION:**

Communication and information are vital components of any student’s life. Media and Computers are now part of everyday life and technology is essential everywhere. In this context, media and information literacy ( MIL) curriculum in secondary schools provides the important life skills to shape the life of any student in relation to the ongoing technological and societal changes in Sudan. MIL could also equip the students for workplace and participate actively in the digital content creation and learn effectively.

Keeping these perspectives in view, the ministry of education aims to introduce Media and Information Literacy curriculum in secondary schools and in teachers' training institutes.

Sudan has diversified media scenario. Radio remains a major element in the news media environment. The state runs the main radio networks called Sudan Radio. There is a handful of private FM radios in Khartoum including Mango 96 FM and Khartoum FM. Most of them focus on entertainment or Islam. Dutch-based Radio Dabanga aims to reach listeners in Darfur via shortwave. There are at least six important newspapers including Al-Ra'y al-Amm ,Al-Ayam , Al-Jareeda Al-Sahafah and Sudan Vision. Most of them are dailies. Among the prominent TV stations include Sudan TV , a government-run. There are also available via satellite and private TV stations include Dubai based Al-Shuruq (Sunrise),Blue Nile TV,Omdurman TV - private, music-based Khartoum station. Two news agencies provide most of the news: Sudan News Agency (Suna) in Arabic, English and French and Sudan Tribune - English-language news site, based in France.

Sudan had 9.3 million internet users by July 2014, comprising around 24% of the population (Internetworldstats). 920 schools are connected with internet.21.860 computers distributed for secondary schools. (14 devices per school).There are many government education web site on the interment .The result of secondary school certificate system published on line and also include a system to browse previous examination .

There are some efforts made by Ministry of Education in training and capacity building in the areas of computing skills, e-learning and to connect schools to educational Institutes. But Sudan does not have a curriculum on media and information literacy in the secondary level education to produce informed and digitally skillful citizens in future. Recent reports in media highlights the desire of ordinary citizens in Sudan to have the provision of such a literacy in the school curricula.

The aim of the ministry is to provide an integrated learning and teaching service for students, teachers and parents through which they can learn teach and interact anytime anywhere. There are many challenges facing ICT expansion in Sudan: some are mainly related to the qualified training staff and trainers and poor infrastructures and lack of awareness and attitudes and

behavior resistance to new technologies. There is strong need for curricula review, technical support, software and comprehensive training /learning packages to promote media and information literacy.

More specifically, the aim of the project to introduce media and information literacy curriculum in the secondary Schools Teacher training institutes. The Ministry of Education in Sudan will be responsible for the adaptation of the curriculum with concerted consultation with all stakeholders with developing capacities of the trainers as well as building both academic and technical resources for a smooth adaption of the Curriculum.

## **2. DESCRIPTION OF THE TARGET GROUP:**

- 20 Teachers trainers of Teachers training institute.
- 15 Policy/decision makers from the ministry
- 10 ICT staff from the ministry

## **3. DEVELOPMENT OBJECTIVE**

The project will contribute to build media and information literate societies for better citizenry and participatory development in Sudan.

## **4. IMMEDIATE OBJECTIVE:**

The capacities of 20 teacher trainers, 15 policy makers and 10 curricula designers enhanced to integrate MIL media and information literacy curriculum in the secondary schools and teacher training institutes and both pedagogical and technical resources for the adaptation developed.

## **5. PROJECT OUTPUTS:**

- Media and information literacy curriculum reviewed and introduced
- Computer based contents for students tablets prepared
- Teacher trainers trained to impart the MIL courses
- Course materials produced
- A resource centre built for facilitating the adaptation of curricula
- Ministry staff trained

## **6. ACTIVITIES:**

- Consultative Meetings on the adaptation of MIL Curricula
- Capacity Building workshops of teacher trainers
- Computerized contents for students tablets
- Teacher training to impart the MIL courses
- Building resources (both technical and academic) for smooth adaptation of curriculum
- Launching of the courses

## **7. PROJECT INPUTS:**

- 2 Trainers

- 45 Trainees
- 1 Consultant
- Equipment (1 laptop, scanner, camera)
- Academic Resources like course materials for adaptation of curricula

### **8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Consultative Meetings	X	X										
Capacity Building of teachers trainers			X	X								
Computerized contents for students tablets				X	X							
Building Resources					X	X						
Launching of the courses							X	X				
Evaluation and Submission of report									X	X		

### **9. INSTITUTIONAL FRAMEWORK:**

The mission of Curriculum, Training and Planning Unit of Ministry of Education is to use information technologies in education to the maximum. It has a Director General with two units: administrative unit and technical unit. The administration unit has a staff of four and the technical unit has nine members. The Directory was established in 2003 and its budget is allocated from the Ministry of Education, Ministry of Finance and National Economy. There are additional projects financed by the Ministry of Science and communication. The Directory devises curricula, educational planning in ICT in Education and also publishes quarter, midyear and annual reports and reviews in addition to monitoring, evaluation and audit system.

### **10. SUSTAINABILITY:**

The initiative will be continued by introducing a local component. Once the trainers are trained at Training of trainers workshops, they can conduct the training at state level. As the manuals will be ready and the infrastructure will be in place to continue the work, the Ministry will provide all support for the sustenance of the project.

### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

We will have a communications plan, in terms of which the activities will be publicized (both before and/or during their implementation, as well as after their completion), and all relevant constituencies should be engaged with interactively.

Project implementation will be monitored UNESCO Sudan Office in collaboration with Sudan University of Science and Technologies.

**12. EVALUATIONS CARRIED OUT:**

None

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

Ministry of Education will prepare reports on project progress on a four-month basis to the relevant UNESCO Sudan office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

**Example**

Consultative Meeting x 2 meetings (inception and evaluative)x 20 persons x 2 days@ \$200	8000.00
Capacity building workshops x 3 workshops x 5 days duration x15 trainees 2 trainers : Fee : \$ 4500 ( 2 trainers x 5 days x 3 workshops @ \$150 Airfare: \$1500 ( 2 trainers) DSA: \$ 1500 ( 2 trainers) Venue: \$ 1500(5 days x 3 workshops x @1\$00) Lunches and coffee breaks: \$ 3000(5 days x 3 workshops x @\$200 per day) Equipment hiring:\$ 3000	15000.00
Preparation of course materials	4000.00
Computer based content for student’s tablet	4000.00
Equipment (1 laptop, scanner, camera)	2500.00
<b>Total IPDC</b>	<b>US\$33,500</b>
<b>BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)</b>	
Project coordination	5000.00
Project coordinator	5000.00
Local transport	1000.00
Communication expenses	1000.00
<b>Total</b>	<b>US\$ 12,000</b>

## SUDAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING INSTITUTIONAL CAPACITY OF OMDURMAN UNIVERSITY COLLEGE FOR PRESS AND PRINTING TECHNOLOGY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 SD/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>PROFESSIONAL CAPACITY BUILDING AND SUPPORTING INSTITUTIONS THAT UNDERPINS FREEDOM OF EXPRESSION, PLURALISM AND DIVERSITY</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>CAPACITY DEVELOPMENT</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>INSTITUTIONAL CAPACITY BUILDING</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 40,000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 30,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Omdurman University College for Press and Printing Technology. Omdurman, Al Khartom, Sudan Dr Bakhit Al Amin. Tel: 0024912154467 <a href="mailto:bakhot2005@gmail.com">bakhot2005@gmail.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO/CAIRO</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Khartoum/SUDAN</b>

<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>UNESCO/CAIRO</b>
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<b>B. PRESENTATION</b>
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**1. PROJECT JUSTIFICATION:**

Print communication is one of the strongest and powerful media of mass communication. Books, newspapers and magazines have a strong impact on the society and play a key role in nation building. It plays a crucial role in educating the people and to provide them with clear picture of what is going on in and around the world.

The Omdurman University College for Press and Printing Technology is the first non-profit educational institutions in Sudan offering new opportunities for the youth, particularly young girls to be trained and skilled in the area of press and print technology. Printing industry is an industry in which technical skills hold the prime importance. Each person engages in performing typesetting, designing, pasting, plate making, image setting, camera works, printing and binding has a specific and specialized role to perform and contribute for the final output.

As the Omdurman College is the first such institution, this project focuses on building the institutional capacity of the College by training its faculty and staff and supporting its infrastructure by equipping it with a printing machine and a Computer Lab which will facilitate the curriculum reform to include digital printing.

Since the 1960s, Sudan have established diverse media organizations including around 30 daily newspapers and magazines, private and public broadcasting services of Radio Stations and community media as well. As for journalism education and training opportunities for future journalists and the working journalists, there was no college in Sudan yet devoted to printing and press technology at a time the world was an open space for a marathon of ever-changing advanced technologies in communication, information and media fields and therefore the Government at the beginning of 2010 has been urged to fund a college to address this field of specialization. Hence, the future prospects for the printing and press technologies are very bright and promising as there are immense opportunities awaiting graduates of this discipline. Qualified printing and press graduates will be in demand in the coming years and we aspire that this field will not any more witness unemployment of graduates as seen in other disciplines in Sudan. In addition, this college provides refresher courses and seminars in the field of journalism and the freedom of expression in law and in practice to be offered to the working journalists.

One of the main areas needed to be supported is offering capacity building to the College staff, annual journalism graduates to be fully acquainted and familiar with the media technologies that are strongly needed in press, publishing houses, and training on providing quality input. Thus, they will be able to fulfill all the requirements of the posts available in this said field.

As the print communication is one of the strongest and powerful mass communication media, the main core of our project is capacity building of the college staff and journalism students that would enable them to be qualified enough with several skills and familiar with the advanced communication technologies and printing industries which involve performing typesetting, designing, pasting, plate making, image setting, camera work, printing and binding that greatly contribute to the final input. Hence, there would be immense opportunities awaiting qualified printing and press graduates in the coming years and we aspire that no more unemployment of graduates will exist as seen in other disciplines in Sudan.

Female students from marginalized and post-conflict areas, which no schools or colleges are available, need very much to be well trained in the fields of journalism and printing bearing in mind that the females compared to the males are competent and have high performance rates in all areas in particular journalism. By this training, they will be able to help their communities in establishing their own media press journals that freely express their own issues and future development. Omdurman College for Press and Printing Technology will execute this training as it is the only college in the country of Sudan that deals with the journalism and printing and hence this represents the only window of the females' potential development in this field.

This project will build institutional capacity by enhancing the capacity of teachers, upgrading the equipment and building a resource centre.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The main target group for the project is the 10 faculty and technical staff of the Omdurman University College. The secondary targets are the students of the university.

## **3. DEVELOPMENT OBJECTIVE:**

The College supports the development of the Sudanese youth particularly young girls to become trained and qualified professionals in the area of press and printing technology at affordable cost and therefore strong institutional capacity building is the need of the hour for the college in order to continue its endeavour.

The project will build professional capacity and supporting institutions that underpins freedom of expression, pluralism and diversity: Students have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organizations.

## **4. IMMEDIATE OBJECTIVE:**

Institutional capacity of Sudan's first educational institution dedicated to Press and Printing Technology enhanced through capacity building of teachers through two training workshops, improving the curricula and upgrading the equipment and building up digital media resource centre.

## 5. PROJECT OUTPUTS:

- Trained faculty and Technical Staff capable of delivering high quality educational and technical content
- A Printing Lab for training purposes so the college graduates can get a hands-on experience
- A Computer Lab for the faculty and students of the College to learn Digital Printing techniques as well as use as a digital resource centre
- New curriculum integrating Digital Printing as part of the training program

## 6. ACTIVITIES:

- Capacity Building: International, Regional and National experts in various areas of Press and Printing Technology will be invited to train the local faculty and the technical staff of the College. Young professionals from the civil society will also be invited to attend the training programs.
- Infrastructure Support: The project will equip the College with a Printing Machine for the benefit of the youth being trained along with establishment of a Computer Lab to initiate Digital Printing. A digital resource centre including a computer lab will be established.
- Curriculum Reform: New courses on Digital Printing aimed at harnessing the potential of modern ICTs would be developed and included as part of the project.

## 7. PROJECT INPUTS:

International Experts and Consultants  
 Printing Machine  
 Computer Lab

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Capacity Building Workshops	X	X	X	X	X	X	X	X	X	X	X	X
Printing Machine Installation and Training		X	X	X	X							
Computer Lab Installation and Training			X	X	X	X						
Curriculum Reform and Integration			X	X	X	X	X	X				

## 9. INSTITUTIONAL FRAMEWORK:

The Omdurman University College for Press and Printing Technology is a national non-profit educational institution established in early 2014, and is the first of its kind to train the youth at affordable cost. It has excellent infrastructure with six large lecture theatres, two floor library and



facilities for outdoor activities. It has 6 permanent faculty members, and 12 part time staff members. The faculty members including the first women chief-editor of the news journal. The university has all capacities to implement the project.

**10. SUSTAINABILITY:**

The project is focused on Institutional Capacity Building; therefore once the faculty and the technical staff of the college are trained they will be able to train colleagues and new staff and most importantly students. Additionally, once the program is completed along with the establishment of a Computer Lab, help will be sought from Open Education Resources available freely online to continue the technical capacity building of the faculty and staff.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Each activity of the project will be monitored via a results based framework where the expected results and benchmarks will be pre-determined. In the area of capacity building workshops, where such a results based framework is sometimes inefficient, a post workshop survey and feedback mechanism would be established to ensure that the trainers and experts successfully manage the knowledge transfer process.

A thorough communication strategy will be developed to ensure that the project has strong national visibility as well as key stakeholders are kept up to date with the latest developments of the project.

**12. EVALUATIONS CARRIED OUT:**

Internal evaluations carried out in the college on infrastructure and interacted with its staff and students.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

A quarterly financial and narrative report will be submitted to UNESCO

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
One International Consultant for 7 days Fee: @ USD \$ 250 per day x 7 days: 1750 Airfare: \$ 1100 DSA: @200 x 7 days : \$1400	4250
5 National Experts for Series of Lectures x 5 days x \$100	2500
Three-day workshop with Technology Expert x\$250 x 3 days	750

1 Printing Machine GTO Heidelberg GTO 52 2 Colour Press x I unit price \$13000 plus transportation \$ 1000 plus custom clearance: \$ 1000	15000
Computer lab:	
10 Computers with accessories x \$ 500 x 10 computers	5000
<b>Total IPDC</b>	<b>US\$ 30,000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)*</b>	
One Consultant for 14 days	3500
Administrative Assistant	2000
Administrative expenses	3500
Miscellaneous	1000
<b>Total</b>	<b>US\$ 10,000</b>

## ALGERIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	Strengthen the capabilities of journalists at Algerian regional radio stations on the fundamentals of radio journalism and online radio.
<b>2.</b>	<b>NUMBER</b>	IPDC/59 DZ/01
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 28,740
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	Radio Algérienne 21, Boulevard des Martyrs 16 000 Algiers Tel: +213 21230800 Fax: +213 21230823

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Radio Algeria employs 800 journalists, a quarter of whom have fewer than 5 years' professional experience. The majority of these journalists, who constitute the future of Algerian radio, are far from meeting the standards of excellence for effectiveness and technical proficiency in radio communications. Indeed, some of them have received no high-level training, while for others, the knowledge and skills acquired during their training are now obsolete due to a lack of ongoing training. Additionally, recently hired journalists are only partially proficient in the use of the technical tools of radio journalism as their university courses provided no opportunities to exercise the profession in real conditions. As such, Algerian Radio is seeking support from the IPDC to fill the gaps in its staff's qualifications by providing training on the basics of radio journalism and the tools and techniques of online radio.

### **2. IMMEDIATE OBJECTIVE:**

Train 15 journalists from regional Radio Algeria stations on the fundamentals of radio journalism, and 15 journalists on the tools and techniques of online radio. At least 40% of the participants will be women.

### **3. ACTIVITIES:**

- Five-day training workshop for 15 journalists from regional Radio Algeria stations, on the fundamentals of radio journalism.
- Five-day training workshop for 15 journalists from regional Radio Algeria stations, on the tools and techniques of online radio.

### **4. INSTITUTIONAL FRAMEWORK::**

Radio Algeria - officially, Entreprise nationale de radiodiffusion sonore (National Radio Broadcasting Company) - is the Algerian state radio broadcasting agency. It was established in

1986 when its predecessor, *Algerian Radio and Television Broadcasting* split into two separate companies for television and radio broadcasting. It includes three national stations, two thematic stations (Koran Radio and Culture Radio), an international station, and 46 regional stations. Radio Algeria has an audience of around 20 million listeners in Algeria and broadcasts in Arabic, Berber, and French.

## MOROCCO

<b>PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Reinforce IMDH member's proficiency in techniques of observation and monitoring of violations of freedom of information, freedom of expression, and the right to communication.</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 MA/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 21,133.68</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>Instance Marocaine des Droits Humains, Adresse : Imm. 14, Appt. 3, Rue Monastir, Hassan - Rabat - Morocco Tel: 0537708624. Fax: 0537201705</b>

## **PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Cases of abuse and attacks against the freedom of the media, journalists, when their voices are discordant, and freedom of expression in general, are still common occurrences. However, despite the progress made in the realm of human rights in Morocco, identifying and monitoring the many cases observed has proved difficult and complicated in the absence of an appropriate authority and adequate training. As such, this project aims to organize training for 25 members of IMDH (Moroccan Institute on Human Rights) in order to reinforce their proficiency in observing, collecting, and monitoring violations of freedom of expression.

### **2. IMMEDIATE OBJECTIVE:**

Reinforce IMDH's proficiency in techniques of observation, data collection, and monitoring of violations of freedom of information and freedom of expression.

### **3. ACTIVITIES:**

- Draw up TOR (terms of reference) to select a specialist who will develop a manual on the observation and monitoring of freedom of expression and freedom of information, supplemented with a grid referencing national legislation and universal conventions on the various cases of infringement of these rights and freedoms.
- Publish a call for applications.
- Select the national specialist to develop the manual.
- Produce the manual on the observation and monitoring of freedom of expression.
- Draw up TOR for selecting 2 national instructors who will conduct a first training session on techniques for observing, collecting data, and monitoring violations.
- Publish a call for applications.

#### **4. INSTITUTIONAL FRAMEWORK::**

IMDH (Moroccan Institute on Human Rights) is a non-profit association established in 2010 to reinforce the human rights authorities in Morocco. It adheres to the principles of universality, inclusiveness, independence, and modernity, and seeks to contribute to the various bodies, organizations, and associations working towards consolidating the universal principles of human rights and instilling the values of citizenship and democracy. It also advocates for a national legal framework that respects human rights and complies with international references on the subject, and is committed to monitoring and exposing all associated violations.

## MAURITANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITIES OF INDEPENDENT MUARITANIAN JOURNALISTS IN EDITORIAL TECHNIQUES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 MR/01</b>
<b>3.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 14,850</b>
<b>4.</b>	<b>PROJECT BENEFICIARY</b>	<b>MAURITANIA SYNDICATE OF INDEPENDENT JOURNALISTS</b> Tel: 222 46586747-20658226 Represented by its Secretary General Mr.: Ahmedou O/ Mohamed Ahmed O/ Iyahy E-Mail: sahava2006@yahoo.fr

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media landscape in Mauritania is undergoing a transformation that contributes to promoting freedom of expression and freedom of the press in the country. The private press in Mauritania has progressed by leaps and bounds since the enactment of ordinance 017/2006 on the right to information and freedom of the press. However, certain data and indicators show that journalists lack basic technical skills, and this deficiency is reflected in the content they produce. This problem is mainly due to a lack of institutes and professional schools of journalism, and requires that journalists receive training and improve their editorial skills. This project aims to strengthen the capacities of 120 journalists from various media, in editorial and investigative techniques, with a view to strengthening and improving their proficiency in the analysis and production of quality content and thus contribute to developing and promoting freedom of the press and freedom of expression in Mauritania.

### **2. IMMEDIATE OBJECTIVE:**

Strengthen the capacities of 120 journalists (40% women and 60% men) from various private and state-owned media outlets in Mauritania (radio, television, newspapers, websites) through **3** training workshops.

### **3. ACTIVITIES:**

Three, **3-day** training workshops, organized by the Mauritania Syndicate of Independent Journalists (**SJIM**) to strengthen editorial skills among independent journalists. The list of participants in each workshop, as well as the list of speakers and the detailed program, will be submitted to the UNESCO office in Rabat 15 days before the date of each activity.

#### **4. INSTITUTIONAL FRAMEWORK:**

The Mauritania Syndicate of Independent Journalists (SJIM) is recognized by the government of Mauritania. It works in partnership with HAPA (High Regulatory Authority for the Press and Broadcasting), and the Ministry of Communication and Relations with Parliament, and United Nations Agencies in Nouakchott (UNDP, UNICEF, UNFPA, UNEP, WHO, CSN).



## PALESTINE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ENHANCING THE PROFESSIONAL CAPACITY OF INDEPENDENT PALESTINIAN MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 PS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Capacity Development</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional Capacity Building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$ 29 617</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$ 19 900</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Ma'an Network Al-Majd Building 4<sup>th</sup> floor, Al Karkafeh St. Bethlehem, Palestine Tel: 972 2 2760085 Contact: Nicholas Gordon Position: Project Development Officer Email: <a href="mailto:nicholas@maannet.org">nicholas@maannet.org</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>HALA TANNOUS Executive Assistant and CI Focal Point, UNESCO Ramallah Office Communication and Information Sector (CI) Mail: <a href="mailto:h.tannous@unesco.org">h.tannous(at)unesco.org</a></b>

		<b>Tel: +972 2 295 9740</b> <b>Fax: +972 2 295 9741</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Bethlehem, Hebron, Gaza City, Nablus, Ramallah</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Raed Othman and Hala Tannous</b>
<b>B. PRESENTATION</b>		

### **1. PROJECT JUSTIFICATION:**

The current polarized political climate in Palestine and factional violence between Fatah and Hamas threatens journalists' abilities to provide impartial information to Palestinian citizens. Journalists face both overt and discreet pressure to alter information deemed harmful to the reputation of various actors in the internal political conflict, including personal threats and detention. These pressures further exacerbate problems in the current Palestinian media climate, as politicized and government-controlled media outlets dominate the media sphere. According to UNESCO's recent publication, *Assessment of Media Development in Palestine*, political affiliation "affects the content of the media and therefore the quality and plurality of information that Palestinians are receiving."<sup>7</sup>

In addition to political intimidation, Palestinian journalists are routinely attacked for exercising freedom of expression. In 2012, Palestine was rated as one of the worst places in the world for press freedom, with only 23% of Palestinians believing that freedom of the press exists.<sup>8</sup> Brutality against journalists and censorship are widespread in the region, particularly against independent media outlets and those criticizing the government. A recent Reporters Without Borders report states that "In the West Bank and Gaza, when news media are not hit by Israeli arrests, detention, and live fire, they are targeted by the supposedly friendly Palestinian Authorities and Hamas, in the form of arrests, threats and attacks."<sup>9</sup> Such media biases extend outside of politics. For instance, the Palestinian media environment regularly excludes women in media professions, leadership, and coverage. A recent GMMP report found that only 8% of media stories in the Middle East focus centrally on women, and that 46% of stories reinforce gender stereotypes.<sup>10</sup>

Palestinian independent media is still in its infancy and requires greater development in media professionalism and standards of journalism. The same UNESCO Assessment underscores the lack of professionalism in the Palestinian media sector: "It is therefore crucial that agreed efforts are made to improve the professionalism of Palestinian journalists, for example in training courses." A developed independent media sector that abides by high standards of professional reporting will be able to withstand governmental pressure, gain greater public trust, and continue

<sup>7</sup> *Assessment of Media Development in Palestine: Based on UNESCO's Media Development Indicators*. Paris: UNESCO, 2014, 66.

<sup>8</sup> Ynet Magazine. Aryeh Savir. *Palestinians believe their life under PA and Hamas rule is devoid of any real freedom, survey shows*. June 18, 2012. <http://www.ynetnews.com/articles/0,7340,L-4244044,00.html>

<sup>9</sup> Dollet, Soazig. *Palestinian Journalists Caught Between Three Sides: June 2014*. Paris: Reporters Without Borders, 2014, 3.

<sup>10</sup> Global Media Monitoring Project 2010. Middle East Regional Report. [http://whomakesthenews.org/images/stories/restricted/regional/Middle\\_%20East.pdf](http://whomakesthenews.org/images/stories/restricted/regional/Middle_%20East.pdf)

to provide citizens with trustworthy information. This increases citizens' access to mechanisms for holding decision makers accountable.

Similarly, media holds incredible potential to influence and improve the current perceptions of gender roles. However, a reliance on patriarchal systems weakens its capacity to do so. In order to counter the existing gender misrepresentation, it is essential to establish a media environment that encourages the perspectives of female journalists and a greater coverage of women's issues. Ma'an Network strives to spearhead women's empowerment by highlighting gender issues in its media reports and establishing a leading role for female media professionals. A recent DFID project evaluation acknowledged Ma'an Network's efforts towards women's empowerment, reporting that, "Ma'an is without doubt a leading innovator in bringing Palestinian women's issues and concerns more robustly into the public arena."<sup>11</sup> In this project, the media skill sets of approximately 15 female journalists will be improved, and Ma'an Network's media professionals will be trained in methods to keep women and their reputations safe while reporting, as well as guidance on gender-sensitive rhetoric use. The proposed project seeks to raise editorial standards within Ma'an Network, a coalition of independent Palestinian radio stations, television networks, and media organizations, in line with UNESCO's key recommendations. By training independent journalists in media professionalism, these journalists will raise independent media's objectivity, garnering popular support for independent media and increased interaction between civilians and journalists. In turn, this will allow independent media to remain impervious to political censorship, as well as capacitate citizens with the necessary tools to hold leaders accountable and engage in free expression with each other.

The project seeks to **improve the Palestinian media environment by fostering professional capacity of independent journalists and raising the overall standards of media quality**. This will be accomplished through intensive media training of Ma'an Network's journalists and editors and a complete restructuring of all editorial policies and procedures, built upon UNESCO's key recommendations for developing media in Palestine. Specifically, trainings will be tailored to encourage community broadcasting, and updating the audio-visual media; strengthen objective analyses of state offices; broaden media coverage to include equal and nuanced portrayals of men and women; and promote a self-regulation system for the media that decreases self-censorship.

Although reaching a free and pluralistic media is a long and complex road, improving media professionalism in Palestine's growing independent media organizations is the first step to improve the overall standards of the region's media environment. Given the lack of Palestinian media that offers real transparency and accountability, it is critical to build the capacity of independent media organizations to provide balanced, responsible, and professional media reports to Palestinian citizens.

## **2. DESCRIPTION OF THE TARGET GROUP:**

15 days of intensive editorial and journalism training sessions will be provided to 45 editors and journalists (half coming from Ma'an Network and another half coming from independent media organizations). Ma'an Network will ensure gender mainstreaming by reserving half of the training positions for women.

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<sup>11</sup> DFID Governance and Transparency Fund & Condor Consulting Services. *Ma'an News Network: Empowering Transparency through Effective Secular Media Final Evaluation Report*. August, 2011. Pg. 12

### **3. DEVELOPMENT OBJECTIVE:**

Category 4: Improve the Palestinian media environment by fostering professional capacity of independent journalists and raising the overall standards of media quality.

### **4. IMMEDIATE OBJECTIVE:**

Build the capacities of Ma'an Network's reporting capabilities by restructuring its Editorial Policies & Procedures, and by training its media staff to professionally report and edit news stories.

### **5. PROJECT OUTPUTS:**

- A restructured Editorial Policies and Procedures Manual for Ma'an Network's media staff that meets international reporting standards
- 45 trained journalists and editors capable of producing high-quality media reports

### **6. ACTIVITIES:**

- Restructuring of Ma'an Network's Editorial Policies & Procedures by expert media professionals
- 45 media professionals will participate in 15 days of media training workshops that are designed around UNESCO's key media recommendations for Palestine.

### **7. PROJECT INPUTS:**

- One local trainer with at least 10 years of media experience and familiar with international reporting standards
- One local media consultant with significant editorial managing experience capable of writing editorial policies

### **8. WORK PLAN:**

Expected project duration: November, 2014 – May, 2015 (6 months)

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Selection & contracting of instructors and consultant	<b>X</b>					
Finalization and Approval of Course Materials	<b>X</b>					
Media training workshops		<b>X</b>	<b>X</b>	<b>X</b>		
Create & finalize new editorial policies				<b>X</b>	<b>X</b>	
Project evaluation					<b>X</b>	<b>X</b>
Project closing activities						<b>X</b>

## **9. INSTITUTIONAL FRAMEWORK:**

Ma'an Network was established in 2002 with a mandate to strengthen independent media as well as to consolidate freedom of expression and media pluralism as a means of promoting democracy and human rights in the West Bank and Gaza. Ma'an Network has created a trusted source of independent media in its quest to advance freedom of speech, democracy, and human rights. The organization strictly maintains its editorial independence and is not influenced by political or commercial pressures or any outside or personal interests. As a non-profit organization, Ma'an Network's programming aims to create a media agenda that is inclusive and which represents diverse communities, including minority groups. It also aims to empower civil society and promote Government accountability through facilitating dialogue between citizens and those in position of power.

Through its commitment to reporting major political, social, and economic events over the last 10 years, Ma'an Network has developed an exhaustive understanding of the constraints faced by journalists in the context of conflict, violence, and censorship. The organization uses this insight to provide training to media personnel. Training programs are tailored to respond to industry needs and focus on areas such as investigative journalism, safety training for journalists reporting from conflict areas, human rights and media ethics. With a loyal regional audience, coupled with the organizations deep understanding of community needs across the Middle East, Ma'an Network has become a key player in the Arab media landscape.

## **10. SUSTAINABILITY:**

Through the proposed project, Ma'an Network will enhance its capacity to provide accurate and professional reporting in the West Bank and Gaza. In the long-run, the strengthening of such skill sets and cross-training will raise the overall Palestinian media and reporting standards. On top of improved reporting, focused training will improve the ability of Ma'an Network's journalists and editors to train other Palestinian media professionals in our ongoing media safety, ethics, and communication training programs.

Institutionally, Ma'an Network has pioneered financially sustainable independent media within a challenging economic environment. The organization has designed an innovative and sustainable business model, enabling Ma'an Network to generate an income through advertising on Ma'an News Agency's website, radio, and television programs. Breaking new ground, Ma'an Network was the first to offer online advertising to clients in the West Bank and Gaza. The organization also generates revenue through the sale of SMS breaking news, designing advertising campaigns, and offering media production services (including the production of documentaries and promotional films) to a range of private sector and not for profit clients. The revenue from these services allows Ma'an Network to fund the recurring coordination and staffing costs of its projects.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Monitoring and communication will be handled by Ma'an Network's Bethlehem headquarters for all activities taking place in the West Bank and by the Gaza City office for all activities based in Gaza. Communication with the UNESCO Office in Ramallah will be closely coordinated by

the Project Manager. Additionally, Ma'an Network will provide a research manager to conduct efficacy assessments of the project activities.

## **12. EVALUATIONS CARRIED OUT:**

A recent DFID evaluation of Ma'an Network's project reported that, "The project has had a marked - and in some cases dramatically evident - impact in raising public awareness, mobilising public activism and empowering Palestinians to assume their rightful role as citizens." And that, "...the interest generated in Ma'an by commercial partners has been further stimulated by DFID-funded evidence that Ma'an can deliver what it promises to a major investor."<sup>12</sup>

In addition to external reports, Ma'an Network's research unit and project coordination staff continuously monitor Palestinian media coverage of governance issues and public perceptions of media efficacy and independence.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Ma'an Network commits to regular reporting on project progress and to submit a final report on all objective achievements under UNESCO's guidelines. Throughout the project, Nicholas Gordon, Project Development Officer, will act as the key contact and reporting officer.

### **C. ADDITIONAL INFORMATION**

In its continuing efforts to improve government transparency and the freedom of the press in Palestine, Ma'an Network has a tangible record of successfully implementing training and media projects. In addition to having trained over 800 journalists in a wide-scope of media capacities, Ma'an Network has a strong record of implementing UNESCO projects throughout the last 6 years, which has demonstrated the strong synergy between our organizations' goals.

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

Research Manager (FTE 50% x 6 months x \$1300)	\$3,900
Local consultant to finalize Ma'an Network's revised Editorial Policies & Procedures (7 days x \$200)	\$1,400
One local media expert trainer (15 days x \$200)	\$3,000
Local travel for trainees and trainers	\$1,650
Training materials (printing expense, banners, etc.) (45 participants x \$55)	\$2,475
Meals for training participants (250 x \$15)	\$3,000

<sup>12</sup> DFID Governance and Transparency Fund & Condor Consulting Services. *Ma'an News Network: Empowering Transparency through Effective Secular Media Final Evaluation Report*. August, 2011. Pg. 7 & 12

Venue Expense (15 days x \$300)	\$4,500
<b>Total IPDC Contribution:</b>	<b>\$19,925</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Research Manager (FTE 40% 6 months x \$1400)	\$3,360
Communication expense (180 days x \$17)	\$3,060
Contingency expenses (7% of budget)	\$1,844
<b>Total Beneficiary Contribution:</b>	<b>\$8,264</b>

## PALESTINE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>Empowering female community reporters through radio training</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 PS/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category #4 Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM (particularly community media) AND INDEPENDENCE</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and Production Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>USD 35745</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 16635</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>96 NISAA FM – Broadcasting company</b> <b>T: +972 59 59 22207</b> <b><a href="http://www.radionisaa.net/english">www.radionisaa.net/english</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>HALA TANNOUS</b> <b>Executive Assistant and CI Focal Point,</b> <b>UNESCO Ramallah Office Communication and Information Sector (CI)</b> <b>Mail: <a href="mailto:h.tannous@unesco.org">h.tannous(at)unesco.org</a></b> <b>Tel: +972 2 295 9740</b> <b>Fax: +972 2 295 9741</b>



<b>11.</b>	<b>PROJECT LOCATION</b>	<b>West Bank</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Maysoun Odeh Gangat – General Manager</b> <a href="mailto:m.gangat@radionisaa.ps">m.gangat@radionisaa.ps</a>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In 2014, Reporters Without Borders’ ranked Palestine 138<sup>th</sup> out of 180 countries in their annual World Press Freedom Index, placing Palestine amongst the countries with the least freedom of information. Similarly, in 2011, the international NGO IREX ranked Palestine amidst countries with the least freedom of speech in its Media Sustainability Index. Such rankings urge the need for freedom of information, speech, and plurality in the Palestinian media landscape. The best way to address such issues is to tackle them from the grassroots level, and communities, by instigating trainings on how to best report stories and news of the Palestinian community.

According to the Palestinian Bureau of Statistics, as of 2011, there are 11 newspapers, 6 magazines, 44 domestic radios and 18 domestic TV channels running in Palestine; making radio the media with the greatest likelihood of touching a large number of Palestinians. Thus offering training in radio reporting is an ideal approach in promoting freedom of expression, press freedom, and pluralism; enhancing the population’s civic engagement by offering news from remote rural areas.

However, the target of this project is even more precise: women. Indeed, simultaneously with NISAA FM’s commitment to empower women in media and through media, the low representation of women in the media workforce in the world, the Middle East, and in Palestine particularly calls for the inclusion of women in the media workforce. In 2011, the International Women in Media Foundation (IWMF) published a survey that shed light on women only representing 33% of the world’s media workforce. In fact, the Ministry of Information reported this figure is lower than 20% in Palestine. Moreover, women’s issues are insufficiently covered in the media; especially when it comes to the fundamental rights of Palestinian women living in the West Bank especially in remote rural areas, and refugee camps. Women find it difficult to be acknowledged as legitimate journalists. This is why creating opportunities for women to be community reporters are dramatically important. Not only would it enable better equity in the media landscape of Palestine; it would also permit a better coverage of women’s rights, and women’s issues in general. This project is an extension to a previous project funded by the IPDC and implemented successfully by NISAA FM in 2011, and aims to train additional women community reporters on techniques of radio reporting. Hence, building their capacity to deliver stories from remote areas that would otherwise not be heard due to the fragmentation of Palestine.

Women in rural areas are affected the most by this lack of connectivity and they remain too often voiceless. The drop-out from school rate due to early marriage or other constraints is higher than in urban areas, women get less involved their communities and are often subject to discrimination. This is merely a result of the lack of information sharing and social support. In

such an environment, media represent a rare opportunity for women to interact with the outside world. By training female community reporters to produce radio reporting, it permits greater interaction between women – and men – living in remote rural areas and the media. Not only could they tell their stories, they could also learn firsthand from the community reporters' commitment to the importance of civic engagement as a way for Palestine to move forward into the future.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project's direct target group are the female media graduates in the north of Palestine, where poverty is high and women unemployment rate specifically is high. This target will be trained and will be selected eventually to be Nisaa FM's stringer to communities in the North of Palestine.

Therefore are two indirect target audience:

- Women in Palestine; particularly in rural communities that would either be part of Nisaa FM's audience or be beneficiaries of the involvement and civic engagement of the trainees in their community.
- The second indirect audience are the people of North Palestine to which one of the women community reporters will be assigned at the end of the project.

## **3. DEVELOPMENT OBJECTIVE**

- Enabling the creation of trainings with the greatest impact: that is training community reporters to report from communities around them. Indeed, who is better to report on an area than someone from that area. People are not always comfortable talking to reporters. Having the opportunity to talk to a reporter who knows and understands their community gives people the confidence to share their stories. More importantly, if these community members are women, other women will feel more comfortable talking to them thus giving them an opportunity to voice their concerns and stories they might otherwise not have.
- These training programs will therefore enable the development of the local media market in the Palestinian governorates.
- Women should finish their training with all the tools in hand not only to be a community reporter aware of media laws and policies but also able to run an effective business out of it either by becoming an advocate for free speech, pluralism, women's empowerment, or civic engagement; or by becoming eventually a freelance assigned stringer to their local communities.
- The training will help the community reporters to report on remote rural areas and gather stories by listening to women share theirs, creating safety-nets and platforms for the local women to be heard. Women are then media producers rather than media consumers.

## **4. IMMEDIATE OBJECTIVE:**

- Five women from rural areas are able to interpret women's concerns, difficulties, expectations, and aspirations; and produce audio reportages for national media on such topics.
- Increasing media pluralism in Palestine.

- Fostering national debate around important issues that often remain on the sidelines of the national agenda.
- Trainees will then become advocates of pluralism, women empowerment and/or civic engagement spreading their commitment to fellow women from their community thus developing strong active female citizens.
- One of trainees will secure employment with NISAA FM as a community reporter for the North of Palestine.

## **5. PROJECT OUTPUTS:**

- Five women from the marginalised areas in the north of Palestine will have acquired skills in outside radio broadcasting; reporting techniques; knowledge of Palestinian media law and policy; ability to promote their civic engagement and advocate for themselves.
- The five trainees produce audio reports for NISAA FM as part of their training in order to gain practical skills in reporting and radio broadcasting.
- One of the five women will be hired as a community reporter to the North of Palestine for NISAA FM.

## **6. ACTIVITIES**

- Women will be selected among candidates wishing to pursue a career in media outlets and ready to deal with women's issues and work in remote rural areas. The 3 training sessions will be held at NISAA FM premises for a total of 18 hours (theoretical and practical). Design of the sessions will be coordinated between NISAA FM's management and two trainers: a local trainer and an international one. All this in regards to the identification of trainees and trainers and the detailed designing of the whole program will take place during the first month of the project.
- The first session should stand as an introduction and focus on the importance of reporting from rural areas to give a voice to the local community. It should put an emphasis on women's empowerment and its meaning as a concept but also for the communities and the society as a whole. Finally, the concepts surrounding pluralism and civic engagement should be covered so that women understand their role and commit to them within their communities. This will be conducted by an international trainer for 4 hours on two days within the second month of the project.
- The second session will focus on radio reporting techniques: news-gathering from remote areas; producing audio reports; collecting VOX POPS; reporting live; and training on electronic media. All will be done in accordance with NISAA FM's mission and vision. The session will take place at NISAA FM studios and will be conducted by a local trainer for four hours during the third month of the project.
- The third and last training session will concentrate on broadcasting techniques which would entail working inside the studio with NISAA FM's presenter and using the studio's facilities. The whole objective of this training is to encourage the reporters to produce a good content and a good programme. NISAA FM's technical team will conduct the training which will be in total 10 hours divided on three meetings within the fourth month of the project.
- A major output of the training sessions will include airing the best of the trainees' reports and VOX POPS thus delivering news on rural areas.

## **7. PROJECT INPUTS:**

- Pre-paid phone cards to be purchased in the third month of the project; allowing women to report live on NISAA FM during shows for the remaining 4 months of the project.
- One international trainer for the first training session and a local trainer for the second training session. The local trainer will be selected among professionals available in Palestine and the international trainer among a list of well-known professionals available to work in Palestine or resident in Palestine.

**NOTE:** NISAA FM's Presenters were themselves trained by an international trainer locally based on in house studio broadcasting methods.

NISAA FM has a fully equipped studio. The technical staff and presenters will support trainees in the production of content for the station.

## **8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Identifying trainee and trainers; designing in detail the training program.	X					
1st training: women's empowerment & civic engagement		X				
2 <sup>nd</sup> training: reporting techniques			X			
3 <sup>rd</sup> training: broadcasting techniques				X		
On-the-job training & production of content			X	X	X	X

## **9. INSTITUTIONAL FRAMEWORK:**

NISAA FM is the first commercial women's radio station and website in the Middle East, a project launched late 2009 by Radio NISAA Broadcasting Company led by Maysoun Odeh Gangat in cooperation with the Swiss based Foundation Womanity. NISAA FM creates and caters to women as well as men across generations, social statuses and geographic distances by offering a platform of cultural and social information, discussion and entertainment, and by voicing women's aspirations and opinions. It connects women to a supportive community that showcases inspirational models and promotes their empowerment. At the same time, it transforms the perception of women's role in their society by underlining their social engagement, successes and creativity.

Furthermore, the radio employs and trains women in the media industry, a field largely dominated by men. Presently, NISAA FM employs 13 staff, collaborates with 5 community reporters and hires 6 contractors for specific programs. It airs four daily programs on prime time; and two bi-weekly special segments.

NISAA FM broadcasts in Arabic worldwide from [www.radionisaa.ps](http://www.radionisaa.ps) since December 2009, on 96.0 FM for the central West Bank of Palestine since June 2010, on 96.2 FM for the Northern West Bank since December 2010 and on 92.2 FM for the Southern territories. NISAA FM's studios are based in Ramallah. It also runs an Arabic and English web site.

## **10. SUSTAINABILITY:**

The contribution of IPDC is meant to support the capacity building of women in rural areas to build-up citizen journalism and community radio skills. NISAA FM aims to offer an employment opportunity to one of the women trainees with the contribution of UNESCO.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

NISAA FM is a professional media organization. The Manager of the radio will monitor the broadcasting internally; evaluate the reports produced by the trainer & trainees; and undertake necessary adjustments needed to achieve the project's objectives. The final evaluation of the project remains at UNESCO's discretion given its presence in the field and its expertise.

## **12. EVALUATIONS CARRIED OUT:**

Since the beginning of its activities, NISAA FM has had informal talks with women's NGOs; international organizations; and influential women including Rabeha Diab, the former Minister for Women's Affairs, with whom the radio has a partnership to understand women needs, concerns and interests and plan its programming accordingly in two priority areas:

- Women's civic engagement (political decision-making, public debates...)
- Women's economic empowerment

In addition to these two priorities, this project stresses the importance of freedom of speech. It is designed to engage women in social debates to contribute to public discussions and raise their own issues thus aligning its strategies with women's civic engagement. The training courses along with the employment opportunity aim to contribute to women's economic empowerment.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Two reports are to be produced by each trainer at the end of the training sessions. Mrs Maysoun Gangat, General Manager, will supervise the production of mid and final reports. These reports will include the main evaluations and recommendations of the trainers' audio reportages, Vox-Pops produced by the trainees, and information on the project including the level of the democratic debate in the society, women's participation, topics relevant to the debate and finally recommendations for the future programming of the radio station. The quarterly reports are intended to be the reporting system for UNESCO and a monitoring mechanism for NISAA FM. A final report synthesizes the main and overall results, outputs and outcomes of the project.

## **C. ADDITIONAL INFORMATION**

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Training Workshops :	
- Trainer Fees	560
- Stationary	150
- Materials, Photocopying ... etc	225
- Travel Costs	960
- Hospitality and snacks	490
<b>Total Training Workshops costs</b>	<b>2385</b>
Other Direct Costs	
- Pre-paid phone cards	1500
<b>Total Other Direct Costs</b>	<b>1500</b>
Other Indirect Costs :	
- Project Coordinator	3150
- Usage of Nisaa Fm Assets	3000
- Utilities	2100
- Communication Costs - studio	1800
- Production and Broadcasting Costs	2700
<b>Total Indirect Costs</b>	<b>12750</b>
<b>Total IPDC Contributions</b>	
<b>Total IPDC</b>	<b>16635</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Salaries	
- Presenter	3640
- Selected Reporter	800
- Technical Officer	6090
- Production Officer	8580
<b>Total</b>	<b>19110</b>
<b>Total</b>	<b>35745</b>

## TUNISIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Support for illiterate working women in South-East Tunisia, through the Ulysse FM radio programme, "LELLET EL FM".
2.	NUMBER	IPDC/59 TN/01
3.	AMOUNT REQUESTED FROM IPDC	USD 10,400
4.	PROJECT BENEFICIARY	Ulysse FM, rue Makhlouf Hassine Houmet, Souk 4180, Djerba, Medenine, Tunisia; <a href="mailto:ulysefm@gmail.com">ulysefm@gmail.com</a>

### B. PRESENTATION

#### 1. PROJECT JUSTIFICATION:

Established in the wake of the Tunisian Revolution, the radio station "Ulysse FM, SawtTounes Al Hourria" (voice of Tunisia-Freedom), seeks to promote freedom of expression in a region where the vast majority of listeners are poorly educated. Through its weekly programme, "LELLET EL FM" (The FM Lady), which has been running every Saturday for more than 2 years, Ulysse FM has been providing illiterate women with an opportunity to speak out and present their microprojects (handicraft or small-business). Today, the radio station is a means of communication that can be used to promote freedom of expression and the development of the region. However, its listenership is not in a position to take ownership of the radio as a vector for local development. This problem is even more acute for illiterate women. The project seeks to fulfil a need that has been expressed by these women through our radio, and, in doing so, allow them to overcome a real problem of communication, both on the social and commercial level.

#### 2. IMMEDIATE OBJECTIVE:

The immediate objective is to support 25 illiterate women from the South-East region of Tunisia in their contribution to local development by heightening the visibility of their projects.

#### 3. ACTIVITIES:

- Selection of the target group and trainers;
- Identification of stakeholders (Tunisian Solidarity Bank, microcredit associations, job centres);
- Training workshop on women's rights (international standards and national legislation)
- Training workshop on social communication.
- Training workshop on commercial and business communication.
- Organisation of a meeting between the group of women and regional investors.
- Organisation of 2 follow-up field visits.

#### 4. INSTITUTIONAL FRAMEWORK:

The project will be implemented by Ulysse FM Radio. The radio was first granted a provisional licence to broadcast in the governorate of Medenine in August 2011, and has since been granted a permanent licence by the HAICA. It broadcasts on 2 frequencies via the National Broadcasting Office (ONT), and also streams its programmes on its website, [www.ulyссе-fm.com](http://www.ulyссе-fm.com).

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Accommodation and subsistence allowance for participants: 5 * 2 nights * 25 pers. * \$15	3,750
Trainer (15 days of training @ \$50/day): 3 days of training per month, over 5 months, @ \$35 (trainer) + \$15 (training assistant); Three trainers: One trainer for the January and February 2015, a second for April and May 2015, and a 3rd for June 2015	750
Training aids and rental of supporting equipment	650
Travel (\$20 × 25 participants + \$100 * 3 trainers)	800
P4 computer (audio editing), with 80 GB DD, 512 MB RAM, CD reader/writer, 19" monitor, Windows XP	1,200
Headphones (USD 50 x 4 units)	200
4-channel headphone amplifier	150
Shielded audio cable (100 m.) with male/female connectors, RCA connectors and misc. accessories	200
6-channel mixing console with studio switch and built-in telephone jack for broadcasting from outside the station	2,500
Cordless microphones (\$US 50 x 4 units)	200
<b>Total IPDC</b>	<b>USD 10,400</b>
<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Project coordination, implementation and follow-up	2,600
Premises and radio equipment	2,000
<b>Total</b>	<b>USD 4,600</b>



