



United Nations  
Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**IMPLEMENTATION REPORTS ON  
PROJECTS APPROVED AND FINANCED  
IN 2009 - 2011**

**PART I:**

**AFRICA  
ARAB REGION  
EUROPE**

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

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## TABLE OF CONTENTS

	UNESCO CLUSTER OFFICE	PROJECT TITLE BUDGET CODE AMOUNT APPROVED	PAGE
		<b>AFRICA</b>	
1.	ACCRA	<b>CIRTEF: TRAINING OF ARCHIVISTS AND IT PERSONNEL FOR THE SETTING UP OF AN ARCHIVING AND MULTIMEDIA-EXCHANGE CENTRE</b> <b>BUDGET CODE: 354RAF5005</b> <b>US \$40 700</b>	13
2.	ACCRA	<b>GHANA: GENDER AND MINORITIES MAINSTREAMING IN JOURNALISM EDUCATION AT AUCC</b> <b>BUDGET CODE: 354GHA5001</b> <b>US \$22 000</b>	15
3.	ACCRA	<b>SUSTAINING COMMUNITY BROADCASTING TO DEEPEN DEMOCRACY, GOOD GOVERNANCE AND ACCOUNTABILITY</b> <b>BUDGET CODE: 354GHA5002</b> <b>US \$19 800</b>	17
4.	ACCRA	<b>TOGO: SUPPORTING PROJECT FOR “LIBERTÉ”: CREATION OF REGIONAL CORRESPONDENTS POSTS</b> <b>BUDGET CODE: 354TOG5001</b> <b>US\$ 13 860</b>	19
5.	ADDIS ABABA	<b>ETHIOPIA: TRAINING FOR BROADCAST JOURNALISTS ON ELECTION REPORTING</b> <b>BUDGET CODE: 354 ETH 5091</b> <b>US\$ 29 700</b>	20
6.	ADDIS ABABA	<b>ETHIOPIA: TRAINING ON INVESTIGATIVE JOURNALISM AND DOCUMENTARY PROGRAM PRODUCTION (ERTV)</b> <b>BUDGET CODE: 354ETH5001</b> <b>US\$ 27 500</b>	22
7.	ADDIS ABABA	<b>ETHIOPIA: PROFESSIONAL CAPACITY BUILDING FOR SUDE COMMUNITY RADIO</b> <b>BUDGET CODE: 354ETH 5002</b> <b>US\$ 12 100</b>	23
8.	ADDIS ABABA	<b>MEDIA LAW REFORM CAMPAIGN IN EASTER AFRICA</b> <b>CODE: 355RAF501</b> <b>US\$ 28 600</b>	25
9.	BAMAKO	<b>BURKINA FASO: BUILDING CAPACITY IN THE COMMUNICATION AND JOURNALISM DEPARTMENT OF THE UNIVERSITY OF OUAGADOUGOU</b> <b>BUDGET CODE: 354 BKF 5081</b> <b>US\$ 15 000</b>	26

10.	BAMAKO	<b>BURKINA FASO: DEVELOPMENT OF NATIONAL LANGUAGE NEWSPAPERS</b> <b>BUDGET CODE: 354BRF 5091</b> <b>US\$ 16 000</b>	27
11.	BAMAKO	<b>BURKINA FASO:</b> <b>FORMATION DES ENSEIGNANTS OF THE COMMUNICATION AND JOURNALISM DEPARTMENT OF THE UNIVERSITY OF OUAGADOUGOU</b> <b>BUDGET CODE:354BKF5001</b> <b>US 18 150</b>	28
12.	BAMAKO	<b>GUINEA:</b> <b>DIGITIZATION OF THE RADIO TÉLÉVISION GUINÉENNE'S (RTG) AUDIOVISUAL ARCHIVES AND TRAINING IN THEIR MANAGEMENT AND USE</b> <b>BUDGET CODE: 354 GUI 5081</b> <b>US\$ 23 000</b>	29
13.	BAMAKO	<b>MALI:</b> <b>RADIO BROADCASTS ON PARLIAMENTARY ACTIVITIES BUDGET CODE: 354 MAL 5091</b> <b>US\$ 18 000</b>	30
14.	BAMAKO	<b>MALI</b> <b>CRÉATION DE LA RADIO COMMUNAUTAIRE BRICO</b> <b>BUDGET CODEC : 354MLI5001</b> <b>20 000 \$ US</b>	31
15.	BAMAKO	<b>NIGER: DEVELOPMENT OF "RADIO FAHAM"</b> <b>BUDGET CODE: 354 NER 5091</b> <b>US\$ 20 000</b>	32
16.	DAKAR	<b>GAMBIA: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE</b> <b>BUDGET CODE: 354 GAM 5081</b> <b>US\$ 25 000</b>	33
17.	DAKAR	<b>GUINEA BISSAU: COMMUNITY RADIO AND MULTIMEDIA CENTRE "CAMECONDE / QUITAFENE"</b> <b>BUDGET CODE: 354 GBS 5091</b> <b>US\$ 27 000</b>	34
18.	DAKAR	<b>LIBERIA: COMPUTER LITERACY AND INTERNET JOURNALISM TRAINING FOR LIBERIAN JOURNALISTS</b> <b>BUDGET CODE: 354 LIR 5091</b> <b>US\$ 20 000</b>	35
19.	DAKAR	<b>SENEGAL: "BAOBABS FM " YOUTH COMMUNITY RADIO</b> <b>BUDGET CODE: 354 SEN 5091</b> <b>US\$ 17 000</b>	36
20.	DAKAR	<b>TOGO: CAPACITY BUILDING IN GOOD JOURNALISM PRACTICES FOR MEDIA PROFESSIONALS</b> <b>BUDGET CODE: 354 TOG 5081</b> <b>US\$ 25 000</b>	37
21.	DAR ES SALAM	<b>COMOROS: CAPACITY BUILDING OF COMORIAN PRESS IN MODERN NEWS GATHERING AND PRODUCTION METHODS,</b> <b>BUDGET CODE: 354COI5091</b>	38

		<b>US\$ 20 000</b>	
22.	DAR ES SALAM	<b>MADAGASCAR: SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO BUDGET CODE: 354MAG5091 US\$ 30 000</b>	39
23.	DAR ES SALAM	<b>SEYCHELLES: BUILDING THE INSTITUTIONAL CAPACITY OF SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER MEDIA TRAINING IN SEYCHELLES. BUDGET CODE: 354 SEY 5081 US\$ 32 000</b>	40
24.	DAR ES SALAM	<b>TANZANIA: CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY BUDGET CODE: 354 URT 5081 US\$ 35 000</b>	42
25.	DAR ES SALAM	<b>TANZANIA: PEMBA PRESS CLUB CAPACITY BUILDING PROJECT BUDGET CODE: 354 URT 5082 US\$ 30 000</b>	44
26.	DAR ES SALAM	<b>TANZANIA: CAPACITY BUILDING OF THE NEW COMMUNITY MEDIA NETWORK OF TANZANIA BUDGET CODE: 54URT5091 US\$ 24 000</b>	45
27.	DAR ES SALAM	<b>TANZANIA: ESTABLISHMENT OF A CMC FOR THE MAASAI PASTORAL COMMUNITIES OF NGORONGORO DISTRICT BUDGET CODE: 354URT5092 US\$ 24 000</b>	47
28.	DAR ES SALAM	<b>TANZANIA: ESTABLISHMENT OF COMMUNITY RADIO FOR KAHAMA DISTRICT BUDGET CODE: 354 URT 5001 USD 28 600</b>	49
29.	DAR ES SALAM	<b>TANZANIA: TRAINING OF TRAINERS (TOT) ON THE STANDARDISED DIPLOMA LEVEL CURRICULUM FOR JOURNALISM TRAINING IN THE UNITED REPUBLIC OF TANZANIA BUDGET CODE: 354URT5002 USD 38 500</b>	51
30.	HARARE	<b>MALAWI: ESTABLISHMENT OF THE USISYA COMMUNITY RADIO BUDGET CODE: 354MLW5091 US\$ 20 900</b>	53
31.	HARARE	<b>MALAWI: ESTABLISHMENT OF NSANJE CHIKWAWA COMMUNITY RADIO BUDGET CODE: 354MLW5092 US\$ 20 900</b>	54
32.	HARARE	<b>MALAWI: LAUNCHING OF CAMPAIGNS TO ENACT BUDGET CODE: 354MLW5001 US\$ 13 200</b>	55
33.	HARARE	<b>ZAMBIA: ESTABLISHMENT OF THE SAMFYA COMMUNITY RADIO BUDGET CODE: 354 ZAM 5081</b>	56

		<b>US\$ 16 000</b>	
34.	HARARE	<b>ZAMBIA: ESTABLISHMENT OF THE KWENJE COMMUNITY RADIO BUDGET CODE: 354ZAM5091 US\$: 22 000</b>	57
35.	HARARE	<b>ZIMBABWE: CURRICULUM ADAPTATION AND CAPACITYBUILDING IN RADIO AND TELEVISION BROADCASTING AT NUST (POTENTIAL CENTRE OF REFERENCE): BUDGET CODE: 354 UGA 5001 US\$ 27 500</b>	58
36.	LIBREVILLE	<b>CONGO (DEMOCRATIC REPUBLIC OF): CREATION OF A COMMUNITY RADIO STATION "FM KAMOLE" BUDGET CODE: 354 ZAI 5091 US\$ 25 000</b>	59
37.	LIBREVILLE	<b>DEMOCRATIC REPUBLIC OF CONGO: RURAL RADIO FOR THE YOUTH AND WOMEN OF BUKAVU BUDGET CODE: 354ZAI5001 US\$ 26 400</b>	60
38.	LIBREVILLE	<b>EQUATORIAL GUINEA: STRENGTHENING CAPACITY OF RTVGE JOURNALISTS AND CAMERAMEN BUDGET CODE: 354 EQG 5091 US\$ 19 000</b>	61
39.	LIBREVILLE	<b>EQUATORIAL GUINEA: HARMONIZATION OF THE JOURNALISM AND COMMUNICATION TRAINING PROGRAMS WITH UNESCO'S MODEL CURRICULA BUDGET CODE: 354EQG5001 US\$ 13 750</b>	62
40.	LIBREVILLE	<b>GABON: LA VOIX DE DIENGA BUDGET CODE: 354 GAB 5081* US\$ 22 000</b>	63
41.	LIBREVILLE	<b>GABON: SUPPORT FOR RADIO CAMPUS (UOB) BUDGET CODE: 354 GAB 5091 US\$ 14 000</b>	64
42.	LIBREVILLE	<b>GABON: ASSISTANCE WITH THE SETTING UP OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES (UOB) BUDGET CODE: 354GAB5001 US\$ 22 000</b>	65
43.	LIBREVILLE	<b>SÃO TOME &amp; PRINCIPE: STRENGTHENING THE EDITORIAL DEPARTMENTS OF NATIONAL RADIO (RNSTP) BUDGET CODE: BUDGET CODE 354 STP 5091 US\$ 24 000</b>	66
44.	NAIROBI	<b>REGIONAL: CAPACITY BUILDING FOR MEDIA EDUCATORS ON REPORTINGAGRICULTURAL BIOTECHNOLOGY AND BIOFUELS IN EAST AFRICA BUDGET CODE: 354 RAF 5081 US\$ 23 700</b>	67

45.	NAIROBI	<b>CBA: MEDIA SELF-REGULATION TRAINING IN EAST AFRICA BUDGET CODE: 354 RAF 5093 US\$ 20 000</b>	69
46.	NAIROBI	<b>REGIONAL: TRAINING OF TRAINERS IN NEW MEDIA JOURNALISM, CURRICULUM REVIEW AND FACULTY EXCHANGE. BUDGET CODE: 354RAF 5001 US\$ 27 500</b>	71
47.	NAIROBI	<b>REGIONAL: BOLSTERING THE SAFETY AND PROTECTION OF JOURNALISTS IN EASTERN AFRICA BUDGET CODE: 354 RAF 5008 US\$ 26 400</b>	72
48.	NAIROBI	<b>KENYA: PROFESSIONAL CAPACITY BUILDING FOR THE KENYAN MEDIA CORRESPONDENTS BUDGET CODE: 354 KEN 5081 US\$ 22 000</b>	73
49.	NAIROBI	<b>KENYA: UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY BUDGET CODE: 354 KEN 5091 US\$ 20 000</b>	74
50.	NAIROBI	<b>KENYA: ESTABLISHMENT OF RWARE COMMUNITY MULTIMEDIA CENTRE, NYERI DISTRICT BUDGET CODE: 354KEN5001 US\$ 26 400</b>	75
51.	NAIROBI	<b>RWANDA: BUILDING THE CAPACITIES OF THE PHOTOLAB OF THE HUYE SCHOOL OF JOURNALISM BUDGET CODE: 354 RWA 5081 US\$ 21 000</b>	76
52.	NAIROBI	<b>RWANDA: TRAINING AND PRODUCTION RADIO STUDIO OF THE GREAT LAKES MEDIA CENTRE BUDGET CODE: 354 RWA 5091 US\$ 20 000</b>	77
53.	NAIROBI	<b>SOMALIA: BUILDING COMMUNITY RADIO IN JOWHAR, MIDDLE SHABELLE BUDGET CODE: 354 SOM 5081 US\$ 25 000</b>	78
54.	NAIROBI	<b>SOMALIA: PUNTLAND COMMUNITY BROADCASTER'S TRAINING BUDGET CODE: 354 SOM 5091 US\$ 12 700</b>	80
55.	NAIROBI	<b>SOMALIA: ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO BUDGET CODE: 354 SOM 5092 US\$ 20 000</b>	82
56.	NAIROBI	<b>SOMALIA: STRENGTHENING HUMANITARIAN INFORMATION FLOW THROUGH MEDIA IN SOMALIA AND AMONG SOMALI DISPLACED COMMUNITIES. BUDGET CODE: 354 SOM 5001 US\$ 20 900</b>	83
57.	NAIROBI	<b>UGANDA: ESTABLISHMENT OF NGORA COMMUNITY MULTIMEDIA CENTRE, KUMI DISTRICT BUDGET CODE: 354 UGA 5081 US\$ 23 000</b>	85

58.	NAIROBI	<b>UGANDA: ESTABLISHING KABALE COMMUNITY RADIO, SOUTH WESTERN UGANDA</b> <b>BUDGET CODE 354 UGA 5001</b> <b>US\$ 27 500</b>	87
59.	NAIROBI	<b>UGANDA: CAPACITY BUILDING FOR SELF REGULATION BY NEWSPAPER EDITORS AND RADIO PROGRAM PRODUCERS,</b> <b>BUDGET CODE: 354UGA5002</b> <b>US\$ 17 820</b>	89
60.	NAIROBI	<b>REGIONAL [YAOUNDE]: CIRTEF – NEW MEDIA TRAINING</b> <b>BUDGET CODE: 354RAF5006</b> <b>US\$ 27 500</b>	90
61.	YAOUNDE	<b>CAMEROON: SETTING UP OF A PILOTE COMMUNITY RADIO IN GAROUA BOULAI</b> <b>BUDGET CODE: 354 CMR 5081</b> <b>US\$ 22 200</b>	91
62.	YAOUNDE	<b>CAMEROON: STRENGTHENING JOURNALISM TRAINING</b> <b>BUDGET CODE: 354 CMR 5091</b> <b>US\$ 7 700</b>	92
63.	YAOUNDE	<b>CENTRAL AFRICAN REPUBLIC: SUPPORT FOR THE DEVELOPMENT OF HUMAN RESOURCES OF THE INSTITUTE OF JOURNALISM AND THE TRAINING OF FEMALE JOURNALISTS IN INVESTIGATION TECHNIQUES AND PRODUCTION OF THEMATIC PROGRAMMES</b> <b>BUDGET CODE: 354 CAF 5081</b> <b>US\$ 60 500</b>	93
64.	YAOUNDE	<b>CENTRAL AFRICAN REPUBLIC: DIGITALIZATION OF THE CENTRAL AFRICAN RADIO AND TELEVISION SERVICE’S ARCHIVES</b> <b>BUDGET CODE: 354 CAF 5091</b> <b>US\$ 19 800</b>	95
65.	YAOUNDE	<b>CENTRAL AFRICAN REPUBLIC: SUPPORT FOR TEACHER TRAINING IN THE JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI</b> <b>BUDGET CODE: 354 CAF 5092</b> <b>US\$ 24 200</b>	96
66.	YAOUNDE	<b>CENTRAL AFRICAN REPUBLIC: TRAINING OF TRAINERS IN THE DEPARTMENT OF JOURNALISM, UNIVERSITY OF BANGUI</b> <b>BUDGET CODE: 354CAF5001</b> <b>US\$ 27 500</b>	97
67.	YAOUNDE	<b>CHAD: STRENGTHENING THE TECHNICAL CAPACITIES OF JOURNAL LE PROGRES</b> <b>BUDGET CODE: 354 CHD 5081</b> <b>US\$ 22 000</b>	98
68.	YAOUNDE	<b>CHAD: STRENGTHENING THE CAPACITIES OF RADIO FM LIBERTE</b> <b>BUDGET CODE: 354 CHD 5091</b> <b>US\$ 25 000</b>	100
69.	YAOUNDE	<b>CHAD: STRENGTHENING THE RESOURCES OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES AT THE UNIVERSITY OF NDJAMENA</b>	101



		<b>BUDGET CODE: 354CHD5001</b> <b>US\$ 38 500</b>	
70.	YAOUNDÉ	<b>CHAD: TRAINING OF MEDIA PROFESSIONALS IN ELECTORAL REPORTING</b> <b>BUDGET CODE: 354CHD5002</b> <b>US\$ 22 000</b>	102
71.	WINDHOEK	<b>AMARC: REINFORCING AFRICAN COMMUNITY RADIO NETWORKS TO INCREASE THEIR SOCIAL IMPACT ON DEVELOPMENT</b> <b>BUDGET CODE: 354 RAF 5091</b> <b>US\$ 22 000</b>	103
72.	WINDHOEK	<b>RHODES UNIVERSITY: WORKSHOP FOR THE CAPACITATION OF THE CENTRES OF EXCELLENCE IN JOURNALISM EDUCATION IN AFRICA</b> <b>BUDGET CODE: 354 RAF 5092</b> <b>US\$ 33 000</b>	104
73.	WINDHOEK	<b>CBA: BUILDING THE KNOWLEDGE BASE OF BROADCASTING REGULATORS TO ENSURE PUBLIC SERVICE BROADCASTING</b> <b>BUDGET CODE: 354 RAF 5094</b> <b>US \$ 22 000</b>	105
74.	WINDHOEK	<b>SABA: CLIMATE CHANGE AWARENESS POLICY</b> <b>BUDGET CODE: 354 RAF 5095</b> <b>US\$ 22 000</b>	106
75.	WINDHOEK	<b>BUILDING CAPACITIES OF HIGHER LEARNING IN SOUTHERN AFRICA TO MAINSTREAM GENDER IN JOURNALISM EDUCATION (GENDER LINKS)</b> <b>BUDGET CODE: 354RAF5002</b> <b>US\$ 24 200</b>	108
76.	WINDHOEK	<b>AFRICA-UK: JOURNALISM EDUCATION EXCHANGE NETWORK (POLYTECHNIC OF NAMIBIA)</b> <b>BUDGET CODE: 354RAF5002</b> <b>US\$ 30 800</b>	109
77.	WINDHOEK	<b>ANGOLA: TRAINING IN INVESTIGATIVE JOURNALISM IN ANGOLA</b> <b>BUDGET CODE: 354 ANG 5091</b> <b>US\$ 22 000</b>	110
78.	WINDHOEK	<b>NAMIBIA: UPGRADING SKILLS TO EXPAND THE COMMUNITY NEWSPAPER "CAPRIVI VISION"</b> <b>BUDGET CODE: 354 NAM 5091</b> <b>US\$ 32 000</b>	111
79.	WINDHOEK	<b>SOUTH AFRICA: UPGRADING THE TECHNICAL AND RADIO PRODUCTION SKILLS OF WOMEN IN COMMUNITY RADIO TO PRODUCE FEATURES AND DOCUMENTARIES ON WOMEN IN SCIENCE AND ENGINEERING</b> <b>BUDGET CODE: 354SAF5001</b> <b>US\$ 27 500</b>	112
80.	WINDHOEK	<b>SWAZILAND: MEDIA COMPLAINTS COMMISSION (MCC) (MISASWAZILAND)</b> <b>BUDGET CODE: 354SWA5001</b> <b>US\$ 15 400</b>	113

81.	HQ (FEM)	<b>URTI/IRTU: TRAINING IN THE USE OF A WEB PLATFORM FOR THE JOINT PRODUCTION AND EXCHANGE OF PROGRAMMES BETWEEN PUBLIC RADIO BROADCASTERS</b> <b>BUDGETCODE: 354 RAF5004</b> <b>US\$ 30 000</b>	114
<b>ARAB REGION</b>			
82.	AMMAN	<b>JORDAN: BUILDING CAPACITIES OF WOMEN CITIZEN JOURNALISTS IN RURAL AREAS</b> <b>BUDGET CODE: 354JOR5001</b> <b>US\$ 17 600</b>	117
83.	BEIRUT	<b>REGIONAL: BUILDING INSTITUTIONAL CAPACITY OF THE FEDERATION OF ARAB NEWS AGENCIES (FANA) TO OFFER MEDIA TRAINING</b> <b>BUDGET CODE: 354 RAB 5081</b> <b>US\$ 40 000</b>	119
84.	BEIRUT	<b>REGIONAL: BUILDING FREE EXPRESSION ADVOCACY CAPACITY IN THE MENA REGION</b> <b>BUDGET CODE: 354 RAB 5001</b> <b>US\$ 27 000</b>	120
85.	BEIRUT	<b>LEBANON: BUILDING NATIONAL NEWS AGENCY'S CAPACITY TO PROMOTE FREE, PLURALISTIC AND DIVERSE MEDIA.</b> <b>BUDGET CODE: 354 LEB 5081</b> <b>US\$ 16 500</b>	122
86.	BEIRUT	<b>LEBANON: CONFLICT SENSITIVE JOURNALISM: EMPOWERING YOUNG JOURNALISTS IN RESPONSIBLE COVERAGE DURING TIMES OF CONFLICT</b> <b>BUDGET CODE: 354 LEB 5082</b> <b>US\$ 22 200</b>	124
87.	CAIRO	<b>EGYPT:</b> <b>CAPACITY BUILDING FOR LOCAL MEDIA IN EGYPT</b> <b>BUDGET CODE: 354EGY5001</b> <b>US\$ 24 200</b>	126
88.	CAIRO/RABAT	<b>REGIONALBUILDING FREE EXPRESSION ADVOCACY CAPACITY IN THE MENA REGION</b> <b>BUDGET CODE: 354 RAB 5001 (FIT-BELGIUM)</b> <b>US\$ 142 650</b>	127
89.	RABAT	<b>REGIONAL: AMÉLIORATION DES CAPACITÉS DES INSTITUTIONS MÉDIATIQUES SUR L'ÉGALITÉ ENTRE LES FEMMES ET LES HOMMES À TRAVERS LA PRODUCTION DES CONNAISSANCES ET LE RENFORCEMENT DE CAPACITÉS</b> <b>BUDGET CODE: 354RAB5091</b> <b>US\$ 30 000</b>	130
90.	RABAT	<b>REGIONAL: "SOUTH-MEDITERRANEAN PUBLIC RADIO AND TV JOURNALISM TRAINING NEEDS" SURVEY AND WORKSHOP</b> <b>BUDGET CODE: 354RAB5092</b> <b>US\$ 20 000</b>	132
91.	RABAT	<b>BUILDING CAPACITY OF TEACHERS AT MASS COMMUNICATIONS AND JOURNALISM FACULTIES IN THE ARAB REGION ON REPORTING DIVERSITY</b> <b>BUDGETCODE: 354RAB5002</b>	134

		<b>US\$ 24 530</b>	
<b>92.</b>	<b>RABAT</b>	<b>MAURITANIE: APPUI AU CENTRE DE FORMATION DE RADIO MAURITANIE BUDGET CODE: 354MAU5091 US\$ 19 100</b>	<b>135</b>
<b>93.</b>	<b>RABAT</b>	<b>MAURITANIE: STAGE PROFESSIONNEL AU PROFIT DES MEMBRES DU RESEAU DES FEMMES JOURNALISTES DE MAURITANIE BUDGET CODE: 354MAU5001 US\$ 20 900</b>	<b>137</b>
<b>94.</b>	<b>RABAT</b>	<b>MOROCCO: STRENGTHENING TEACHING CAPACITY AT ISIC BUDGET CODE: 354 MOR 5091 US\$ 21 000</b>	<b>138</b>
<b>95.</b>	<b>RABAT</b>	<b>MOROCCO: RENFORCEMENT DES CAPACITES PEDAGOGIQUES DE L'ISIC POUR L'INSERTION DE L'APPROCHE GENRE DANS LES CURSUS D'ENSEIGNEMENT AU JOURNALISME BUDGET CODE: 354MOR5001 US\$ 14 850</b>	<b>140</b>
<b>96.</b>	<b>RABAT</b>	<b>TUNISIA: BUILDING PROFESSIONAL CAPACITY OF TUNISIAN JOURNALISTS ON COMPUTER ASSISTED REPORTING AND INVESTIGATIVE JOURNALISM BUDGET CODE: 354TUN5001 US\$ 12 870</b>	<b>141</b>
<b>97.</b>	<b>RAMALLAH</b>	<b>PALESTINE: INTERNATIONAL PALESTINIAN YOUTH LEAGUE AND MCRC "CONNECTING PALESTINIAN YOUTH IN HEBRON AND NABLUS" BUDGET CODE: 354 PAL 5081 US\$ 25 000</b>	<b>142</b>
<b>98.</b>	<b>RAMALLAH</b>	<b>PALESTINE: SAFETY TRAINING FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK BUDGET CODE: 354 PAL 5082 US\$ 26 000</b>	<b>143</b>
<b>99.</b>	<b>RAMALLAH</b>	<b>PALESTINE: MEDIA PRODUCTION FOR THE COMMUNITY DEVELOPMENT IN THE GAZA STRIP BY BIRZEIT UNIVERSITY MEDIA DEVELOPMENT CENTER BUDGET CODE: 354 PAL 5091 US\$ 20 000</b>	<b>144</b>
<b>100</b>	<b>RAMALLAH</b>	<b>PALESTINE: DEVELOPING HUMANITARIAN NEWS REPORTING IN THE PALESTINIAN NEWS AGENCY Wafa BUDGET CODE: 354PAL5092 US\$ 20 000</b>	<b>145</b>
<b>101</b>	<b>RAMALLAH</b>	<b>PALESTINE: CITIZEN MEDIA: A TOOL FOR CHANGE BUDGET CODE: 354 PAL 5001 US\$ 11 000</b>	<b>146</b>
<b>102</b>	<b>RAMALLAH</b>	<b>PALESTINE: WOMEN PRODUCING NEWS: ENHANCING WOMEN'S ROLES AND VOICES IN THE MEDIA ENVIRONMENT IN THE PALESTINIAN TERRITORIES BUDGET CODE: 354 PAL 5002 US\$ 16 500</b>	<b>147</b>

		<b>EUROPE</b>	
<b>103</b>	<b>MOSCOW</b>	<b>REGIONAL: MULTIMEDIA TECHNOLOGIES FOR THE DEVELOPMENT OF MASS MEDIA INDEPENDENCE AND PROFESSIONAL STANDARDS OF JOURNALISM BUDGET CODE: 354 RER 5092 US\$ 27 500</b>	<b>149</b>
<b>104</b>	<b>MOSCOW</b>	<b>REGIONAL: CULTURE OF DIALOGUE VERSUS THE LANGUAGE OF HATRED BUDGET CODE: 354 RER 5093 US\$ 16 500</b>	<b>151</b>
<b>105</b>	<b>MOSCOW</b>	<b>ARMENIA: BUILDING THE CAPACITY OF COMMUNITY RADIO BROADCASTING SERVICES TO COVER LOCAL SOCIO-POLITICAL ISSUES BUDGET CODE: 354 ARM 5081 US\$ 16 000</b>	<b>153</b>
<b>106</b>	<b>MOSCOW</b>	<b>ARMENIA: CITIZEN REPORTING MEDIA: EVOLVING CITIZEN JOURNALISM IN ARMENIA BUDGET CODE 354ARM 5001</b>	<b>155</b>
<b>107</b>	<b>MOSCOW</b>	<b>AZERBAIJAN: TRAINING OF BROADCAST JOURNALISTS TO STRENGTHEN QUALITY COVERAGE OF CLIMATE CHANGE RELATED ISSUES. BUDGET CODE: 354 AZE 5091 US\$ 19 800</b>	<b>156</b>
<b>108</b>	<b>HQ</b>	<b>REGIONAL: ERNO: STRENGTHENING COOPERATION AMONG SOUTH EAST EUROPEAN BROADCASTERS BUDGET CODE: 354 EUR 5081 US\$ 25 000</b>	<b>157</b>
<b>109</b>	<b>HQ</b>	<b>REGIONAL: ERNO: INCREASING PUBLIC AWARENESS WITH THE SOUTH EAST EUROPEAN PUBLIC BROADCASTERS FOR CLIMATE CHANGE BUDGET CODE: 354 EUR 5091 US\$ 20 000</b>	<b>159</b>

# PROJECT IMPLEMENTED BY THE ACCRA OFFICE

## REGIONAL PROJECT

### **CIRTEF: TRAINING OF ARCHIVISTS AND IT PERSONNEL FOR THE SETTING UP OF AN ARCHIVING AND MULTIMEDIA-EXCHANGE CENTRE**

**BUDGET CODE: 354RAF5005**

**US\$ 40 700**

#### **TYPE OF PROJECT**

Numerous Radios and TV of public utility situated in the zone ACP possess their own sound and visual documents (interviews, documentaries, reports, fictions, sound effects, et cetera). It is, however, generally laborious to acquire or to propose these documents on the other TV Radios because radios-televisions are confronted with problems of training of staff, filing, conditions of preservation, supports, sending, etc.

The objective will be to offer means of storage and exchanges of digital programs (among which AIME archives) by training computer specialists to participate in the creation of a platform of productions, exchanges and preservation of radio transmissions(programs) and TV for the promotion of the freedom of expression. At first, the training will be intended for the countries of western Africa: Burkina Faso, Mali, Niger, Senegal, Ivory Coast, Togo, Guinea and Benin.

This network would allow, besides the access to archive documents, the production bi or multilateral of radio transmissions (programs) or TV. The sound or visual elements would be sent to a maitre of work situated in one of the countries connected to the network. An inventory of files and images will be accompanied with their informative data, would be available and updated permanently. This communication between members could also favor distance training, which are in the form of texts or of files sound.

#### **IMPLEMENTATION**

This project aims to strengthen the professional capacity of Radio-TV of West Africa. The projects relates to UNESCO's objective on media development: training and partner institutions that promote freedom of expression, pluralism and diversity. The activities to be carried out are as follows:

- Acquisition, Hardware installation and preparation of training
- Conduct Training of local staff
- Conduct IT Training
- Conduct Feedback and Evaluation Forum
- Development of a platform for exchanges between TV

#### **Project Outcome:**

- The scanning and indexing software will be installed for the French TV
- Training IT professionals and archivists of the TV
- Creating a platform allowing stakeholders to exchange programs and easily share information in the countries concerned.

## **RESULTS**

Bringing together computer analysts from West Africa (Benin, Togo, Côte d'Ivoire, Niger, Senegal and Burkina Faso), Conseil International des Radios-Télévisions d'Expression Française (CIRTEF) in Cotonou held a training from 4 to 15 October, 2011 on designing the future centre for digitization and multimedia exchange, specifically technical modalities required to convert audiovisual documents from different CIRTEF members in the world to one centre of digitization and exchange.

With the help of a system known as AIME (Archivage Interactif Multimédia Evolutif), the centre will help accomplished work, thus the established platform for exchange, to continue. The participants of the training shared their technical vision on the future system. They also benefited from the training, useful methodological and technical contribution to exploiting the AIME system daily.

## **CONCLUSION**

By bringing together participants who will be future technical operators of the digitization and exchange centre, this training will save time in the definition of the centre. Participants were actively involved throughout the training and from all indications; support during operation of the centre to users will be facilitated.

# PROJECT IMPLEMENTED BY THE ACCRA OFFICE

## NATIONAL PROJECT

**GHANA: GENDER AND MINORITIES MAINSTREAMING IN JOURNALISM  
EDUCATION AT AUCC  
BUDGET CODE: 354GHA5001  
US\$ 22 000**

### TYPE OF PROJECT

The African University College of Communication (AUCC) located in the heart of Accra true to its credo “Discover Yourself from Here” is a unique Communication Institution in Africa and is appropriately recognized by UNESCO as a potential center of reference. The institution is dedicated to turning out the next generation of communication specialists and media practitioners that will be at the forefront in effecting the paradigm shift that will help bring real human, cultural and educational development to Africa.

In spite of the rapid developments going on in the country and in the sub region, indeed in Africa, training in journalism and in communication still needs to be strengthened if our countries will come into their own. AUCC is already offering diploma and degree courses. In order to be in the forefront of scholarship and be better able to direct our products in excellence AUCC welcomes the introduction of the UNESCO Model Curriculum and wishes to use the opportunity to test and propagate its tenets. An important objective in this exercise is to enable faculty to do operational research and ground the new curriculum in the African reality. The curriculum will be tested to see how it will shape the attitudes and productions of the students to lead to doing away with discrimination and fostering gender equality.

The major objective of the project is to support faculty to design and hold workshops, seminars and conferences inspired by the new UNESCO model curriculum. The focus will be on engendering a spirit of understanding and tolerance across the sub region of West Africa for the promotion of Gender Equality among other Social imperatives.

The results of the exercise will be of immense value in not only evaluating the model but in accessing its impact and future development.

### IMPLEMENTATION

The objective of this project is to adapt UNESCO Model Curricula prioritizing gender mainstreaming and minorities’ issues to offer a high quality journalism education. The activities to be carried out include:

- Recruit consultants and select faculty
- Organize 1st Consultative Meeting with faculty and consultants
- Acquisition of materials and equipment and preparation of teaching plans related to UNESCO curriculum
- Prepare teaching plans
- Organize 2nd Consultative Meeting with all participating faculty
- Organize 3rd Stakeholders Meeting
- Organize 4th Stakeholders Meeting
- Prepare terminal report after 12 months (one academic year of 2 semesters)

### **Project Outputs:**

- AUCC Curricula will be adapted to the UNESCO Model Curricula.
- A gender mainstreaming will be included on the curriculum based on UNESCO Model Curricula.
- Youth, persons with disabilities and minorities will be included in the AUCC curricula.

- Enriching the library as a repository of material for further research and enquiry.

## **RESULTS**

First installment of payment has been made. The interim report is yet to be submitted.

## **CONCLUSION**

This project will contribute to the communication environment in Ghana, training future journalists on how to avoid gender and minorities stereotyping.



# PROJECT IMPLEMENTED BY THE ACCRA OFFICE

## NATIONAL PROJECT

**CHANA: SUSTAINING COMMUNITY BROADCASTING TO DEEPEN DEMOCRACY, GOOD GOVERNANCE AND ACCOUNTABILITY**  
**BUDGET CODE: 354GHA5002**  
**US \$19 800**

### TYPE OF PROJECT

Ghana's media landscape has witnessed a proliferation of media houses in the past twenty years, with the country now boasting over 130 FM radio stations, 16 TV channels and over 300 newspapers. Unfortunately however, many of these media houses are dominated by commercialism and political agendas, and tend to lack plurality in terms of content and orientation. Community radios by contrast, are not driven by profit and propaganda, and therefore have the potential to change lives through better and increased access to information of social significance.

This project aims to provide the necessary equipment to upgrade the production capacity of the community radio station, 'Radio Builsa', and to provide training over a 5-day period to a group of 60 radio station volunteers and managers. It will result in the production and broadcasting of two new programmes promoting community participation in public discourse, as well as two programmes to create a platform for engagement between community members and elected representatives, thus leading to increased accountability and community involvement among leaders. In achieving its goal, this project will help to empower the people of the Builsa District (who presently suffer from low literacy and limited access to information), by providing them with the means to make informed decisions in the choice of leaders and participate in democratic debate.

#### **Overall goal**

To provide the necessary equipment to upgrade the production capacity of the community radio station, 'Radio Builsa', and to provide training to 60 radio station volunteers and managers in order to produce broadcasting content which promotes community participation in democratic debate.

### IMPLEMENTATION

The objective of the project is to upgrade the production capacity of Radio Builsa and train 60 radio station volunteers and managers. In order to achieve the above objective, Radio Builsa will:

- Procure a console, an amplifier, and two (2) equalizers and other modern studio equipment at Radio Builsa.
- Conduct a 5-day training workshop for 60 radio station volunteers and managers in order to produce broadcasting content which promotes community participation in democratic debate.
- Pilot the Production and broadcast of radio programme series promoting community participation in public policy discourse.
- Pilot the Production and broadcast of radio programme series promoting engagement between community members and elected representatives.

### RESULTS

An initial amount of GH16,786.00(\$10,900) was received to finance the procurement a console, 4 microphones, 4 headphones, a flat screen computer, a pair of speakers and a UPS.

Bahamus Electronics Services won the bid to procure and deliver the equipment. BES was selected from three (3) companies that applied to Radio Builsa. The second tranche of the grant will be used to install the equipment while the third and fourth will support the training of staff of the station to improve their professional competence. There was a delay in the release of funds to Radio Builsa. This affected the implementation of the project according to schedule.

## **CONCLUSION**

The equipment and training will contribute immensely to ensuring that Radio Builsa plays its expected role in the events before, during and after the 2012 general elections to deepen Ghana's democracy. THIS PROJECT IS ONGOING.

# PROJECT IMPLEMENTED BY THE ACCRA OFFICE

## NATIONAL PROJECT

**TOGO: SUPPORTING PROJECT FOR “LIBERTÉ”: CREATION OF REGIONAL CORRESPONDENTS POSTS**  
**BUDGET CODE: 354TOG5001**  
**US\$ 13 860**

### TYPE OF PROJECT

The Group (founders of “Liberté”) has grasped the opportunity offered by the UNESCO in the framework of its IPDC Program. The present project aims at enhancing the Editorial capacities of the newspaper and of the website, and at being closer to the rural populations.

The current project appears as a contribution of the Group to the promotion of freedom of speech and to the taking into account of rural populations’ preoccupations or concerns. In fact, the “Liberté” newspaper is in the forefront of the fight for an open and flourishing democracy, and it’s playing a leading part in the reinforcement of the Independent Medias’ role that consists in keeping a watch on the state management. Thanks to its daily publications, it takes an important part in the animation of the media landscape of the country. Unfortunately, there are many problems as regards the coverage of events and the collection of information at a national level. Our newspaper, like the others media organizations, is based in Lomé and essentially covers events occurring in Lomé and the areas around. However, about 80% of the populations lives in the rural zones where not inconsiderable events and subjects without being broached. The current request for assistance aims at bringing a solution to this problem. The present *Supporting project: Creation of Regional correspondents’ Posts* will enable to enhance the capacities of the newspaper and make the preoccupations and the concerns of all the Togolese be central to the news.

### IMPLEMENTATION

The project’s approved work plan foresees the following activities:

- Recruitment and training of the seven regional correspondents,
- Purchase of Equipment for news reporting

The expected outcome is strengthening the capacity of the newspaper and also enabling the mass media to have a wider coverage of news from remote regions in Togo. These activities will open up new horizons or prospects for the newspaper or to the whole organization.

### RESULTS

The call for applications for regional correspondents was launched in July 2011. This was published several times in the newspaper "Liberte" and the weekly newspaper "Alternative". After nearly two months of release we recorded 26 nominations across the country. Following the counting, we found that those who apply for the positions of corresponding Zones 1 and 7, have not fulfilled the requirements. Their educational level is below that requested in the call for applications. This aspect of the problem is being resolved and hopefully we will soon fill both positions.

The training has begun and the correspondents will be posted to their corresponding regions in February 2012.

### CONCLUSION

The project has begun raising awareness among media and the general public about the Liberte Newspaper and the objective of extending the coverage of news. In promoting Freedom of Speech, Other media organizations based in Lomé, notably radio and TV stations are likely to use the regional correspondents to cover events in less-represented communities and towns.

# PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

## NATIONAL PROJECT

**ETHIOPIA: TRAINING FOR BROADCAST JOURNALISTS ON ELECTION REPORTING**

**BUDGET CODE: 354 ETH 5091**

**US\$ 29 700**

**US\$ 16.100 COUNTERPART SUPPORT FROM THE WORLD BANK THROUGH THE ETHIOPIAN RADIO AND TELEVISION (ERTV)**

### TYPE OF PROJECT

The project sought to target 80 public and private broadcast journalists on election reporting for 2010-2011 elections.

### IMPLEMENTATION

The work plan has been reduced to accommodate 40 instead of 80 journalists and two (2) rounds of 10 days-training session instead of 4 rounds of 2 weeks training sessions. Finally the project had train journalists for the Ethiopian elections of the Year 2011 as the national elections have already been conducted in May 2010. IPDC funds have been used to purchase and to rent materials and audio visual aids such as stationeries, flipcharts, computers, overhead projectors. However, the UNESCO office in Addis is still waiting for the financial statement and the supporting documents related to these purchases. The training was conducted in February – March 2011 by grouping trainees into 2 groups of 20 trainees per group. The trainees were selected from electronic medias bodies which reside in different parts of the country where the 27 March 2011 election will take place, ei: Addis Ababa, Oromia, Tigray, Southern Nations and Nationalities People Regional States (SNPRS)

### RESULTS

The two weeks training in election reporting were provided to 40 journalists who were selected from regional broadcast stations where elections were supposed to take place, including Addis Abeba. The training was held at ERTV training center premises. The journalists were training on the following topics:

- The constitution
- The coverage of free election
- Parameters for fair and free election
- Accessibly to voters/journalists
- Ethics

### CONCLUSION

The funding thus, suggested that the training was successful in making the journalists to be capable in applying effectively their reporting skills in covering the election. Prior to the election, the media house were asked closely to watch the activities of the trained journalists while covering the election and to report back to the Training Center. The assessment made based on the reports received from the media house recommended that they are almost all of satisfaction in the trained journalists' professional coverage on election.

They had also learned from what they monitored on the spot, while each journalist was reporting on the election, they confirmed the usefulness of the training, the effectiveness of the trainees on the use of reporting skills in covering the actual election process, the pin pointed in the report. part from this, the media houses including ERTA have expressed their concern to the sustainability of such a training which is very useful for the country's democratization process and for professionalism. After these training sessions, the Training Center recommended to prepare a manual on Election Reporting for the future use. If the manual will be available to journalists assigned to the task, a waste of resource that occurs from repeated training can be avoided. Thus, the ERTA Training Center is ready to prepare the manual if necessary financial resource would be granted.

# PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

## NATIONAL PROJECT

**ETHIOPIA:**  
**TRAINING ON INVESTIGATIVE JOURNALISM AND DOCUMENTARY PROGRAM**  
**PRODUCTION (ERTV)**  
**CODE: 355ETH501**  
**US\$ 27 500**

### TYPE OF PROJECT

To provide two separate month-long training courses for a target group of 40 working television and radio journalists, in order to improve their capacity to produce quality investigative and documentary programmes

### IMPLEMENTATION

The revised workplan received on 21 December 2011. Therefore the activities are not yet started.

### RESULTS

Activities will be implemented in 2012

### CONCLUSION

# PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

## NATIONAL PROJECT

**ETHIOPIA: PROFESSIONAL CAPACITY BUILDING FOR SUDE COMMUNITY**

**RADIO CODE: 354ETH 5002**

**US\$ 12 100**

**US\$ 5 710 SUPPORT FROM THE WORLD BANK**

### TYPE OF PROJECT

The project aims to help to tackle capacity building training for the staff of SUDE community radio.

### IMPLEMENTATION

PFMA conducted from October 25 to October 29, 2011, a training to Sude Community Radio Broadcasters on the following topics:

- Radio Program Planning and Interview techniques,
- Digital audio concepts, Effects in Adobe Audition, Learning Audio mixing methods: Multi-track, View, Data Collection Techniques,
- Advanced writing skills,
- Radio Show/Talk Programs
- Media Ethics and Law, among others.

Peace Family and Media Association through the facilitation of UNESCO and through the support of International Program for the Development of Communication (IPDC) have organized a five-day long training workshop under the title “Professional Capacity Building Training to Sude Community Radio Broadcasters” for 10 volunteer journalists including a management member and a technique staff of the station at Adama Ras Hotel in Adam (Nathret) town from Oct 25 to 29, 2011.

In the opening session of the training Dr. Jean Pierre ILBOUDO, Regional Advisor for Communication and Information with UNESCO delivered an opening remark by giving emphasis on the overall objective of the training and the role of the trainee in addressing thematic issues that are affecting the communities at large. He also elaborated the vital role of community media in the African context and its values in terms of bringing development for the wider public as well as the empowerment of woman which are unprivileged in many ways. At the first session of the training, radio program planning was discussed. The discussion also included a practical exercise how radio programs and news are planned. Hypothetical problems were used from which a radio program and news was planned.

Advanced interview techniques were also discussed in the second session of the training. This was also supported by a practical interview in which half of the trainees acted as journalists and the rest as interviewee and the reverse. Here data collection and analysis as well as research were also briefly discussed.

Audio edition is the main component of the training taking the lion’s share of the training. This was also a session in which trainers better acquaint themselves with digital editing (Adobe Edition).

Advanced writing skills, the other issue addressed during the training is believed to further boost their journalistic skill especially in “writing for the ear”.

On the last session of the training, the workshop deliberated on media ethics and finally outlined a draft Sude community Radio code of conduct to be endorsed by the Board of the Station

Banner bearing the insignia of UNESCO and PFMA has been posted at the training hall as well as in all visibility activities.

## **RESULTS**

The trainee broadcasters have appreciated the initiative of the Peace, Family and Media Association and UNESCO as well as the support of IPDC to strengthening the radio station towards to deliver the issues broadcasts in the station with high quality skill of journalism. Indeed we improved from the time to time through the training offered for the 2<sup>nd</sup> time in the support of UNESCO, so as the training can shade the light in the areas which it can make a difference in the society that are in the process of developing diverse opinion in the issues affecting their life.

The trainees also stressed that, the remaining refresher course can be the best tools which Sude Community Radio Station to fill in its shortage of skill man power. The current main problem of the station is absence of internet access and equipment used to make the station efficient in its service delivery. In this regard establishing multi-media centers within the station can be function in effective way. The trainees also added that such kind of equipment can generate income and bringing change in the society, therefore UNESCO could take the station

## **CONCLUSION**

Sude community radio trainees are did get digital editing skill for the first time and practicing during the training and at the final date of the five day training all trainees able to produce and broadcast the program they produced in the city of Adama with the skills of Adobe Audition.

The training can create the opportunity for the station in order to begin programs to broadcast by using Adobe Audition Software which can add the quality of the programs

Finally, the trainees reflecting their passion regards to readiness to produce stories based on the skills developed during the training and make it finalize in order to present and deliver during the refresher course taking place after a month. They have also requested PFMA to mobilize resource in order to facilitate exchange program with the community radio stations broadcasters who are functions across Africa towards to get their experience and replicating here in Ethiopia. This midterm review does not include the remaining activities of the project which are the following, to be implemented in 2012:

- Follow up/ refresher course
- Production/Broadcast monthly radio programme
- Compilation/Production of manuals for future training
- publication of articles in PFMA Newsletter.
- Monitoring and Evaluation
- Submission of implementation report.



# PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

## REGIONAL PROJECT

**MEDIA LAW REFORM CAMPAIGN IN EASTER AFRICA**  
**BUDGET CODE: 354RAF5001**  
**US\$ 28 600**

### **TYPE OF PROJECT**

To develop a network of media practitioners campaigning for media law reform in Eastern Africa. Conduct a 3-day seminar for 25 journalists and press freedom activists from Eastern Africa in order to create and implement a Programme of Action for the campaign for medial law reform

### **IMPLEMENTATION**

The training is scheduled to late January 2012. The Office has received only the list of participants and the CVs of the Resource Person

### **RESULTS**

Too early to report on the results. Activities will be implemented in 2012 According to the work plan the final report is scheduled to be received in December 2012

## PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

### NATIONAL PROJECT

**BURKINA FASO: BUILDING CAPACITY IN THE COMMUNICATION AND JOURNALISM DEPARTMENT OF THE UNIVERSITY OF OUAGADOUGOU**  
**BUDGET CODE: 354 BKF 5081**  
**US\$ 15 000**

### NATURE OF THE PROJECT

Within the framework of the study to evaluate existing journalism training institutions in Africa and to formulate a strategy for developing excellence in these institutions with a view to providing high-quality training, the Communication and Journalism Department of the University of Ouagadougou was selected as a potential Centre of Reference in journalism training in Africa. In this regard, the Head of the Department was invited by UNESCO to take part in the consultation meeting on capacity building for potential Centres of Excellence in journalism training in Africa, held from 16-18 March 2008, in Grahamstown, South Africa. Following this meeting, the Communication and Journalism Department submitted to IPDC this project aimed at building the Department's capacities.

### IMPLEMENTATION

The implementation of the project was focused on the purchase of equipment and the training of teaching staff on UNESCO's Model Curricula for Journalism Education.

### RESULTS

- Purchased equipment: 1 desktop computer for audiovisual editing and 1 digital photocopying machine (photocopying machine/printer/scanner) for the publication of the School's Journal
- Draft curricula elaborated by national consultants, taking into account the standards developed by UNESCO and the requirements of the Bachelor's-Master's-PHD system (LMD in French. As of the 2010-2011 academic year, the University of Ouagadougou has switched to the LMD system)
- Curricula validated during a training workshop for teaching staff organized from 21 to 23 April 2010
- Syllabus elaborated by teaching staff and to be made available to students specializing in written press and radio.

### CONCLUSION

All of the elements of the project have been carried out. The different teaching programmes of the Department are ready, have been validated and are being applied at L1 level (1<sup>st</sup> year of Bachelor degree) since January 2011.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## PROJET NATIONAL

**BURKINA FASO: DEVELOPMENT OF NATIONAL LANGUAGE NEWSPAPERS**  
**BUDGET CODE: 354BRF 5091**  
**US\$ 16 000**

### NATURE OF THE PROJECT

Contributing to the national policy promoting literacy among adults in the national languages of Burkina Faso, several newspaper titles have been launched in national languages. The Association of Editors and Publishers of Newspapers in National Languages (AEPJLN), created in 1993, brings together 17 newspapers regularly published in 17 national languages. Due to high production/editing costs and low purchasing power of their readership, newspapers face important difficulties in being published and distributed; hence this project addressed to the IPDC in support of newspapers in national languages.

### IMPLEMENTATION

La mise en œuvre du projet a été centrée sur l'acquisition d'équipements, la formation à l'édition des journaux des éditeurs/responsables et rédacteurs de journaux en langues nationales et l'édition d'un journal de dimension nationale dans les trois principales langues nationales du Burkina Faso (mooré, jula, fulfuldé).

### RÉSULTATS

- Des équipements PAO ont été acquis ; il s'agit de : 1 ordinateur, 1 imprimante couleur po script, 1 scanner, 1 onduleur, 2 appareils photos, 3 enregistreurs
- Des logiciels de PAO (avec des caractères spécifiques des langues nationales) et de traitement des photos ont été achetés et installés
- Vingt (20) journalistes et rédacteurs de journaux en langues nationales ont été formés sur les techniques de collecte et de traitement des informations du 27 septembre au 1<sup>er</sup> octobre 2010
- Quatre (4) numéros du journal trimestriel, ont été produits en 1000 exemplaires et en 3 langues (moore, jula, fulufuldé)

### CONCLUSION:

Le projet a été entièrement exécuté sans difficulté particulière. Le rapport final est parvenu en novembre 2011. La diffusion des journaux a permis de renforcer les acquis des alphabétisés, elle a permis à 1000 lecteurs par numéro de s'informer tous les trois mois.

**BURKINA FASO:  
FORMATION DES ENSEIGNANTS DU DÉPARTEMENT COMMUNICATION ET  
JOURNALISME DE L'UNIVERSITÉ DE OUAGADOUGOU,  
BUDGET CODE 354BKF5001  
US\$ 18 150**

**NATURE DU PROJET**

Le projet porte sur le renforcement des capacités des enseignants du Département Communication et Journalisme de l'Université de Ouagadougou, retenu par l'UNESCO comme Centre potentiel de référence en matière de formation des journalistes africains.

**MISE EN ŒUVRE**

La mise en œuvre a été centrée sur l'organisation de voyages d'études au profit de :

- 2 enseignants au Canada (UQAM et UQAT) ;
- 2 enseignants en France (Paris 2 et Grenoble 3).

**RÉSULTATS**

- 2 enseignants ont échangé leurs expériences avec leurs collègues du Canada sur le thème « relations publiques, relations de presse et marketing » et « TIC appliquées au journalisme »;
- 2 enseignants ont échangé leurs expériences avec leurs collègues de la France sur l'enseignement de la radio et la presse écrite.

**CONCLUSION:**

Le projet a été entièrement exécuté

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

**GUINEA: DIGITIZATION OF THE *RADIO TÉLÉVISION GUINÉENNE'S* (RTG) AUDIOVISUAL ARCHIVES AND TRAINING IN THEIR MANAGEMENT AND USE**  
**BUDGET CODE: 354 GUI 5081**  
**US\$ 23 000**

### NATURE OF THE PROJECT

The RTG currently holds more than 30,000 hours of images and sound in its archives. Practically all of the documents are recorded on analogue media, and therefore inaccessible using modern production techniques, for the most part based on digital technology. The urgent need to convert the audiovisual archives from analogue to digital form was the focus of the project submitted to the IPDC, which aimed to create an appropriate system for saving and managing the archives of RTG through the use of ICTs by journalists.

### IMPLEMENTATION

Implementing the project entailed building human and technical capacity within the RTG through: the acquisition of digitization equipment, training technicians in archive digitization, training producers/directors in the use of archive content.

### RESULTS

- Computer equipment purchased and installed;
- Media-player equipment purchased and installed;
- 20 digitizers trained in audiovisual document acquisition, labelling, analysis and indexation.

### CONCLUSION

The implementation of the project was severely disrupted by the socio-political environment in the country. The frequent changes at the head of the RTG and the climate of political instability did not allow the training for journalists on the use of digital archives to take place.

## PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

### PROJET NATIONAL

**MALI: RADIO BROADCASTS ON PARLIAMENTARY ACTIVITIES OF MALI**  
**BUDGET CODE: 354 MAL 5091**  
**US\$ 18 000**

#### **NATURE OF THE PROJECT**

Among the 18 FM radio stations of the Malian capital, none is dedicated to parliamentary activities. The public radio does not retransmit all parliamentary activities live, which sometimes leads to lack of knowledge on or even misinformation about the current issues at stake in the country. This IPDC-supported project seeks to support Radio Tabalé (free radio established in the capital by the Malian Association for the defense of audiovisual freedoms (Association malienne pour la défense des libertés audiovisuelles) to enable it to produce broadcasts live from the National Assembly.

#### **IMPLEMENTATION**

The activities foreseen by this project involve the acquisition and installation of digital audio broadcasting equipment, the training of radio journalists, and the live broadcast of parliamentary sessions.

#### **RESULTS**

- digital audio broadcasting equipment purchased and installed in July 2010: Production studio, computers and input/output device, reporting equipment
- 4 journalists including 2 women, trained during 1 month in August 2010 :
  - on the process and functioning of the Parliament and its activities
  - on digital audio recording and broadcasting
- The opening session of 4 October 2010 and the plenary session of 2 December 2010 were broadcast live.

#### **CONCLUSION**

The project will continue until July 2011 and no particular problems have been faced in its execution. A mid-term report with CDs of the broadcast debates has been provided.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## PROJET NATIONAL

### **MALI**

### **CREATION DE LA RADIO COMMUNAUTAIRE BRICO**

**BUDGET CODE: 354MLI5001**

**US\$ 20 000**

### **NATURE DU PROJET**

Le projet qu'appuie le PIDC, vise à désenclaver la commune rurale de Sirakoro, située à 200 km de Bamako, la capitale, dans la partie Sud-ouest de la région de Kayes, frontalière du Sénégal, par la création d'une radio de proximité (Radio Brico) sur l'un des sites du patrimoine culturel et touristique du Mali.

### **MISE EN ŒUVRE**

Les activités prévues par le projet consistent à :

- acquérir les équipements et installer une station de radio communautaire ;
- former les ressources humaines locales devant assurer le fonctionnement de la radio ;
- informer les populations sur le développement durable et la sauvegarde du patrimoine culturel et touristique.

### **RESULTATS**

- équipements acquis et installés : matériels haute fréquence (pylône, dipôle...), matériels basse fréquence : (émetteur de 30 w, ampli de 300 w, récepteur FM, panneaux solaires), équipement de studio (console de mixage, matériel d'enregistrement, microphones etc.) ordinateurs, disque dur externe ... ;
- 11 agents formés dont 9 hommes et 2 femmes à la technique d'animation radio et à la gestion de la technique ;
- Depuis le 30 août 2011, la radio émet tous les jours de 7 à 22 heures avec une pause de 3 heures de temps, entre 14 et 17 heures.

### **CONCLUSION**

Le projet se poursuit jusqu'au 31 juillet 2012 sans difficultés particulières liées à son exécution. Une cérémonie d'ouverture officielle de la radio est prévue en février 2012.

# PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

## NATIONAL PROJECT

### **NIGER: DEVELOPMENT OF "RADIO FAHAM"**

**BUDGET CODE: 354 NER 5091**

**US\$ 20 000**

### **NATURE OF THE PROJECT**

Radio Faham (FAHAM' means « to understand » in the Djerma language) is a pilot experience, designed to serve as an instrument for populations to express themselves freely and participate in the management of their community in an efficient manner. The aim of this project for which support is being sought from IPDC is to equip Radio Faham and train its staff.

### **IMPLEMENTATION**

The activities planned for this project include:

- purchasing and installing production and reporting equipment
- training the radio's staff
- producing broadcasts

La mise en œuvre du projet connaît un grand retard. D'abord au démarrage à cause de la suspension de la première fréquence attribuée à la radio. Les nouvelles autorités de la Transition ont mis en place un Observatoire national de la Communication (ONC) qui a procédé en octobre 2010 à l'attribution d'une nouvelle fréquence (103 MHz) à Faham. Ceci a permis la signature du contrat pour l'exécution du projet qui a pu enfin démarrer ses activités. Mais, en l'absence d'avancée significative dans les activités, et après plusieurs relances infructueuses, une lettre a été envoyée au Ministre de la Communication du Niger pour demander son implication afin que le projet puisse être entièrement réalisé.

### **RESULTATS**

- Seul le processus d'achat du matériel de production et de reportage est toujours en cours.

### **CONCLUSION :**

Il faut espérer que l'implication des plus hautes autorités du pays puisse faire avancer le dossier. En attendant, la prolongation du projet a été demandée.



## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**GAMBIA: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE**

**BUDGET CODE: 354 GAM 5081**

**US\$ 25 000**

#### **TYPE OF PROJECT**

This project submitted by the (NAFGUC) National Federation of Gambia UNESCO Clubs and Centres and the Gambian NATCOM was designed to create a Community Multimedia Centre to offer an avenue to rural communities to specifically discuss and address issues of concern to them. It would also empower the women and youth by providing an effective communication channel at their disposal, which would help them to mainstream their activities and concern within their communities related to poverty alleviation, gender, health, education, youth and government. Furthermore, access to Internet will enrich their radio programmes as valuable information could be downloaded from the Internet and broadcast in the local languages of their community radio stations.

#### **IMPLEMENTATION**

The contract between UNESCO and the NAFGUC regarding the financing of this project was made through the NATCOM and was signed in September 2009 and amended in November 2009. Some equipment were bought via BREDA, and delivered in 2010. Several training workshops were conducted and evaluated after the equipment reception.

#### **CONCLUSION**

The project is operationally terminated.

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**GUINEA BISSAU: COMMUNITY RADIO AND MULTIMEDIA CENTRE**  
**“CAMECONDE / QUITAFENE”**  
**BUDGET CODE: 354 GBS 5091**  
**US\$ 27 000**

#### **TYPE OF PROJECT**

Project submitted by «Association des Paysans pour la promotion Agricole et la Protection Environnementale » through UNESCO NATCOM to provide training to local journalists, producers and volunteers in the Tombali region. Since its independence in 1973, Guinea-Bissau has had problems in preventing rural exodus, deforestation, pollution etc., and the Tombali region has suffered from this social and environmental plagues. Tombali ranks amongst the poorest regions in Guinea-Bissau and in West Africa. In addition, Tombali is concerned with a high illiteracy rate due to poor school conditions and a low degree of motivation of parents, teachers and students.

Cameconde / Quitafene Radio intends to produce programmes with an emphasis on local, national and regional environment issues and concerns with the goal of improving social conditions and the quality of people's lives. As some pilot programmes have shown, community radio has become an essential element for community development

#### **IMPLEMENTATION**

It was agreed that the project will be implemented through the UNESCO NATCOM, but unfortunately the Secretary General of the NATCOM who was in contact with population and perfectly aware of the project died. The implementation has been postponed to 2012.

#### **CONCLUSION**

A community radio such as Cameconde / Quitafene Radio will undoubtedly empower people across Tombali's region, giving them the necessary tool to voice their opinions and discuss matters of vital interests to their communities, such as environment. Radio Cameconde / Quitafene will strengthen the need for diversity, democracy and freedom of expression.

This project is expected to be terminated in 2012

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**LIBERIA: COMPUTER LITERACY AND INTERNET JOURNALISM TRAINING FOR LIBERIAN JOURNALISTS**  
**BUDGET CODE: 354 LIR 5091**  
**US\$ 20 000**

#### TYPE OF PROJECT

The project was submitted by Centre for Media Studies and Peace Building (CEMESP). CEMESP intended to conduct a 6-month computer literacy and Internet journalism training programme for women journalists. For that purpose, they organised a total of 30 women journalists from various media institutions. The project was designed to provide the requisite work environment and the participants' stipends. The beneficiaries will largely be involved with mastering radio production editing software and the techniques needed for the practice of Internet journalism. The final phase of the training will concentrate on Internet journalism, i.e. blogging. The project will also establish a monitoring and tracking mechanism to determine the impact of the training on the beneficiaries. The six-month training exercise will be climaxed by a certification programme by CEMESP.

#### IMPLEMENTATION

UNESCO BRENDA signed a contract with CEMESP for the implementation phase. CEMESP conducted a 6-month computer literacy and Internet journalism training programme for women journalists. The project will train a total of 30 women journalists from various media institutions.

#### RESULTS

- 30 Women journalists have acquired the requisite knowledge of basic computer software necessary to enhance their work as journalists;
- 30 Women journalists have endowed with practical skills needed in producing radio programmes using modern digital techniques;
- 30 women journalists have gained skills and knowledge in establishing blogs;
- 30 women women journalists have gained skills in Internet journalism;

#### CONCLUSION

The project has contributed to the creation of a pool of professional Liberian women journalists. most Liberian journalists have little or no exposure to new technologies and trends in the media, leading to poor quality media products and this project has contribute to train 30 women on these issues.

This project is operationally terminated

## PROJECT IMPLEMENTED BY THE DAKAR OFFICE

### NATIONAL PROJECT

**SENEGAL: “BAOBABS FM” YOUTH COMMUNITY RADIO**  
**BUDGET CODE: 354 SEN 5091**  
**US\$ 17 000**

#### **TYPE OF PROJECT**

The project was submitted by Baobabs FM - La Voix de la Cité that intends to be strengthened with a programme including the youth, civil society and local business, as well as local artists. The youth media programme will host students from local high school for 3-month programmes in partnership with their high school and their teachers. The programme will provide an opportunity to strengthen the cultural, vocational and civic intellectual character of the youth of our community, consolidating the potential of the region in a concrete way.

The first community radio in Senegal was licensed in 1996, and the number of stations has grown since then. Senegalese community radios play a very important role and are strongly rooted in the local communities. They have a strong commitment to provision of information, to raising local awareness of social and economic affairs and to encouraging participation in local life.

#### **IMPLEMENTATION**

After the submission of this project, Baobabs FM went through difficult times. Unfortunately, by the time IPDC contribution was made available, the radio was closed. We have not been able to implement this project.

#### **CONCLUSION**

This project will not be implemented since the radio is no longer functioning.

# PROJECT IMPLEMENTED BY THE DAKAR CLUSTER OFFICE

## NATIONAL PROJECT

### **TOGO: CAPACITY BUILDING IN GOOD JOURNALISM PRACTICES FOR MEDIA PROFESSIONALS**

**BUDGET CODE: 354 TOG 5081**

**US\$ 25 000**

#### **TYPE OF PROJECT**

This project submitted by Union *des Journalistes Indépendants du Togo* (UJIT), aims at training local journalists and media professionals, and raising their awareness so that they can play their rightful role in the establishment of democracy in their country. Having identified a set of priority needs (writing techniques, collection and processing of information, good governance, etc.), the UJIT proposes to organize, with IPDC support, training in journalism basics and good governance as it applies to the media. The training will be complemented by the production of programmes and articles by the media organisations involved.

#### **IMPLEMENTATION:**

The contract between UNESCO and UJIT regarding the financing of this project was made in June 2009. A regional seminar on Election coverage was organised in cooperation with West African Journalists Association (WAJA) to contribute the improvement of journalists' level in elections media coverage in WAJA Region, to reflect on the situations of transitions and interruption of the democratic processes and their impacts on the Medias, about media as dialogue conveyor (theme of the 2009 world press celebration day) for understanding and reconciliation in these situations.

Activities included several communications and an enriching exchange of experiences. In the majority, participants particularly insisted on the necessity of a professional and good quality work in any circumstances particularly in elections periods and the need of granting journalists with better working conditions for journalists in order to have better media coverage of elections.

Some great principles stated in the Dakar Declaration adopted during the May 3, 2005 Celebration of World Press Freedom Day were recalled. This declaration called UNESCO member states «to help media to ensure a professional coverage of elections by giving at appropriate time to journalist's complete information and by guaranteeing to political parties an equitable access to media throughout all electoral process ". It also urged media and professional organisations "to commit themselves to achieve an objective and professional work and to establish mechanisms to promote a professional journalism; to take part into journalists training sessions in order to reinforce professional and deontological standards; to ensure the transparency with regard to property; to promote media companies economic and to support journalists independence in improving their working conditions and in remunerating them correctly "; the document also insisted on journalists' training namely in terms of security, with in particular training in security and the granting of a risk insurance to journalists.

It had been requested from UNESCO "to use the above mentioned declaration as reference document for its activities» in the field of media. Thus, its main issues were largely discussed during the meeting of Kpalimé.

This regional workshop was immediately followed by a national workshop for Togolese journalists mainly on the coverage of the coming presidential elections. A manual on elections coverage in West Africa was developed and distributed among journalists in Togo and in the West Africa region.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

### **COMOROS: CAPACITY BUILDING OF COMORIAN PRESS IN MODERN NEWS GATHERING AND PRODUCTION METHODS**

**BUDGET CODE: 354 COI 5091**

**USS 20 000**

#### **TYPE OF PROJECT**

This project was originally intended to benefit a total of 23 Journalists from five newspaper houses in the Comoros. The journalists were trained in ethical reporting, modern news gathering approaches, and the practice of modern production equipment. Through the project basic equipment including 7 desktop computers with licenced desktop publishing applications, five digital cameras to support hands on training experience were purchased. This project will improve the participation of the Comorian population in the economic and political dialogue through the print media. It is expected that improving the professional skills and capabilities of the media workers will encourage national reconciliation, better information-sharing and make the best use of the media in fostering economic prosperity in a country that is in the post conflict situation.

#### **IMPLEMENTATION**

The project's implementation strategy will involve the execution of the below mentioned activities:

- Identification and recruitment of a facilitator, preferably an international facilitator who will bring in new ideas
- Acquisition and installation of the required equipment
- 7-day training in the use of modern equipment for improvement in text processing, investigation techniques, analysis methods and objective reporting. Monitoring and reporting.

#### **RESULTS**

- The office of the UN resident Coordinator in the Comoros integrated the project activities in the United Nations Communications Group (UNCG) Comoros work plan for 2011, therefore supporting UNESCO's contribution to One UN interventions in the Comoros. The project is perceived to contribute to the achievement of the outcomes of the the États Généraux de la Presse, that were held in July 2009.
- 30 Journalists from the print media in the Comoros attended training from 01 to 03 June 2011. While there Gender balance in the participants, the majority of the facilitators were men. This represents the structure of the Media in the Comoros where the Most senior positions are held by men.
- Seven personal computers and five digital cameras were purchased for use during the training and were later distributed to Alwatwan, La Gazete, Archipelago, La tribune and La Citoyen.

#### **CONCLUSION**

THE PROJECT SHOULD PROCEED TO WIND UP OFFICIALLY. THE PROJECT HAS CONTRIBUTED TO THE CAPACITY DEVELOPMENT OF JOURNALISTS IN THE COMOROS TAKING INTO CONSIDERATION THAT THE PROFESSIONAL CAPACITY OF JOURNALISTS IN THE COMOROS IS KEY IN MAINTAINING THE CURRENT FRAGILE PEACE IN THIS SMALL ISLAND DEVELOPMENT STATE WHERE MOST OF THE PRINT MEDIA HOUSES PUBLISH IRREGULARLY DUE TO LACK OF FACILITIES, AND WHERE ALWATWAN, THE BIGGEST PRINT MEDIA, PUBLISHES ONLY 4,000 COPIES DAILY.

## PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

### NATIONAL PROJECT

#### **MADAGASCAR: SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO**

**BUDGET CODE: 354 MAG 5091**

**US\$ 30 000**

#### **TYPE OF PROJECT**

The Malagasy media suffers from a lack of specialist professionals coupled with insufficient national coverage. Currently, skills are acquired either on the job, or through more or less informal ad hoc courses, delivered by development partners. Insufficient knowledge of the basic principles of the profession among media professionals is therefore a major problem. Additionally, the proposed reforms in the higher-education system provides for the implementation, in the near future, of the LMD (Licence, Masters, Doctorate) system. Thus, new knowledge and skills will have to be acquired in the development of training curricula, course organisation as well as training equipment and materials. This project which is implemented by the School of Communication at Antananarivo University seeks to address the following issues:

First is the lack of course-design specialists for the development of learning / teaching programmes, second is insufficient training among trainers charged with raising the level of training and also the lack of equipment required for practical work. The project is being implemented by the Journalism Department of Antananarivo University which was established in 1995, with the support of media professionals. The School is one of the potential centres of reference in journalism training in Africa.

#### **IMPLEMENTATION**

The project implementation involves the following activities:

- Drafting of the trainee selection criteria
- Selection and recruitment of candidates and trainers
- Purchase and installation of equipment
- Elaboration of the training curriculum
- Delivering of the Training of Trainers

#### **RESULTS**

A stakeholders meeting was conducted on 7<sup>th</sup> December 2010 and criteria for the selection of trainees for the programme was adopted. Equipment selections have been conducted and orders have been placed, awaiting delivery. Selection of consultants to be is in progress, in the view of the recently adjusted programme adopted during the December 2010 meeting. The elaboration of the training curriculum will commence after the completion of the selection of consultants. The Project has experienced delays due to the strikes at the University.

#### **CONCLUSION**

THE HUMAN RESOURCE DEVELOPMENT AT ANTANANARIVO UNIVERSITY IS BEING DELIVERED AT AN APPROPRIATE AND TIMELY MOMENT DUE TO THE CURRENT POLITICAL STALEMATE IN MADAGASCAR, COUPLED WITH THE REPORTED LACK OF PROFESSIONAL ETHICS, AND THE CONCENTRATION OF THE MEDIA. THE ROLE OF ETHICAL MEDIA IN THE MANAGEMENT OF CONFLICT IN MADAGASCAR CAN NEVER BE UNDER ESTIMATED.

## PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

### NATIONAL PROJECT

**SEYCHELLES: BUILDING THE INSTITUTIONAL CAPACITY OF SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER MEDIA TRAINING IN SEYCHELLES.**  
**BUDGET CODE: 354 SEY 5081**  
**US\$ 32 000**

#### TYPE OF PROJECT

Before this project started, it was estimated that over 70% of print media journalists in Seychelles lacked basic journalism skills. This figure represents an average of approximately 20 journalists in a country with a population of 85,000 people. The lack of locally available journalism training meant that skilled journalists are not readily available locally. The high labour turnover of the few journalists who are in high demand to take over PR jobs in the Government and private sectors also compounds the problems.

All the above challenges resulted to acute shortage of professionally trained journalists in the private sector media. The impact of the shortage can be felt in the quality of reporting in the print media and the many lawsuits related to the media. This project was initiated to build the capacity of the Seychelles Institute of Management to offer a certificate course in journalism and a diploma in journalism in future using the UNESCO's Model Curricula for Journalism Education for Developing Countries and Emerging Democracies.

#### IMPLEMENTATION

This project sought to achieve the above mentioned objectives through the following activities:

- Institutionalisation of a fully developed certificate course in journalism at the Seychelles Institute of Management for the Institute to continue offering media training.
  - a. Four trainers from SIM to be trained on training journalists.
  - b. Purchase of equipment that will be used in delivering journalism training at SIM
- Realization of a long term partnership with the training department at the Seychelles Broadcasting Corporation (SBC) to provide training support to SIM trainers.
- Training of at least twenty print media journalists from nine print media houses in Seychelles.

#### RESULTS

- A certificate course on journalism was developed with the support of the School of Communication of the University of Mauritius. The University of Mauritius was also supported by IPDC in 2008. This demonstrated the impact of IPDC capacity Building Projects.
- An MoU between the Seychelles Institute of management and the Training department of the Seychelles Broadcasting Corporation was signed for the latter to continue providing technical support to SIM.
  - Four locally recruited trainers who will be used by the Seychelles Institute of management to deliver training were trained with the support of the school of Communication of the University of Mauritius.
- Equipment consisting of 5 Computers with desktop publishing capabilities, 10 digital recording devices and 2 professional cameras, A3 colour printer, scanner, and QuarkXPress software has been purchased. Text books needed for the delivery of the courses have also been purchased



- Training at a total of 120 contact hours of the first batch of 14 journalists was delivered and the first graduates graduated in in December 2011. This project has achieved all its objectives and should be formally be closed.

## **CONCLUSION**

OFFICIAL CLOSING OF THIS PROJECT SHOULD PROCEED AFTER ACHIEVING ITS OBJECTIVES. THE PROJECT HAS BUILT THE CAPACITY OF THE SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER JOURNALISM TRAINING WHICH WAS NOT AVAILABLE LOCALLY. WITH THE TRAINING AVAILABLE IN COUNTRY, THE COUNTRY IS NOW SAVING FOREIGN CURRENCY WHICH WAS IN THE PAST BEING SPENT BY SENDING JOURNALISTS ABROAD FOR TRAINING. BUT ABOVE ALL THE PROJECT CONTRIBUTES TO ETHICAL AND PROFESSIONAL REPORTING IN SEYCHELLES AND IN MEETING THE STRATEGY 2017 OBJECTIVES AIMED AT PROMOTING TRAINING IN SERVICE SKILLS TO MEET HUMAN RESOURCES REQUIREMENTS OF THE KNOWLEDGE ECONOMY.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

### **TANZANIA: CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY**

**BUDGET CODE: 354 URT 5081**

**US\$ 35 000**

#### **TYPE OF PROJECT**

This project seeks to build the Capacity of Saint Augustine University of Tanzania (SAUT), in training approximately 400 journalism students on television production between 2009 and 2010. The training includes knowledge on writing scripts, editing programs, camera and microphone techniques, lighting techniques and TV presentations techniques.

SAUT University, located in the city of Mwanza on the shores of lake Victoria is located near the countries of Rwanda, Burundi, Kenya and Uganda, and therefore enjoys a strategic advantage of enrolling students from these countries. This project will therefore not only benefit Tanzanian students, but also students from countries listed above.

Prior to the onset of this project, Television production training at the University was not supported by practical sessions due to the lack of necessary equipment which is now available through the project.

#### **IMPLEMENTATION**

The project implementation involves the purchase of equipment followed with the review of SAUTS programme and curriculum using the UNESCO Model Journalism Curriculum. As of December 2010, 470 from certificate level up to postgraduate levels have used the IPDC supported project for television production training. The equipment and software required to develop television production training has been purchased. A competent lecturer and permanent staff have been hired to train students in video, TV production and managing the studio.

#### **RESULTS**

- Each year approximately 250 students are use the TV production facility to undertake hands-on training in television production training from BA in Mass Communication program (majoring in TV/Radio Broadcasting) and from Certificate in Journalism and Media Studies Program. Training delivered is in TV anchoring and presentation techniques; programming news bulletins, features, magazines, panel discussions, documentaries and soaps; camera and microphone techniques; lighting techniques and TV editing; scripting; interviewing; reporting live and recorded transmissions.
- Renovations for television production studio completed
- Staff to manage the television production training sourced
- Saint Augustine's capacity in delivering television production training has been improved due to the availability of an equipped television production studio and necessary staff.

## **CONCLUSION**

THE PROJECT SHOULD PROCEED TO OFFICIALLY WIND UP, DESPITE CHALLENGES IN GETTING THE FINAL REPORT DUE TO STAFF CHANGES AT THE UNIVERSITY.

IMPACT OF THE PROJECT CAN BE FELT THROUGH THE RECRUITMENT OF GRADUATES BY MAINSTREAM MEDIA ORGANISATIONS. FOR INSTANCE 3 SAUT STUDENTS JOINED IPP MEDIA GROUP OF COMPANIES, WHICH IS ONE OF THE REGIONAL MEDIA HOUSES IN EAST AFRICA, AND FOUR OTHER STUDENTS HAVE JOINED STAR MEDIA.

DEMAND FOR TELEVISION PRODUCTION TRAINING HAS ALSO SOARED. THE GROWING DEMAND BRINGS CHALLENGES TO THE LIMITED RESOURCES AVAILABLE WHICH MIGHT LEAD TO TRAINING THROUGH GROUP DEMONSTRATIONS INSTEAD OF HANDS ON AND INDIVIDUAL PRACTICAL TRAINING.

DESPITE THE ABOVE MENTIONED ACHIEVEMENTS AND CHALLENGES, THE PROJECT IS CONTRIBUTING TO DEVELOPING THE CAPACITY OF PRE-SERVICE JOURNALISM STUDENTS IN DIGITAL PRODUCTION SKILLS AT A TIME WHEN TELEVISION BROADCASTING IS MIGRATING FROM ANALOGUE TO DIGITAL BROADCASTING.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: PEMBA PRESS CLUB CAPACITY BUILDING PROJECT**  
**BUDGET CODE: 354 URT 5082**  
**US\$ 30 000**

### TYPE OF PROJECT

This project sought to develop the capacity of 47 Pemba Press Club members on investigative journalism and modern programme production skills. The project also sought to alleviate the problem of lack of modern news gathering equipment in Pemba island by equipping Pemba Press Club with modern news gathering equipment which the Press club members will be able to collectively use in their day to day work. Through the project equipment such as Professional Video Camera, Professional Still Photo Cameras, C-Band Satellite Television equipment, LCD Projector, Computers and voice recorders were purchased. This project was implemented in the small island of Pemba, North of Zanzibar Island in the eastern side of the African continent, Pemba Press Club is a journalist non –governmental and not for profit Organization of 64 members (as of January 2011) established in 2002 and legally registered under the Zanzibar Society Act Number 6 of 1995. The Press Club brings together journalists from all backgrounds regardless of their political backgrounds. The members include journalists working from state owned mass media, the Community radio in Pemba, which until two years ago was the only community radio in Zanzibar islands, independent media and freelancers. Pemba Press Club has in been very instrumental in maintaining the fragile peace in the islands due to the nature of the constituent of its members who come from all categories of media and with membership from all political parties.

### IMPLEMENTATION

The project has been implemented through the following activities:

- 60 members of Pemba Press Club were trained in investigative skills, and modern programs production with a focus on gender sensitive reporting.
- The Press club has been equipped with modern working tools, such as Voice recorders, Computers, Cameras, LCDs Projector, and connectivity to the internet and satellite television.

### RESULTS

Ten days training was conducted from 23 August to 1st September 2010. Five days used for Investigative Journalism and five days for Modern production training; A total of 60 journalists attended the training which was delivered by external facilitators hired from the Media Council of Tanzania (MCT) Zanzibar office and from the Zanzibar Mass Media College. All the required equipment has been purchased and is in use by being hired by the members of Pemba Press club at affordable costs.

### CONCLUSION

THE PROJECT WAS SUCCESSFULLY IMPLEMENTED AND SHOULD OFFICIALLY BE WINDED UP. ALL THE PROJECT OBJECTIVES HAVE BEEN MET. IT IS VERY EVIDENT THAT THE PROJECT HAS SUCCESSFULLY RAISED THE CAPACITY OF JOURNALISTS IN THE SMALL ISLAND OF PEMBA BECAUSE SINCE 2010 25 PEMBA PRESS CLUB MEMBERS HAVE SECURED FUNDING THROUGH COMPETITIVE APPLICATIONS FROM THE TANZANIA MEDIA FUND TO CONDUCT INVESTIGATIVE JOURNALISM. THROUGH THE SKILLS GAINED, PEMBA PRESS CLUB MEMBERS HAVE ALSO CONTRIBUTED TO THE SUSTAINABILITY OF THE COMMUNITY RADIO FOR MICHEWENI DISTRICT IN PEMBA ISLAND BY SUPPORTING THE COMMUNITY RADIO THROUGH VARIOUS CAPACITY DEVELOPMENT ACTIVITIES FOR ITS STAFF.

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

### **TANZANIA: CAPACITY BUILDING OF THE NEW COMMUNITY MEDIA NETWORK OF TANZANIA**

**BUDGET CODE: 354 URT 5091**

**US\$ 24 000**

#### **TYPE OF PROJECT**

This project is intended to support the Community Radio professionals in Tanzania to develop a professional network that will bring standardization into the Community Media sector, improve the ethical conduct and act a lobby group for community media in the country. Unfortunately the Community media sector has not developed at the same pace with public and private media, despite the developments in the media, which since the introduction of multiparty politics in Tanzania in 1990s led to the increase in media outlets.

Due to the challenges inherent in Community Media in Tanzania, Community media stakeholders in Tanzania found it necessary to have their own network as a platform to advocate for better operating environment in favour of community media. They came up with the Community Media Network of Tanzania (COMNETA), a very young virtual network, which wasn't registered and lacked organisational capacity.

The Capacity building project for Community Media Network of Tanzania (COMNETA) was therefore deemed essential because COMNETA with its lack of capacity, became the only place where communities and the Media come together and, identify themselves, created dialogue with the Government and other stakeholders; it is the Place where support is guaranteed to all members who may not be able to take action alone when confronted with regulatory challenges; provides a platform for sharing resources etc. Furthermore, COMNETA will provide platform for sharing experience and knowledge. Most of all will help in decision making on matters that concern community radios such as in matters related to policy and legislative changes affecting community media.

#### **IMPLEMENTATION**

To achieve the above mentioned objectives the following were the activities envisaged to be accomplished through the approved project:

- Drafting of the COMNETA Constitution
- Registration of the network and licence
- Capacity building of Community Media network members through two training opportunities
- COMNETA Leadership capacity developed
- Development of Strategic plan and implementation plan.

#### **RESULTS**

A technical and advocacy workshop for community media in Tanzania was held in Micheweni, District in Pemba Island from October 4-8, 2010. The workshop was attended by coordinators from 12 community radio network members and officiated by a high level representation from the government led by the Deputy Chief Minister and Minister of Information and Culture and Sports of the Revolutionary Government of Zanzibar, There was also the participation of the Commission for Science and Technology and National and regional development partners such as Akiba Uhaki based in Kenya - a regional organization providing grants to non-

state organizations in East Africa, and the Tanzania Media Fund (TMF) which provides grants to individual journalists and media houses. As a result of the IPDC-supported workshop, some community radios have started to benefit from TMF grants. Other participating partners include UNDP Comoros who were interested in providing support to setting up similar networks in the Comoros, and UN Joint programme 5 project (on Capacity Building for Zanzibar) representatives from Zanzibar island.

- An advocacy workshop for the Community Media network was held at Zanzibar Beach Rosort Hotel in Zanzibar on May 18, and 19, 2011. During the workshop Challenges facing community media were discussed and documented for further dialogue with the regulator and the Government.
- Four voice recorders and a multimedia projector have been purchased for use by Community Media Members during various Capacity Building activities that are to be organised by the network.
- Registration of the Community Media Network is at the final stages, waiting for the signatures of all Community Media stakeholders as per the requirements. The main challenge has been to get original signatures from all community media practitioners, who are dispersed throughout the country.

## **CONCLUSION**

THE PROJECT IS NOW WINDING UP AFTER ACHIEVING ITS OBJECTIVES. THE PROJECT HAS ADVOCATED FOR COMMUNITY MEDIA NOT ONLY IN TANZANIA, BUT ALSO IN THE COMOROS. THE PROJECT HAS ALSO STIMULATED PARTNERSHIP WITH BOTH LOCAL AND REGIONAL NGO'S WITH COMMUNITY MEDIA SUCH AS THE PARTICIPATION OF AKIBA UHAKI IN THE DVOACACY ACTIVITIES FOR COMNETA, A REGIONAL NGO BASED IN KENYA IN THE DELIVERY TANZANIA BY ADVOCATING ON COMMUNITY MEDIA TO THE TWO GOVERNMENTS IN THE UNITED REPUBLIC OF TANZANIA, THE DEVELOPMENT PARTNERS. THE PROJECT IS ALSO LIKELY TO BE REPLICATED BY THE UN SYSTEM IN THECOMOROS ISLANDS. THE MULTIPLIER EFFECT OF THE PROJECT EVIDENCED BY THE EXTRA SUPPORT FROM AKIBA UHAKI BASED IN KENYA TO THE NETWORK AND THE TANZANIA MEDIA FUND'S SUPPORT TO SOME COMMUNITY MEDIAS AND INDIVIDUAL PRACTITIONERS IS FURTHER TESTIMONY TO THE IMPACT OF THE PROJECT

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: ESTABLISHMENT OF A CMC FOR THE MAASAI PASTORAL COMMUNITIES OF NGORONGORO DISTRICT**  
**PROJECT 354URT5092**  
**US\$ 24 000**

### TYPE OF PROJECT

The project seeks to support 14 pastoralists' villages in Ngorongoro district who have been excluded from the information flow and avenues for self expression. Through this project, a community multimedia centre will be established in efforts to contribute to increasing diversity and plurality of media in Tanzania and enhancing the capacities of pastoralist communities to use media as a platform for building their livelihoods; government-community partnerships and dialogue and for democratic discourse. In this way, the community will have the opportunity to express their democratic values and freedom of speech. The Maasai have co-existed with wildlife for a long time and their lands have contributed highly to the present day national parks like Serengeti and Ngorongoro world heritage sites (and biosphere reserve). As another development objective, the CMC will enhance the participation of the Maasai in the conservation and preservation of these sites and in conservation in general.

### IMPLEMENTATION

- Training for the volunteers who will be operating the CMC will be undertaken
- Acquiring the equipment to furnish the CMC like radio equipment, computers, power installation so that the centre can operate at full capacity
- Installation of the Center equipment and facilities
- Establishing broadcasting partnership with TBC1, BBC, KBC, Radio Tumaini, Adventista. Partnerships on programme exchanges will also be established with other Community Radios and other National partners such as HIV/AIDS, Malaria Social Marketing Companies and National Environmental Management Committee.
- Facilitating training and mobilisation of the community on the use services provided by the CMC
- To conduct campaign to raise community awareness on how to access, use, and participate in the management of the Centre.
- Establishing working relationships with the Community Media Network of Tanzania and Media Council of Tanzania.

### RESULTS

- 300 Watts production and broadcasting equipment has been purchased and delivered on site.
- A brand new premises with space for production room, broadcasting room, staff room for the Community Radio, funded by OXFAM has been built.
- A separate small hut located a few hundred metres away from the Community Radio has been secured for the development of a community multimedia centre.
- In collaboration with UN Women, and within the framework of the voters education programme for Tanzania, 200 Solar and crank-winding powered FM radio sets have been distributed to 200 families that do not own radio sets in preparation for the opening up of the radio.

- An MoU between IrkiRamat Foundation, (the Maasai pastoralists NGO that is implementing this project) and Airtel Telecommunications has been signed for the latter to support the Community Radio in hosting the transmitter on the GSM cell-tower, provision of Mobile Baking and other ecommerce solution services at cost prices provision of internet connectivity to the Multimedia Centre as well as collaboration in exploring ways of harnessing mobile technologies for the development of Maasai Pastoralists.
- Intersectoral collaboration between the UNESCO Science and Culture Sectors has been forged for the mainstreaming of Culture for Development and Science and Innovation in the Maasai pastoralists project.
- Eight members of the journalism staff have been recruited as per the business plan submitted to the Tanzania Communications Regulatory Authority.
- Loliondo Community Radio has secured membership to the Community Media Network of Tanzania for which Loliondo Community Radio has been able to benefit by participating in three Capacity Development Opportunities in 2011, for its staff delivered through the Community Media network.

## **CONCLUSION**

THE PROJECT WAS DELAYED DUE TO THE DELAYS IN THE COMMUNITY RADIO PREMISES CONSTRUCTION.

IT IS ENVISAGED THAT THE EQUIPMENT WILL BE INSTALLED IN JANUARY 2012 AND THE HANDING OVER AND LAUNCH OF THE COMMUNITY RADIO WILL BE FINALISED IN APRIL 2012.



# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: ESTABLISHMENT OF COMMUNITY RADIO FOR KAHAMA DISTRICT**  
**PROJECT 354 URT 5001**  
**US\$ 28 600**

### TYPE OF PROJECT

This project seeks to establish a Community Radio for Kahama District in the United Republic of Tanzania. The immediate beneficiary target of the project are the 750,000 residents of Kahama District most of who are farmers and pastoralists who have access to radio. Kahama District has limited access to printed media due to poor infrastructure and illiteracy. There are only 2 radio stations which can be properly listened— a publicly owned RTD and a private one, RFA—with limited receptions on other 2 radios—Clouds FM and Radio One, both privately owned. Only 2 TV channels which are also confined to townships—Shinyanga and Kahama towns, can be viewed without connection to satellite dishes. The immediate objectives of the project are to set up a 300 watts FM radio for Kahama District and support to one week training to six members of staff (one staff being at managerial level) and 5 volunteers of the community radio in organisational management, information gathering, programme production and basic broadcasting skills.

### IMPLEMENTATION

The approved work plan for this project foresees the implementation of the following activities:

- Construction permit sought from the Tanzania Communications Regulatory Authority
- Recruitment of one Managerial staff with media background.
- Refurbishment of studio building and mast
- Procurement of 300 Watts and installation of FM broadcasting and production room equipment
- Recruitment of volunteer staff
- Source a local consultant to deliver training on Community Radio Organisational Management, Information Gathering, and basic journalism training.
- One week Training of staff in organisation management, modern news gathering methods, programme production and basic broadcasting skills.
- Preparation and production of Radio Programmes
- Broadcasting of the educational and developmental radio Programmes
- Establishment of learning resource centre and website.

### RESULTS

An experienced Radio Manager with vast experience from the mainstream media has been recruited. The Construction permit from the Tanzania Communications Regulatory Authority (TCRA) has been secured. Refurbishment of the Community Radio Premises and negotiations with telecommunications companies to host the Radio Transmitter is currently in progress. The Tanzania Communications Regulatory Authority has a new requirement restricting installation of FM transmitters in Community Radio Premises, most of which are located within the built up areas, a requirement which necessitates the sharing of towers with already existing communication providers.

## **CONCLUSION**

THE PROJECT IS ADVANCING AS PLANNED AND AIMING TO ACHIEVE ITS MAIN OBJECTIVE, THAT IS, TO STIMULATE DEVELOPMENT OF KAHAMA DISTRICT BY ENCOURAGING PARTICIPATORY DEVELOPMENT THROUGH RADIO COMMUNICATION. THE PROJECT HAS ALSO BEEN INTEGRATED INTO THE UNITED NATIONS DEVELOPMENT ASSISTANCE PLAN (UNDAP) FOR 2011 TO 2014 AND CONTRIBUTES TO PARALLEL FUNDING THAT UNESCO PROVIDES TO THE PROGRAMME AND HAS SUPPORTED UNESCO TO MOBILISE \$67, 307 FOR COMMUNITY MEDIA DEVELOPMENT ACTIVITIES IN TANANIA..

# PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

## NATIONAL PROJECT

**TANZANIA: TRAINING OF TRAINERS (TOT) ON THE STANDARDISED DIPLOMA LEVEL CURRICULUM FOR JOURNALISM TRAINING IN THE UNITED REPUBLIC OF TANZANIA 354URT5002  
US\$ 38 500**

### **TYPE OF PROJECT**

The primary objective of this IPDC project is to use the UNESCO Model Journalism curricula to improve the quality of training of journalists at tertiary level training institutions in Tanzania through the introduction of an accredited minimum standard curricula. The project also seeks to support a five days training for 15 expert curriculum trainers on application and use of standardized curriculum so that they can continue the high level training in the future.

A total of 125 lecturers from 10 Journalism schools will also be trained for five days on the implementation and use of the standardized journalism curricula in their Institutions so as to acquaint them with the skills to deliver the new diploma level curriculum effectively and efficiently. . The development of training manuals and benchmarks (e.g examination, certification, awards) for standard curriculum training will also developed in collaboration with the National Accreditation Council for Technical Education.

### **IMPLEMENTATION**

- After the successful mobilisation of funds from the One fund in Tanzania in 2011, the delivery of the planned activities have been slightly been reviewed to expand the project. The following are the activities that have been planned for implementation to achieve the desired results.
- Two hundred copies of the accredited Curricula for levels 4, 5 & 6 will be printed in glossy colour, branded with UNESCO IPDC logos.
- Manuals for trainers based on modules for level 4 (9 modules), level 5 (8 modules) and level 6 (8 modules) of competence based curricula will be developed, all appropriately branded in line with UNESCO branding guidelines.
- 2500 copies of training manuals will be distributed to participating Journalism schools and other media stakeholders printed
- Eight Journalism schools in Arusha, Dar es Salaam, Morogoro, Mbeya and Zanzibar's capacity will be developed in delivering journalism training using the new National Accreditation Council of Tanzania (NACTE) approved minimum standard curriculum.
- Four mentoring, technical support and monitoring visits will be conducted in Zanzibar, Morogoro, Arusha and Mbeya and minimum of four visits in for the schools in Dar es Salaam to ascertain the capacity of implementation of new minimum standards curricula.

### **RESULTS**

- Curriculum has been aligned to the National Accreditation Council for Technical Education (NACTE) requirements.
- In early January 2012, and following the realignment of the curriculum to NACTE's requirements for competence based curricula, NACTE officially accredited the Minimum Standards Journalism curriculum.

- Preparations are now underway to print the proposed training manuals and thereafter proceed with the Training of Trainers and other activities as per the agreed deliverables.

## **CONCLUSION**

THE UNESCO MODEL JOURNALISM CURRICULA HAS SUCCESSFULLY BEING ADOPTED TO DEVELOP A MINIMUM STANDARDS CURRICULA IN TANZANIA. THROUGH THIS PROJECT IT IS EXPECTED THAT THE QUALITY OF JOURNALISM TRAINING OF JOURNALISTS IN TANZANIA UP TO DIPLOMA LEVEL WILL BE IMPROVED THROUGH THE STANDARDISED CURRICULA. THE ACCREDITATION OF JOURNALISM SCHOOLS WILL ALSO BE ENHANCED AND EASED DUE TO THE AVAILABILITY OF THE MINIMUM STANDARDS CURRICULA.

# PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

## NATIONAL PROJECT

### **MALAWI: ESTABLISHMENT OF THE USISYA COMMUNITY RADIO**

**BUDGET CODE: 354MLW5091**

**US\$ 20,900**

#### **TYPE OF PROJECT**

The project aims at establishing a fully operational community run radio in Nkhata-Bay USISYA, Malawi, promoting social and development goals, human and political rights and particularly the right to freedom of expression of rural marginalized groups. The community radio will broadcast to the community, developmental programmes on health, HIV/AIDS, agriculture, fisheries and human rights education as well as advocate for local cultures, national citizenship and develop a sense of belonging. The radio will provide essential community information given that Nkhata Bay generally, and Usisya in particular, where the radio station will be located, are in a 'shadow area' to wireless communication and information services. Radio Signals from the Malawi Broadcasting Corporation (MBC) and other radio stations barely reach the District and the citizens have now resorted to Tanzanian Radio stations thus adversely affecting a sense of belonging to the Malawi nation. Moreover broadcast services from Tanzania is of little relevance to people of Nkhata-Bay who are Malawians..

#### **IMPLEMENTATION**

The Malawi Communications Regulatory Authority (MACRA) issued the broadcasting license for this community radio on 16<sup>th</sup> December 2011. This delay in issuing the broadcasting license resulted in the subsequent delay for IPDC to release the project funds. IPDC issued the authorization for the project funds to be released in January 2012 following a request by the Malawi National Commission for UNESCO to have the radio equipment purchased by UNESCO.

#### **RESULTS**

- Following the issuance of the broadcasting license the project termination date has been extended from 31<sup>st</sup> December 2011 to 31<sup>st</sup> December 2012.
- UNESCO is obtaining quotations in preparation for the procurement of the radio equipment

#### **CONCLUSION**

The project is ongoing although behind schedule, but the project period extension will facilitate its implementation during 2012.

# **PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE**

## **NATIONAL PROJECT**

**MALAWI: ESTABLISHMENT OF NSANJE CHIKWAWA COMMUNITY RADIO**  
**BUDGET CODE: 354MLW5092**  
**US\$ 20 900**

### **TYPE OF PROJECT**

The goal of the project is to establish a self-sustaining community run radio station designed to empower the targeted Nsanje and Chikwawa populations in Malawi with flood preventive measures, thus mitigating against the impact of these floods and helping the community re-establish itself when the floods are over. The radio should also cover such issues as EFA, democracy, human rights and HIV/ AIDS. The greatest challenge in the target area is the frequent flooding that has been recorded in the Lower Shire Valley covering Nsanje and Chikwawa Districts. The communities living in these areas have come to realise that in spite of their difficulties, better information could lessen their suffering. With better meteorological services giving accurate and timely information about the weather patterns, the population can better prepare for the coming of rains and hence enabling them to move to higher grounds with their livestock's, move school and medical equipment to safer areas as well.

### **IMPLEMENTATION**

The Malawi Communications Regulatory Authority (MACRA) has still not issued the broadcasting license for this community radio. The delay in issuing the broadcasting license continues to block the IPDC funds for this project, hence implementation has not commenced.

### **RESULTS**

The IPDC Secretariat has authorized the project termination date to be extended from 31<sup>st</sup> December 2011 to 31<sup>st</sup> December 2012.

### **CONCLUSION**

This project is off-schedule and the continuing delay in obtaining the broadcasting license may make implementation difficult to complete even with the extended project period.

## **PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE**

### **NATIONAL PROJECT**

**MALAWI: LAUNCHING OF CAMPAIGNS TO ENACT**  
**BUDGET CODE: 354MLW5001**  
**US\$ 13 200**

#### **TYPE OF PROJECT**

This project contributes to the development of a legal framework in Malawi that will enable the media and the general population to have access to information of public interest held by public and private bodies with the view to enhancing democratic rights. As an immediate objective, the project will strengthen the campaign for the enactment of Access to Information legislation, to study and analyze the obstacles encountered by journalists and the general public when seeking access to government and/or private held information.

#### **IMPLEMENTATION**

The UNESCO contract with the Media Institute of Southern Africa (MISA)-Malawi was established in November 2011. Hence the project implementation has just commenced with the identification of issues relating to challenges facing Malawi in formulating and enacting legislation on access to information.

#### **RESULTS**

- UNESCO has established a contract with MISA-Malawi for the project implementation.
- Identification is underway of issues relating to challenges facing Malawi in formulating and enacting legislation on access to information.

#### **CONCLUSION**

The project implementation is slightly behind schedule, but should be completed during the project period.

# PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

## NATIONAL PROJECT

**ZAMBIA: ESTABLISHMENT OF THE SAMFYA COMMUNITY RADIO**  
**BUDGET CODE: 354 ZAM 5081**  
**US\$ 16 000**

### **TYPE OF PROJECT**

The project seeks to establish a community radio station for the Samfya community in Zambia. Located 700 kilometers from the capital city, Lusaka, Samfya does not have access to newspapers nor the national radio signal. News and information therefore arrive late and often with very little relevance to the local population, which is comprised of subsistence farmers and fishermen. The Samfya community radio station is expected to contribute to a gradual change.

### **IMPLEMENTATION**

The equipment required for the project was delivered and by a South African supplier. The radio was expected to be on the air during the first half of 2010.

### **RESULTS**

- Radio equipment has been purchased and delivered.
- The completion of the project was expected during the first half of 2010 when the radio starts transmission of programmes.

### **CONCLUSION**

Identification of a supplier was time consuming and had a negative impact on the timely implementation of the project.



# **PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE**

## **NATIONAL PROJECT**

### **ZAMBIA: ESTABLISHMENT OF THE KWENJE COMMUNITY RADIO**

**BUDGET CODE: 354ZAM5091**

**US\$: 22 000**

#### **TYPE OF PROJECT**

The project seeks to establish a fully operational community run radio station in Eastern Zambia's Chama District to address issues such as: high illiteracy rates because of the long distances to schools and the very many natural barriers like hills and rivers; the population's vulnerability to malnutrition and other diseases. HIV/AIDS which has resulted in the rapid rise in the population of orphan-children, as well as orphaned-child headed households. Issues of public health, environmental degradation, sanitation coupled with the high prevalence of HIV/AIDS and malaria infections are some of the areas in which the proposed radio will meet the local population's most pressing information needs.

#### **IMPLEMENTATION**

The Zambian Ministry of Information and Broadcasting Services issued the radio broadcasting permit on 23<sup>rd</sup> July 2011. This delay in issuing the broadcasting permit resulted in the subsequent delay for IPDC to release the project funds. The IPDC funds were released in September 2011 and UNESCO started the process of procuring the radio equipment following the request from the Zambia National Commission for UNESCO.

#### **RESULTS**

- Following the issuance of the broadcasting license the project termination has been extended from 31<sup>st</sup> December 2011 to 31<sup>st</sup> December 2012.
- UNESCO is procuring the radio equipment and expects delivery in January 2012 and installation to be complete by March 2012

#### **CONCLUSION**

The project implementation has been delayed by the late issuance of the broadcasting permit; however it is expected to be complete by the end of 2012.

## **PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE**

### **NATIONAL PROJECT**

**ZIMBABWE: ZIMBABWE: CURRICULUM ADAPTATION AND  
CAPACITYBUILDING IN RADIO AND TELEVISION BROADCASTING AT NUST  
(POTENTIAL CENTRE OF REFERENCE)  
BUDGET CODE: 354 UGA 5001  
US\$ 27 500**

#### **TYPE OF PROJECT**

The project seeks to improve the quality of radio and television journalism education at the National University of Science and Technology (NUST), Communication Department, in Zimbabwe by building the capacities of educators and provision of a well-equipped multimedia centre. The project therefore aims at enhancing the broadcast (Radio and Television) training programme, by improving the balance between theory and practice in journalism education and also by adapting specific modules proposed in the UNESCO Model Curricula. It will contribute towards training lecturers in radio and television broadcasting with particular emphasis on the practical aspects such as writing, recording and production for both radio and television broadcasting courses.

#### **IMPLEMENTATION**

The National University of Science and Technology (NUST), Communication Department, requested UNESCO to purchase the equipment needed to establish the teaching multimedia centre. UNESCO has collected quotations and is now in the process of procuring the equipment.

#### **RESULTS**

- Equipment quotations obtained by UNESCO
- Equipment procurement underway

#### **CONCLUSION**

The project implementation is slightly behind schedule; however it should be complete by the end of the project period.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**CONGO (DEMOCRATIC REPUBLIC OF): CREATION OF A COMMUNITY RADIO STATION "FM KAMOLE"**  
**BUDGET CODE: 354 ZAI 5091**  
**US\$ 25 000**

### TYPE OF PROJECT

The project aims at establishing a community radio station in Nyagenzi (South-Kivu) in the Democratic Republic of Congo with the capacity to produce and broadcast, in local languages, content relevant to beneficiary's information needs. The project is promoted by a local NGO named CMCS.

### IMPLEMENTATION

The implementation went through three phases: the renovation of house to host the station; the acquisition, installation and testing of equipments (1 transmitter, 1 exciter, 1 console, 2 professional CD players, 4 microphones, 1 sound limiter, 2 dipoles, 2 computers, and accessories); and the organization of training workshop. The renovation activities were undertaken using NGO funds. The training workshop was organized for 10 participants (journalists and presenters) identified by traditional leaders of 5 villages within Nyagenzi. The training focused mainly on radio production and journalism ethics.

### RESULTS

- FM Kamole radio station is fully functional with appropriate equipments.
- FM Kamole is broadcasting daily, in local languages, from 05am - 10am, 12am to 2pm and 5pm to 9pm to over 200000 inhabitants of Nyagenzi. The radio contents feature Health, Agriculture, Livestock, and Women issues.
- 10 journalists and presenters (representing 5 villages of Nyagenzi) were trained on journalism ethics, radio production and elaboration of communication strategy.
- The radio is managed by a team of 6 persons with 2 being women (the Coordinator and the Editor in chief).

### CONCLUSION

This project is completed. FM Kamole is now aired on 88.9 MHz (FM), a frequency assigned temporary by the South-Kivu's Division of communication and media (a public institution). Once the tests are deemed conclusive, the Division will deliver authorization for a permanent frequency.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**DEMOCRATIC REPUBLIC OF CONGO: RURAL RADIO FOR THE YOUTH AND WOMEN OF BUKAVU**  
**BUDGET CODE: 354ZAI5001**  
**US\$ 26 400**

### TYPE OF PROJECT

The aim of this project is to establish, in Bukavu (DRC), a fully functional community radio station which produces content that addressed women and youth's information needs. The project also seeks to build women and youth skills in radio production and empower them to operate the radio station.

### IMPLEMENTATION

Though this project has started just a few months ago (October 2011), the first interim report submitted by the promoter maintains that information meetings to present project objectives were organized in Bukavu with the participation of women and youth. Through the meetings, participants were encouraged to constitute listeners' groups (or clubs). Out of the 250 participants to information meetings, 38 volunteers were selected and are now training in radio broadcasting techniques. Moreover, a 3 days workshop on the role of radio listener's clubs was organized with 40 participants.

Regarding radio equipments, a supplier was identified and the purchase process is underway.

### RESULTS

- 250 persons were sensitized on the objectives of the radio station and 25% expressed their willingness to join a radio listeners' club.
- 38 Volunteers (women and youth) have been identified from the community and are trained in radio broadcasting techniques;
- The supplier of radio station equipments was selected;
- 40 participants received training on the role and functioning of radio clubs.

### CONCLUSION

All the activities organized until now or underway are definitely paving the road for the remaining interventions such as installation and testing of equipments, management of radio station or production of radio content. By inviting officials such as MP to the information meetings the promoter is contributing to bring upfront women and youth issues (mainly sexual violence, mutilation, etc) in Bukavu.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**EQUATORIAL GUINEA: STRENGTHENING CAPACITY OF RTVGE  
JOURNALISTS AND CAMERAMEN  
BUDGET CODE: 354 EQG 5091  
US\$ 19 000**

### TYPE OF PROJECT

This project aimed at upgrading the skills of RTVGE's (State television of Equatorial Guinea) journalists, producers and cameramen in live broadcasts production through organization of on-site training.

### IMPLEMENTATION

The project started with the identification of participants to training and the selection of trainers. The difficulty to find Spanish-speaking experts locally or in the sub-region leads to more implication of the Ministry of information. The latter negotiated a partnership with Tripulantes TV (Spain) for the provision of trainers. A 10 days training program was then organized at TVGE headquarter in Malabo from 04 to 15 July 2011.

Regarding participation, 6 producers (1 woman), 11 cameramen, 5 camerawomen, and 15 journalists (4 women) took part to the training.

### RESULTS

- Since the organization of the training program, TVGE is now producing many live broadcasts relying only on its own trained staffs.
- Thanks to the Ministry of information implication, Spanish-speaking senior experts were identified to conduct the training.
- A strong partnership has been established between TVGE and Tripulantes TV in the domain of capacity building.

### CONCLUSION

This project is completed. While only 4% of TVGE staffs are trained professionals (i.e. with at least a qualifying degree in media, communication or journalism) the regular organization of skills upgrade activities is important for, among others, the improvement of TVGE content quality.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

### **EQUATORIAL GUINEA: HARMONIZATION OF THE JOURNALISM AND COMMUNICATION TRAINING PROGRAMS WITH UNESCO'S MODEL CURRICULA**

**BUDGET CODE: 354EQG5001**

**US\$ 13 750**

#### **TYPE OF PROJECT**

This project aims at revising and aligning the journalism curriculum actually in use at the Communication Department of *Universidad Nacional de Guinea Ecuatorial* (UNGE) with UNESCO's model curricula for journalism education. The project also seeks to upgrade lecturers' university teaching skills with an emphasis on journalism education.

#### **IMPLEMENTATION**

The project is still at the starting stage due to delay in the designation of the project coordinator by the University. Actually the coordinator is working on the revision of work plan and the budget (to comply with the amount received).

The implementation of the project will go through primarily the contracting of an expert (from Spain) to assist the Department in the harmonization of the journalism curricula with UNESCO's model curricula, and secondarily the organization of a training workshop on university teaching skills applied to journalism education.

#### **RESULTS**

While the official designation of the project coordinator is a step forward, the project results are expected to be effective by the end of 2012.

#### **CONCLUSION**

The project is ongoing.

# PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

## NATIONAL PROJECT

**GABON: LA VOIX DE DIENGA**  
**BUDGET CODE: 354 GAB 5081**  
**US\$ 22 000**

### TYPE OF PROJECT

This project was about supporting the establishment, through provision of equipments, of one operational rural radio station in Dienga village (East of Gabon). It is expected that about 3000 inhabitants of Dienga and its neighboring villages will have access to information produced locally but more importantly, through relay of national radio station, to national news.

### IMPLEMENTATION

After identification of required equipments by the promoter, a pack of radio appliances composed of 1 transmitter/exciter 0-300w, 2 dipoles, 1 console with 12 channels, 3 dynamic microphone's table, 1 professional microphone with stand, 1 rack container of 24U, 2 professional CD & mp3 readers, 1 tuner, 1 digital audio recording kit, etc. and associated accessories were purchased in November 2010.

In July 2011, the equipments were transported from Libreville to Dienga for installation and testing. Actually all the equipments have been installed and the radio station is fully operational. The station started testing but this was halted in December 2011 because of failure that occurred on the electricity network. The station will resume as soon as the electricity issue is addressed.

### RESULTS

- There is now a radio station in Dienga with the technical capacity to produce local content and relay news from the national radio station (RTG1).
- Many villagers are benevolently dedicating part of their time to support the radio station.
- RTG1 (the national radio station) granted technicians to assist the installation process in Dienga.

### CONCLUSION

The project has been delayed due to the time required for local fabrication of the mast. The project is now completed. Its outputs will definitely contribute to reduce the information access gap between rural and urban populations in Gabon.

## PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

### NATIONAL PROJECT

#### **GABON: SUPPORT FOR RADIO CAMPUS (UOB)**

**BUDGET CODE: 354 GAB 5091**

**US\$ 14 000**

#### **TYPE OF PROJECT**

This project is related to supporting the development of a local radio station, Radio Campus, operated by Université Omar Bongo in Libreville. The project aimed at renewing obsolete equipments and reinforcing the capacity of benevolent journalists and technicians in the production of quality and reliable radio content.

#### **IMPLEMENTATION**

The implementation of this project started with the acquisition of equipments required to replace existing and defective ones. Hence, 2 desktop computers with accessories, 1 mixing console, 1 NAS server, 1 digital audio recording kit, and 1 professional microphone were purchased.

A training workshop to benefit journalists and technicians of both Radio Campus (5 participants – wit 2 women) and Radio Emergence (5 participants with 1 woman) were organized from July 13 to 21, 2011 in Libreville within the premises of Université Omar Bongo. The workshop program contained 20 short modules covering radio production, interview, ethics, audio digital editing, troubleshooting and maintenance of equipments, self-censorship, etc. Trainers came from AGP (national news agency) and RTG1 (national radio station).

The presence of Radio Emergence (operated by the Ministry of education) to the workshop is the consequence of positive changes which occurred after the official announcement of IPDC support to Radio Campus. In order to better support media operated by institutions under its administrative supervision the Ministry of education created an office to oversee all educational media. It is the said office, in charge of the organization of the training workshop, which decided to add Radio Emergence participants.

#### **RESULTS**

- Almost all defective equipments of Radio Campus were renewed and the station is now using only digital compatible equipments to produce and store its content.
- 10 participants (5 from Radio Campus and 5 from Radio Emergence) upgraded their skills in the production of radio program and the troubleshooting of equipments.

#### **CONCLUSION**

The project is now completed. The creation of an office to oversee educational media is a plus as it will contribute to address the sustainability issues of educational media in Gabon.



## PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

### NATIONAL PROJECT

#### **GABON: ASSISTANCE WITH THE SETTING UP OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES (UOB)**

**BUDGET CODE: 354GAB5001**

**US\$ 22 000**

#### **TYPE OF PROJECT**

The Department of Information and Communication Sciences of *Université Omar Bongo* was officially established in January 2010. This project seeks to support the development of quality training in journalism within the Department by favoring exchange programs with a potential UNESCO centre of excellence (ESSTIC in Yaounde) and establishment of a resources centre – mainly a library.

#### **IMPLEMENTATION**

This project is still at the starting phase. Nevertheless, budget and plan were revised to comply with available funds. The contract was signed by the parties as well. There are mainly two activities to be carried out in this project. The first is the selection of three visiting lecturers from ESSTIC (Yaounde) and the planning and organization, within the department, of course sessions conducted by the latter. The second activity is the acquisition of educational resources such as books, newspapers, computers, video projectors, furniture and accessories for the setting up of a library.

#### **RESULTS**

With consideration to expected results of this project, the first results will be observed by the end of the first quarter as the course sessions will be organized by that period.

#### **CONCLUSION**

The project is ongoing.

## PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

### NATIONAL PROJECT

**SÃO TOME & PRINCIPE: STRENGTHENING THE EDITORIAL DEPARTMENTS  
OF NATIONAL RADIO (RNSTP)  
BUDGET CODE: 354 STP 5091  
US\$ 24 000**

#### **TYPE OF PROJECT**

For more than a decade now, the media environment is marked, among others, by the trend towards digitization. Such trend is justified by the international impetus to switch-off analogue TV and radio broadcasting systems by June 2015 (cf. Geneva 2006 Agreement). In Sao Tome and Principe, the Government has started with the migration from analogue broadcasting system to digital broadcasting system of the national radio station RNSTP. However, to benefit sufficiently from the migration, RNSTP should not only integrate digital-compatible equipments for its functioning but also train its professionals in the use of such digital equipments. This project will help RNTSP to integrate digital-compatible equipments within the editorial department as well as the training of journalists (use of digital equipments for reporting and digital-audio editing) and technicians (digital document management).

#### **IMPLEMENTATION**

According to the work-plan, the implementation of this project requires the realization of two main activities:

- the acquisition and installation of computers and digital audio reporting kits,
- the organization of training programs for journalists and technicians in digital-audio editing and digital document management respectively.

#### **RESULTS**

RNSTP has selected a vendor and the purchase of computers and digital audio reporting kits is under way. The project implementation started with some delay because of the election organized within the country which ended with change of the government.

#### **CONCLUSION**

The pace of project implementation is now acceptable. RNSTP will, by the end of the project, possess digitalcompatible equipments and have improved the journalists' capacity to support its operations.

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## REGIONAL PROJECT

**CAPACITY BUILDING FOR MEDIA EDUCATORS ON REPORTING  
AGRICULTURAL BIOTECHNOLOGY AND BIOFUELS IN EAST AFRICA  
BUDGET CODE: 354 RAF 5081  
US\$ 26 070**

### TYPE OF PROJECT

The proposed project aims at enhancing capacity of media educators to integrate modern biotechnology and biofuels issues in their curriculum using radio broadcast as a case study. It provides a logical and necessary extension to on-going efforts by various communication actors aimed at improving communication of emerging development issues in the region. It also responds to identified gaps in training of media educators from recent regional consultations on media centers of excellence through the University of Nairobi's School of Journalism and Mass Communication.

This project contributes to effective reporting on modern biotechnology and Biofuels issues through radio broadcast by enhancing the capacity of media trainers on specialized writing/scripting skills from journalism institutions in Ethiopia, Kenya, Tanzania and Uganda. The activities to be carried out include a Two-days pre-workshop retreat for three facilitators (specialists on media, biotechnology and biofuels) to develop training materials; Four days TOT workshop for media educators ; Compilation and production of workshop report ; Compilation of a regional training module on modern biotechnology and biofuels and lastly Post workshop follow-ups through an on-line monitoring and evaluation tool.

### IMPLEMENTATION

The activities under this project commenced in May 2009 . All the activities as under this project have been successfully carried out as follows:

- A two-day pre-workshop retreat for facilitators to develop training materials on modern biotechnology and biofuels was undertaken. After a session of brainstorming the facilitators agreed upon the topics presented and also discussed two modules: the Multimedia Training Kit module developed, by UNESCO & the African Network for Strategic Communication in Health and Development (AfriComNet) one. The facilitators agreed on combining the two modules by adapting some aspects of both
- A four days Training of Trainers workshop for fifteen (16) media trainers in ten (10) journalism training institutions and two (2) radio stations in Ethiopia, Kenya, Rwanda, Tanzania and Uganda was organized. An effort was made to ensure gender balance whereby six (6) of the participants were women Giving a ratio of 1:4. Gender balance was also considered by involving both male (6) and female (4) facilitators. It was challenging to achieve equal gender balance as there were not enough women representatives from these institutions.
- An outline of a radio training module on modern biotechnology and Biofuels with PowerPoint presentations was compiled. A complete module could not be produced due to budgetary constraints.

## **RESULTS**

- A total of 16 participants (5 women), 14 media educators from 10 institutions in, Kenya, Rwanda Tanzania and Uganda and 2 radio producers from Ethiopia. were trained
- The field visit to the Genetic Technology International Limited (GTIL), a privately owned Kenyan company specialising in micropropagation of planting materials through tissue culture and aeroponics was described as an eye opener. Participants had a first-hand experience of tissue culture and appreciated the processes involved.
- An outline of the radio training module on modern biotechnology and Biofuels with PowerPoint presentations was produced for use in specialized writing/scripting course. However, complete module could not be generated due to budgetary constraints.
- One of the potential outcomes of the training is the inclusion of a biotechnology and biofuel training course in the curriculum of the mass communication training institutes. During the training participants prepared a course outline that was to be fine tuned.
- Two participants, Eva Solomon from the University of Dar es Salaam, Tanzania and Tharcisse Musabyimana University of Butare, from Rwanda indicated that as a result of the training they had decided to undertake their PhD studies on reporting on biotechnology.

## **CONCLUSION**

This project execution rate is high and on schedule. The objectives of this project were largely achieved as indicated by the participants' feedback in the evaluation. (Over half (55%) of the participants rated the training as relevant with 36% rating it as excellent. They indicated that it helped to correct the misinformation previously held. Participants noted that despite their high level of academic training they knew very little about biotechnology. The project is terminated and should be closed

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## REGIONAL PROJECT

**CBA: MEDIA SELF-REGULATION TRAINING IN EAST AFRICA**

**BUDGET CODE: 354 RAF 5093**

**US\$ 20 000**

### TYPE OF PROJECT

The purpose of this project was to encourage and improve media self-regulation on matters of independence, fairness and ethical approach via a “top-down” training model that promoted the production and implementation of internal editorial policy frameworks. This was done through a training programme for news editors and radio station managers, representing community and mainstream broadcast outlets in three commonwealth countries of East Africa namely Kenya, Uganda and Tanzania.

This project contributed to the promotion of the role of media as a platform for democratic discourse by fostering a culture and system of positive self-regulation among the participating media outlets. It improved mechanisms and techniques of delivering fairness and impartiality, through positive and creative quality control.

### IMPLEMENTATION

The activities under this project were carried out between July and December 2010 as follows:

1. An international trainer with expertise in teaching senior editorial staff and production of editorial policy matters was identified and engaged. The international trainer was assisted by in-country trainers to facilitate the training workshops for community radio practitioners .
2. Preparation and reproduction of the training manuals as part of CBA’s contribution was done. This ensured that all the workshops included the core modules which were;
  - Policy “health check”
  - Station sound and breadth of editorial approach, news planning
  - Interactive exercises on news treatment, fairness, impartiality and ethical principals
  - Policy mapping
  - Training of trainers for effective introduction of editorial policies
3. Final project costing and implementation design dictated that one workshop was held in each country where community and mainstream or public service radio participants would be co-trained, as opposed to the original programmatic concept to separate the community radio participants. Based on the evaluation feedback from training participants this ultimately confirmed the combined sessions were of greater value for all participants whose learning experience was enhanced by cross sector knowledge
4. Since a distance learning programme was to follow the workshops, each participant was made to commit to a series of short exercises with a group within their own station whereby they further developed some of the framework regulatory material created during the workshops

### RESULTS

- The successful production of a tailored Radio Self Regulation curriculum and training manual for the East African region
- 3 in-country workshops were delivered in Kenya, Uganda and Tanzania whereby 44 senior radio journalists and editorial managers were trained

- A two-stage follow-up distance learning was completed which allowed the course director to further refine and merge the second wave of editorial policy suggestions in order to come up with a comprehensive document for each country in the programme.

## **CONCLUSION**

The project although modest in size, has allowed dozens of media professionals to begin the process of developing tangible and useable self regulation tools for their respective media outlets. This project also sheds light on a number of issues of broader interest. The most significant is the lack of meaningful industry-wide self regulation bodies or practices in any of the three countries chosen for this project. Furthermore, many participants articulated their frustrations with various councils and commissions ostensibly established to fulfil this role, but who have consistently failed to do so. This clearly indicates that it is necessary as a follow-up, to engage the existing bodies tasked with the industry wide self regulation in due course by extending such courses in the future in order to allow for required in-depth engagement and /or in replicating this model in similar contexts in other countries.

The project activities are complete and should be closed

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## REGIONAL PROJECT

### **TRAINING OF TRAINERS IN NEW MEDIA JOURNALISM, CURRICULUM REVIEW AND FACULTY EXCHANGE**

**BUDGET CODE: 354RAF5001**

**US\$ 27 500**

#### **TYPE OF PROJECT**

Daystar University in Kenya and the University of Makerere in Uganda are among leading mass media training institutions in East Africa and have been recognized by UNESCO as Center of Reference and Center of Excellence respectively. Historically, the two institutions have approached journalism training from a traditional perspective in keeping with the way journalism has been practiced in the region. But media in East Africa is responding to changes in technology and embracing the new media. This requires a re-examination of the curriculum that the two institutions have been offering to bring them at par with the best practices elsewhere. Consequently, they proposed to review the curricula being taught at these institutions and revise them to respond to these new demands and to reflect the UNESCO model curriculum for journalism education. A revised curriculum will result in their getting instructed using an up to date curriculum. After reviewing the curriculum, there is need to upgrade the teaching capacity of the trainers in these two institutions to deliver on the new curriculum. The proposed training is for the purpose of enabling them to deliver better training to these nascent journalists. UNESCO will therefore partner with journalism departments of Daystar University in Kenya and Makerere University in Uganda to review their curricula. A 5-days training of trainers workshop on "new media journalism" will also be organized for 20 lecturers from the two institutions. Finally, each school will place one lecturer on an exchange programme with the other institution for 4 months. The project targets over 2000 journalism students from Makerere and Daystar Universities as well as 20 journalism lecturers, 10 each from the two universities. This project will contribute to professional capacity building in journalism training in Daystar and Makerere journalism schools by aligning the training programs to the accepted best practices as well as in upgrading the trainers training skills in the field of the "New media Journalism.

#### **IMPLEMENTATION**

This project received usd 25,000 against the requested usd 38,500 from IPDC which meant that strategies on how to cover the deficit had to be discussed between the two participating institutions before the commencement of the implementation process. Following a meeting between the HoD of the Department of Communication at Daystar University and the HoD of the Department of Communication at Makerere University held on the September 29, 2011 at Makerere University, a decision was made to hold a joint curriculum review. The joint review will be hosted in Kenya and Daystar will lead in organizing it. Makerere University will contribute part of the cost and four faculty from Makerere University will travel for the meeting in Kenya in early 2012 where they will review the Makerere graduate Communication program. In light of the funding constraints the consultative meeting also decided that the project will implement only one new media training workshop in Nairobi for Daystar University faculty. Two arguments were advanced in support of this position: the first is limited funds available. The second is that Makerere University only recently held a near similar training supported by UNESCO regular funds and can afford to wait longer for a future training. Still with regard to this project, it was decided that the facilitator be sourced from Nairobi rather than from South Africa. This is informed further by the limited funding. Following the meeting between Daystar and Makerere Universities it was also decided that the exchange program be launched January 2012. Due to the reduced funding and in order to balance the budget it was further decided that half of the costs be met by the host universities. These activities have commenced and a progress report is awaited.

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## REGIONAL PROJECT

### **REGIONAL: BOLSTERING THE SAFETY AND PROTECTION OF JOURNALISTS IN EASTERN AFRICA**

**BUDGET CODE: 354 RAF 5008**

**US\$ 26 400**

#### **TYPE OF PROJECT**

The purpose of this project was to strengthening the safety and protection of journalists (including women) by conducting safety training and by implementing protection measures through proper monitoring, documentation and referrals in the Eastern Africa region. The expected output is a network of journalists with technical capacities to monitor, document and report on journalists attacks and reprisals in the six countries in Eastern Africa. Information on attacks on journalists will be used as an advocacy tools by local partners to ensure state authorities compliance with regional and international obligations.

The project targets a group of 30 journalists from the six countries which are 5 journalists from Burundi, Eritrea, Rwanda, Kenya, Uganda and Somalia respectively. All of whom are members of their respective national journalist organisations in the six countries and the sub-regional body-East Africa Journalists Association.

#### **IMPLEMENTATION**

This activity commenced with a three-day inaugural regional safety and protection training workshop conducted by ARTICLE 19 for 25 journalists drawn from six Eastern Africa countries including Burundi, Eritrea, Kenya, Somalia, Uganda and Rwanda in November 2011.

The participants represented both state-owned broadcasters and major commercial media houses from across the region. The three-day training session exposed the journalists to various important topics including the international freedom of expression standards, ethics and journalism, security, self-protection and risk management.

This initial training programme will be followed up with advocacy sessions, monitoring and documentation of cases of aggression against media workers in the specific countries concerned. A network of trained journalists to monitor, document and report journalists' attacks and reprisals are also projected outcomes under this project

#### **RESULTS**

- A three-day inaugural regional safety and protection training workshop for 25 journalists drawn from six Eastern Africa countries including Burundi, Eritrea, Kenya, Somalia, Uganda and Rwanda in November 2011.

#### **CONCLUSION**

The first phase of this project has been implemented through the training on safety and protection of journalists thus achieving part of the overall objective of this project.

The project implementation is on schedule and ongoing



# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

### **KENYA: PROFESSIONAL CAPACITY BUILDING FOR THE KENYAN MEDIA CORRESPONDENTS**

**BUDGET CODE: 354 KEN 5081**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The aim of this project was to address the issue of a more holistic training for a significant number of the Kenya correspondents association members within a period of 18 month with specific focus on improving reporting on governance, elections, conflict situations and human rights, with elements of safety training for journalists. The training targeted the correspondents with a view to equipping those that are based in each of Kenya's 8 provinces with the professional skills to effectively report on the post election realities in Kenya to enhance active and informed debate about the country's national priorities and contribute to national healing and cohesion. The training component under this project was to be carried out by the University of Nairobi School of Journalism which is one of the potential centres of excellence in Africa. The aim is to develop and test an adapted short course for future use at the by the University of Nairobi's Journalism School (UON/SOJ) targeting middle level field-based journalists as part of its growth as a potential centre for excellence.

#### **IMPLEMENTATION**

The activities of this project have were carried out with the training of 21 field based journalists drawn from all the regions/provinces of Kenya for 10 days including five days of field work in September/October 2009. This training was carried out in close collaboration with the by the University of Nairobi's Journalism School (UON/SOJ). Key course Components:

- Investigative and analytical coverage of Governance, Democracy and Elections with a focus on the post election realities in Kenya.
- Human Rights and Conflict Sensitive reporting skills.
- General focus on upgrading of ethical, professional reporting and communication skills for the correspondents trained under the project.

#### **RESULTS**

- 21 field based journalists (7 women) drawn from all the regions/provinces of Kenya trained for 10 days including five days of field work.
- Human rights and conflict sensitive reporting training modules adapted as a test bed for the University of Nairobi's Journalism School curriculum and a motivation to develop and continue running sustained short term training modules for middle level journalists as part of its growth as a potential CMC location identified and renovations done.

#### **CONCLUSION**

The involvement of the UON/SOJ as a trainer in this activity has greatly enhanced its capacity, as a potential centre of excellence, in developing workshop training modules and run these courses to meet the various market demands. The project is terminated and should be closed

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

### **KENYA: UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY**

**BUDGET CODE: 354 KEN 5091**

**US\$ 20 900**

#### **TYPE OF PROJECT**

Daystar University Department of Mass Communication was one of the UNESCO identified African potential centres of reference in journalism training and was the first Kenyan University to have established a licensed radio station on air. However the equipment in the radio studio had been outdated and required replacement. This project therefore sought to improve media training at the Daystar University by upgrading the existing University radio studio with updated equipment. The project also provided practical training to the university staff and students in the use of the updated equipment so as to effectively train upcoming journalists especially diploma, undergraduate and masters level students in electronic media at Daystar University.

#### **IMPLEMENTATION**

All the studio equipment were been purchased. Most of the technical work on the improvement of the studio, including the cabling and sound proofing is progressed well and was completed by the end of February 2011. Installation of the studio equipment commenced thereafter and was completed by May 2011.

The New shine FM studio was officially opened on 26<sup>th</sup> July 2011 at a ceremony officiated by the UNESCO/NAI director and the university vicechancellor and his board of management.

#### **RESULTS**

- Studio equipment procured
- Soundproofing and cabling currently underway
- Equipment installed and launch of the studio carried out on 26th July 2011, officiated by UNESCO NAI director.
- An upgraded well equipped Daystar university radio station and a programme production unit established
- University staff trained in the use of the updated equipment .

#### **CONCLUSION**

The implementation of this project was on schedule and smooth. It contributes to the promotion of pluralism, diversity and freedom of expression in the Kenyan media landscape. It has also provided capacity to the Daystar University to deliver practical training to future journalists in the field of radio broadcasting. The University during the launch of the studio announced that with the new studion the university would be in a better position to develop students talents in also areas such as transmissions through digital signals and be in a position to enable students keep up with the pace of the broadcasting world.

The project is terminated and should be closed

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

### **KENYA: ESTABLISHMENT OF RWARE COMMUNITY MULTIMEDIA CENTRE, NYERI DISTRICT**

**BUDGET CODE: 354KEN5001**

**US\$ 26 400**

#### **TYPE OF PROJECT**

The aim of the Rware Community Multimedia Community Empowerment CMC was to serve as a communication and information platform for the community's development and social needs. Rware community has a plethora of challenges that need a forum to discuss issues. The people in this area are deliberately marginalized since it is assumed that they must have benefited from governmental resources as the president of the republic comes from the area. This is on the contrary. With all the challenges, the Rware CMC therefore envisages a platform where these challenges will be debated and local solutions sought. The center will therefore serve as a reservoir of information on local knowledge, culture and local methods of harnessing development and poverty eradication.

#### **IMPLEMENTATION**

IPDC during the 55<sup>th</sup> IPDC Bureau approved the above project with the funding of US\$ 26 400. The Rware CMC requested UNESCO to purchase the equipment on their behalf owing to the high taxes that the equipment would attract if purchased directly by the community. UNESCO has already carried out the bidding process and a purchase order has been issued. It is foreseen that the equipment will be supplied by end of January or early February 2012. A contract has also been issued to Rware community radio to carry out the capacity building of the staff and volunteers as well as purchase the telecentre equipment.

The implementation of this activity is on schedule.

Safaricom, the leading mobile provider in Kenya, has been approached to support the community in terms of allowing it to use their mast located near the community studin in hosting the antennae for the community radio. If this negotiations succeeds, the savings will go a long way in supporting other aspects of this projects especially the telecentre needs and further capacity building

#### **RESULTS**

- Process of purchase of equipment commenced as well as discussions with local partners such as Safaricom
- Training for the staff and volunteers under way

#### **CONCLUSION**

The implementation of this project is on schedule and ongoing

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**RWANDA: BUILDING THE CAPACITIES OF THE PHOTOLAB OF THE HUYE SCHOOL OF JOURNALISM**  
**BUDGET CODE: 354 RWA 5081**  
**US\$ 23 100**

#### **TYPE OF PROJECT**

Rwanda has two communication and journalism schools, one is at the National University of Rwanda (NUR) and the other is at the Catholic Church University at Kabgayi. The major handicap in journalism training includes the absence of teaching photojournalism and television studios, the inadequacy of teaching staff and equipment. As a result the schools make use of visiting professors from schools abroad.

Hence this project seeks to establish a photojournalism laboratory at the NUR Journalism School in Huye District with the view to improving the balance between theoretical and practical learning.

#### **IMPLEMENTATION**

The project implementation commenced with the renovation of the photojournalism lab room and the procurement of equipment: 10 desktop computers, 5 digital cameras, 2 photo-printers and a local area network. The equipment installation is expected to be complete by February 2010.

#### **RESULTS**

- 10 desktop computers, 5 digital cameras, 2 photo-printers and a local area network procured.
- The photojournalism lab was installed and is fully operational
- Practical courses in photojournalism introduced at the school

#### **CONCLUSION:**

The establishment of the photojournalism laboratory at the Journalism School of the National University of Rwanda has added a new teaching facility. The school has consequently introduced new practical course. The project is terminated and should be closed.

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

**RWANDA: TRAINING AND PRODUCTION RADIO STUDIO OF THE GREAT LAKES MEDIA CENTRE**  
**BUDGET CODE: 354 RWA 5091**  
**US\$ 22 000**

### TYPE OF PROJECT

Radio is by far the most popular and most accessible medium in Rwanda. However, the role played by the 16 radio stations operating in the country is still limited because most of the private radio stations lack human and material resources, both in quantity and in quality. Most Radio stations in Rwanda are also not yet equipped to fulfil their mission in society despite the fact that they are the most followed medium. This project therefore aimed at upgrading the skills of full-time radio journalism students and practicing journalists by conducting practical short courses for the various categories and through the purchasing and installation of a radio production studio.

### IMPLEMENTATION

The project implementation commenced with the the Great Lakes Media Centre requesting UNESCO to purchase and deliver the equipment on their behalf. Consequently UNESCO has procured and delivered the equipment. Consequently UNESCO has procured and delivered the equipment to GLMC who proceeded with the installation and completed by June 30<sup>th</sup> 2011.

### RESULTS

- Radio equipment for the production Studio purchased and installed
- Journalism students from GLMC including female journalists now acquiring practical mastery of radio production, including computer-based editing and editorial practice.
- Broadcast journalists at the Great Lakes Media Centre is now exposed to the latest radio production technique, thus improving the quality of radio programming in Rwanda.

### CONCLUSION:

This activity was completed before 30th June 2011. At least 60 GLMC full-time radio journalists as well as practicing journalists skills are being upgraded every year. This has been evidenced by the quality of programmes now witnessed in the local radio stations especially at the Radio Salus where most of the trained journalists have been working before venturing into other stations. The studio now strengthened and serving as a training facility as well as as a production unit

This activity is now completed and should be closed

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**SOMALIA: BUILDING COMMUNITY RADIO IN JOWHAR, MIDDLE SHABELLE**  
**BUDGET CODE: 354 SOM 5081**  
**US\$ 25 000**

#### **TYPE OF PROJECT**

The aim of this project is to establish a community radio station in Jowhar, Somalia. This region which is 90km North of Mogadishu and relatively peaceful does not have any locally based community radio and only access information through Mogadishu based radios and the word of mouth. The target are Somalis living in Jowhar, Middle Shabelle District of Somalia with a focus on women and youths, many of whom are economically disadvantaged with limited access to news on Somalia's economic, political and social development and have to cope with influx of internally displaced persons (IDPs) from the conflict in the Mogadishu area. It is expected that this project will contribute to the enhancement of awareness and knowledge within this community about security and humanitarian issues.

#### **IMPLEMENTATION**

The project implementation started in the last quarter of 2009 due to increased insecurity in the Mogadishu area up to mid-year. The renovation of the radio building and the procurement of the radio equipment have been delayed due to the volatile situation in Somalia. The recruitment of core radio staff and volunteers as well as the sensitisation of the local authorities and the population on the advantages of having a community radio commenced in early 2010 but the follow-up installation of the community radio could not take place as during this period high levels of insecurity were witnessed. This project was therefore extended by 12 months (ending 31 December 2011 for the establishment of the community radio to be finalized.

#### **Challenges**

During the first quarter of 2011, the implementers, Somaliweyn Media centre, reported to UNESCO that they had the equipment readily identified and were waiting to only pay for them but experienced difficulties in Jowhar because of Al Shabab. They also indicated that due to the volatile situation it was getting risky to proceed with the purchase and delivery of the equipment to Jowhar.

Despite all the above preparatory activities having been carried out by Somaliweynmedia centre, following the challenges indicated above, the project implementation has not progressed since the first quarter of 2011 and there is no clear indication of when the situation will return to Normalcy in this region of Somalia for this activity to be completed. Therefore due to the volatile situation in Jowhar, this project is still on hold

## **RESULTS**

- Preparation of the community radio premises has been completed.
- Procurement of radio broadcasting equipment is underway.
- Recruitment of core radio staff and volunteers as well as the promotion of the radio among the target population have been carried out.

## **CONCLUSION**

Radio broadcasting targeting the Somalia and the Somali Diaspora remains important for development agencies working in Somalia. The latest addition to the numerous radios is “Bar Kulan Radio” which was established by The United Nations Support Office for AMISOM (UNSOA) in collaboration with the current Transitional Federal Government of Somalia (TFG) and is based in Nairobi. Hence despite the delays in implementing this project, its relevance is still significant.

Due to the volatile situation in specifically Johwar Somalia there has not been much progress in this project since beginning of 2011

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

**SOMALIA: PUNTLAND COMMUNITY BROADCASTER'S TRAINING**

**BUDGET CODE: 354 SOM 5091**

**US\$ 12 700**

#### **TYPE OF PROJECT**

In spite of the prevailing conflict in Somalia, various professional media outlets have emerged in Somalia in the recent years, in particular FM radio stations which remains the dominant medium. In Puntland, Radio Galkayo is the oldest community based Radio station and depends on their voluntary staff who lack training in basic journalism, report writing, human rights reporting, conflict analysis and institutional management capacity which has hindered the radio in developing a professional and proper ethical broadcasting. The project therefore aimed at providing professional training, through the partnership support of UNESCO and the "Press Now Netherlands" to Somali community journalists to improve their capacity to report in a conflict environment

#### **IMPLEMENTATION**

The project implementation process commenced in July 2010 with consultation between Radio Galkayo (implementers) and the training partners the "Press Now of Netherlands".

##### **Activities carried out:**

- Preparation of training Materials,
- 10 days advanced Journalism and reporting training workshop for 20 Somali Community Journalists working in Puntland( 6 were female journalists), 3 days field Trip and production of programs. and Post training on Program Production.
- 20 journalists were trained which included 6 female journalists.
- Training conducted for 10 days from 16th to 2th oct. 2010 covering the following topics:
  - Conflict sensitive reporting ,
  - Journalism ethics
  - Journalism safety training
  - Radio production techniques
  - Audio editing software
  - News writing and reading roles
  - Advanced interviewing techniques
  - Script writing for Radio Programs
  - Management of live interviews and debates

The training was conducted in conjunction with Radio Netherlands Training Centre (RNTC)- "Press Now" and a local trainer who brought in the perspective of the Puntland Environment. It was carried out in English and Somali translation was provided. The training methods used were Participatory, Group work, Practice and exercise, Open discussions , On job coaching and through Questions and answers sessions. as a follow-up, Radio Galkayo undertook a 3 days field work trip for the trained Somali journalist to improve their skills and expose more to practical activities.



## **RESULTS**

- 10 days training workshop was conducted for 20 journalists•
- Preparation of training materials was done in collaboration with PRESS Now Radio Netherlands Training Center (RNTC) and a local trainer.
- A three day field visit was undertaken as part a practical component of the training workshop.
- The curriculum benefited from input from PRESS NOW RNTC. The journalists who were trained produced programs based on what they had learned during the training namely talk shows, and discussion programs on peace building and reconciliation.

## **CONCLUSION**

This training was at basic level. Radio Galkayo has planned to conduct post training program in production of good governance programs by coming up with an advanced module based on the needs that have been identified after the first training. This will also lead to high quality talk shows, debates and peace building programs, to be aired in various radio stations in Somalia. Majority of Somalis listen to radio programs hence the needs to for continuous training in professional skills in radio programs.

Lessons learnt

Proper Identification of key partners on the ground is key to achieving the objectives in Somalia

The project activities are completed awaiting the financial report breakdown for it to be closed . Should not be closed for now untilm the last payment is done

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **SOMALIA: ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO**

**BUDGET CODE: 354 SOM 5092**

**US\$ 20 000**

#### **TYPE OF PROJECT**

Although Puntland State University has been providing tertiary education in various disciplines including media- related studies, the mass media in Puntland Somalia lacks facilities and expertise. There has been a great need therefore to establish a well-equipped university radio station to not only serve as a community broadcaster but more importantly provide the much needed training in professional journalism and broadcasting. This project therefore aims at establishing a Campus radio station that would meet this need through practical training and also address issues that affect the surrounding communities such as the internally displaced people, educate the population on negative effects of piracy, female genital mutilation, HIV/AIDs among other things.

#### **IMPLEMENTATION**

Due to complexities associated with importation procedures in Puntland, the Puntland State University requested UNESCO to purchase and deliver the radio broadcasting equipment. UNESCO purchased the radio equipment on behalf of Puntland State university at their request in early 2011. There was an agreement that PSU would collect the equipment from Nairobi, transport to Puntland , install and as well as ensure the radio is up and running and hands on training programme for the students takes off. This arrangement of collecting equipment from Nairobi was because at that point no international supplier would agree to quote supply of such bulk equipment and delivery upto Somalia due to the complexities and security issues involved.

There was delay in transportation of these equipment from Nairobi to Somalia and this has resulted to non-completion of the activity by the end of the project period hence there will be need for extension to complete this activity

#### **RESULTS**

- Radio equipment already purchased
- Renovation of the the building for housing the radio station already completed

#### **CONCLUSION**

The campus radio stations in Somalia can effectively play the role of community radios given that the students who run these radios are exposed to training by foreign professors, thus increasing the their exposure to high journalism practices. This should contribute to more democratic participation of the communities in the surroundings by enabling them to make informed decisions through access to information and knowledge. The practical hands-on training in broadcasting should also improve the curriculum of the schools of Journalism in Somalia.

The project is ongoing and an extension to complete the activies is necessary

## PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

### NATIONAL PROJECT

#### **SOMALIA: STRENGTHENING HUMANITARIAN INFORMATION FLOW THROUGH MEDIA IN SOMALIA AND AMONG SOMALI DISPLACED COMMUNITIES**

**BUDGET CODE: 354SOM5001**

**US\$ 20 900**

#### **TYPE OF PROJECT**

This project was supported by IPDC to support two main pillars of activities. The first involves the training of radio stringers in Somalia and in the Dadaab Refugee Camp and ensuring a safety mechanism is in place. The second pillar is the setting up a radio station within the refugee camps at Dadaab, in Northern Kenya as a first step intervention targeting Somali displaced persons. The activities under this project involves partnership with the International Media Support (IMS), the Integrated Regional Information Network (IRIN)- Star FM Kenyan based Somali FM Station to provide training to field reporters that constitute the IRIN network in Somalia and in the Dadaab Refugee Camp in Northern Kenya on humanitarian reporting, safety of journalists conflict-sensitive reporting. Furthermore, Star FM will receive equipment to upgrade its transmission power to 1KW.

Ultimately, this project will not only provide much needed information to the Dadaab camp refugees but will also develop skills and build capacities of the refugees involved with transmission or production of the programmes. It will further provide stringers and journalists in the Dadaab refugee camp and the host community with precise information on humanitarian issues and news

#### **IMPLEMENTATION**

A contract was established between UNESCO and IMS in August 2011 to carry out the activities under this project, but IMS sought an amendment to the contract after a meeting with UNESCO in October 2011 to discuss the progress of this activity. for the above grant which would extend the contract duration until October 2012. it was agreed that IMS should submit a report documenting the detailed context of the grant, the activities undertaken to date, and the reasons behind the changed timeframe for the expected completion of the activities outlined in the contract. This is because the plans for the construction of the Star FM radio station in Dadaab have been long on the drawing board but

**Reasons for delay;** The activities at the Dadaab refugee camp in the last half of 2011 were marked by a series of events that have made planning in the camps particularly difficult. Notably, the Kenyan Government stalled plans for the development by UNHCR and the agencies of IFO II camp for many months. The temporary ban was only lifted in September 2011, enabling a slow resumption of the plans for utilizing the new camp. This coincided with the declaration of famine in certain regions of southern Somalia and the huge increase in the numbers of Somalis crossing over into Kenya seeking asylum and services in Dadaab camps. The emergency operations meant that other planning documents and discussions were again put to the bottom of the pile, including the advancement of the radio project. More recently, there has been a wave of security incidents involving kidnapping of aid workers in Dadaab and the incursion into Somalia of the Kenyan army, with an inevitable impact on access within the camps and again a stalling of projects and activities deemed to be non-essential. there have been a number of setbacks in terms of the timeline.

## **Achievements**

In August 2011, IMS and IMS Productions (Radio Ergo) took part in a joint Information Needs Assessment in Dadaab led by Internews. The results of the survey can be found at this link <http://www.internews.org/pubs/kenya/Dadaab2011-09-14.pdf> The assessment involved a survey using smart phones of refugee information needs, plus an assessment of the humanitarian agencies' communication needs and capacity. The results overwhelmingly endorse the plans to establish the Star FM Dadaab radio station. The report has been acknowledged by donors and agencies as an excellent resource and basis for the project.

Efforts are in hand by IMS and Internews to raise funds to support the development and running of the Star FM project over a period of two year.

IMS has so far carried out preparatory activities for the setting up of the station. This has involved several mission by Star FM and two missions by IMS/IMS Productions to Dadaab to meet with host community groups, refugee community groups, aid agencies and partners. Star has the requisite licensing and authority from GOK to operate in Dadaab and as a Kenyan entity has led with its own lobbying of government and local authority structures to ensure acceptance of the project.

The mast for the radio station has already been purchased by IMS and plans are in hand for the erection of the mast in the IFI II compound once there has been a start to the security fencing of the main camp and once Star can access the site to complete inner fencing.

## **RESULTS**

- Preparatory activities completed
- Mast purchased
- Capacity building process commenced

## **CONCLUSION**

Despite the initial delays indicated above, this project is on schedule and ongoing

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

**UGANDA: ESTABLISHMENT OF NGORA COMMUNITY MULTIMEDIA CENTRE, KUMI DISTRICT, UGANDA**  
**BUDGET CODE: 354 UGA 5081**  
**US\$ 23 000**

### TYPE OF PROJECT

The aim of this project was to establish a community multimedia centre in Kumi district of Uganda that will engage the population of the Ngora county in facilitating self-expression, sharing and accessing information, knowledge and skills. The Ngora county is adversely affected by climate change, environmental degradation as well as cattle rustling from the neighboring Karamojong tribe and the two decades of insurgency civil and armed conflicts. The population is therefore stressed, with declining agricultural production, poor health and nutrition as well as sad memories and trauma of living in camps, loss of property and human life. In response to this, the Ngora CMC aims at developing and presenting radio programmes that are culturally relevant to these social-economic needs. It will also connect them to the rest of the world through internet, access to information and train fulltime staff and volunteers as radio presenters

### IMPLEMENTATION

The project implementation commenced with the community contribution which included the donation and renovation of a CMC room. Then UNESCO provided a modest Regular Programme contribution towards the purchase of 2 PCs and a printer as well as installing an Internet connection for the radio studio. The institutions in the area funded the first hands-on training of recruited CMC staff and volunteers on basic broadcasting and production skills. The training was conducted at the studios of Radio Kyoga and Radio Delta in Bishop Wandera Development Information Centre in neighbouring Soroti District and covered news gathering, interviews, script writing, presentation skills, field recording and audio editing.

The radio broadcasting equipment has been procured and installed. The community radio is expected to go on-air soon after the February 2011 national elections. Two hundred and five community members trained in ICT. During the training the community was sensitized on the use of computers. Community members have now opened up Internet accounts which has led to increased use of the computers.

The Ngora CMC is now fully operational offering full CMC services, including community radio broadcast, e-mail, internet access, word processing library and user support and training. The project has facilitated access to library and information services, enabling communities to exploit their own document holding and national and world-wide electronic information banks in support of literacy campaigns, basic and non-formal education, government programmes, and other public service activities.

### RESULTS

- Radio equipment procured, installed and on air
- 10 CMC staff and volunteers (3 women) trained in basic broadcasting and production skills.
- 2 Computers and printers purchased and an Internet connection installed.
- Two hundred and five community members trained in ICT.

## **CONCLUSION**

The Ngora CMC is now fully operational and serving the community in the Ngora Region of Uganda which is largely rural and its population depends on agriculture for its livelihood. Radio broadcasting is still the main channel of reaching most segments of the population which includes nomadic pastoralists. The strong partnership and support that this initiative is enjoying from Ngora local authorities, schools, churches, NGO's and the general local population, is expected to enhance the impact of the project in the area.

The project is terminated and should be closed

# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

### **UGANDA: ESTABLISHING KABALE COMMUNITY RADIO, SOUTH WESTERN UGANDA**

**BUDGET CODE: 354UGA5001**

**US\$ 27 500**

#### **TYPE OF PROJECT**

This project aims at establishing a community radio in Kabale with the overall objective of promoting human rights, democracy and good governance through community broadcasting and information dissemination.

The Community Radio will broadcast programmes aiming at promoting human rights, democracy and good governance. The radio day-to-day operations will be participatory at all levels, i.e. ownership, management and production. This means that it will be owned, managed and programmed by those it serves, responding to community's expressed needs and priorities, and it will be accountable to community structures. The proposed community radio station will be the first of its kind and will bring essential information to the people in Western Uganda while giving them a tool to discuss their own development agenda, the experiences and promote responsive and transparent governance at the local level. The radio station will function as an interface between the Internet and the communities by broadcasting relevant programmes in local language.

The target groups shall be the populations living in the South western Uganda districts of Kabale, Kisoro, Kanungu, Rukungiri and Ntungamo, primarily peasant marginalized and rural farmers, women, the youth, People with Disabilities, People living with HIV/AIDS and the minority like the Batwa. The total population of the community is about 500 000.

#### **IMPLEMENTATION**

During the 55<sup>th</sup> IPDC bureau, the project was awarded US\$ 27,500. The implementation of this activity commenced in August 2011 with the renovation of the building to act as the broadcasting House with good quality studios and the construction of the transmitter House at Kihumuro Hill

The sourcing and purchasing the necessary radio and other related ICT equipment commenced as well. Three quotations were submitted to UNESCO and the best bid approved. The equipment includes (i) Broadcasting Studio and Transmission Equipment (ii) Field recording equipment which are Portable recorders, headsets and microphones. (iii) ICT equipment namely: 3 PC's for the computer centre, LAN accessories, 2 printers.

As per the report submitted by the implementers in January 2012, the following has been achieved. Purchasing of the Radio Equipment, Renovation of the Broadcasting House, Construction of the Transmitting House, installation of the Radio Equipment and the guyed mast at Kihumuro Hill. Radio Producers, Reporters and Presenters recruited and the purchasing and installation of the ICT equipment for the CMC.

However UNESCO is in the process of requesting the Uganda NATCOM to make a site visit to ensure the report reflects what is on the ground.

#### **RESULTS**

- Purchased the Radio Equipment,
- Renovated the Broadcasting House,
- Constructed the Transmitting House,

- Carried out preparatory activities for setting up the Community Radio,
- installed the Radio Equipment and installed the guyed mast at Kihumuro Hill.
- Recruited Radio Producers, Reporters and Presenters.
- purchased and installed the ICT equipment for the CMC

## **CONCLUSION**

This project implementation has been fast tracked by the fact that the implementers were able to purchase the radio equipment locally minimising the period taken to source and purchase radio equipment overseas. The project implementation is on schedule and ongoing



# PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

## NATIONAL PROJECT

### **UGANDA: CAPACITY BUILDING FOR SELF REGULATION BY NEWSPAPER EDITORS AND RADIO PROGRAM PRODUCERS**

**BUDGET CODE : 354UGA5002**

**US\$ 17 820**

#### **TYPE OF PROJECT**

A partnership between Independent Media Council of Uganda and Makerere Journalism and Communication Department to provide specialized training on self-regulation for editors and program producers. Use and adapt existing training materials such as manuals and modules. The need arises from the fact that although many practicing print journalists in Uganda have gone through journalism schools, the bulk of radio staff have not done so. Despite the training opportunities, many journalists and editors still practice journalism that is insensitive to acceptable ethical norms and standards. There are recurrent breaches of core ethical values: lack of balance and fairness, error of fact and judgment, sensationalism, obscenity, lack of accuracy, insensitivity to grief, bribery and many others. The project also seeks to sensitize key media gatekeepers in the principles of self-regulation as a way of improving the standard and quality of journalism, and also to gradually encourage self regulation by the industry instead of state regulation through laws and the courts.

This project target will be newspaper editors and radio program producers in Uganda and ultimately aim at building a foundation for a free, independent and responsible media in Uganda through self regulation.

#### **IMPLEMENTATION**

During the 55<sup>th</sup> IPDC bureau, the project was awarded US\$ 17,820.

There was a delay in commencement of the activities due to the re-organisation of the IMCU management board. A contract with the Independent Media Council of Uganda to provide specialized training on self-regulation for editors and program producers has now been established from November 2011-November 2012. The activities to be carried out are partnership with Makerere University, department of mass communication. Specific activities include: Developing a Training Module, Identifying resource persons, Development of training material, Training four Makerere Mass Communication Department staff in issues of self regulation, Identifying participants from among editors and program producers, Conducting a three day training seminar for radio producers each for three days in Western, Central and West Nile regions, Conducting a three day seminars for newspaper editors in the Central region.

So far the implementers have commenced the activities and also submitted to UNESCO for approval the bio's for the three trainers and a revised work schedule in view of the delays

#### **RESULTS**

No concrete results to report at this juncture in view of the delay in commencement of the implementation process as indicated above

#### **CONCLUSION**

In spite of the delay in commencement of the implementation of this project, there are no further foreseen handles and as per the revised work schedule, the implementers will complete the activity as approved by the bureau. This activity is therefore ongoing

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## REGIONAL PROJECT

**REGIONAL [YAOUNDE]: CIRTEF – NEW MEDIA TRAINING**  
**BUDGET CODE: 354RAF5006**  
**US\$ 27 500**

### TYPE OF PROJECT

Initiated by CIRTEF Regional Production Training Centre in Yaounde, this project was approved by IPDC at its 55<sup>th</sup> session for a total funding of 27 500\$. This project seeks to empower radio and television broadcasters in the Central African sub region to develop and appropriate new media skills so as to better disseminate information in their countries. Specifically, the project intended to contribute to strengthening training capacity of trainers in fostering the adoption of new media by radio and television broadcasters in the sub region.

In recent years, the Internet-with all the vagueness and excessiveness that the word implies, has become the major guiding force in media strategy. The main idea driving the Web is to make content accessible and understandable not only to professionals but also to machines. This has led to the development of sophisticated tools, capable of providing much more functionality to assist professionals in various aspects professional life. Search engines which can interpret web content are an example of this. In light of these developments, broadcasters are setting themselves new objectives in terms of network based production and cooperation, parallel post-production, adaptation of themes to different media, each with a specific form and treatment. Today, as is the case throughout the world, African radio and television broadcasters are confronted with these realities, but most of them find themselves powerless to cope with them because of a lack of adequate training. On the one hand, older employees need significant retraining. On the other hand, when young people are hired, they generally have not received appropriate training because of a lack of appropriate training.

### IMPLEMENTATION

The project implementation foresaw two principal training programmes:

- Training Program - 1 (3 weeks): *The new digital architecture of television* - from analogue to digital; standards; production sectors; computerization; digital tools; networks; servers; archiving.
- Training Program - 2 (3 weeks): *Creating interactive multimedia*

The training took place in two modules with twelve (12) participants drawn from the ten countries of the Economic Community of Central African States (ECCAS) and a principal facilitator Marie Pier GAUTHIER of TV5 Quebec, Canada.

### RESULTS

- Twelve participants trained on New Media
- Participants developed individual projects that were discussed and modified in plenary.
- Final project implementation report elaborated and submitted to UNESCO

### CONCLUSION:

The implementation of project activities has been successfully carried out.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CAMEROON: SETTING UP OF COMMUNITY RADIO IN GAROUA BOULAI**  
**BUDGET CODE: 354 CMR 5081**  
**US\$ 22 200**

### TYPE OF PROJECT

Initiated by the *Association de Développement des Communautés de l'Est* (ADCE) this project seeks to redress the problems stemming from the influx of refugees into Cameroon from the Central African Republic. Seventy two refugee sites have been identified at the borders with CAR and because of the distance between the sites, it is extremely difficult for WFP and UNHCR workers to ferry assistance to these sites and even communicate to the refugee populations as to when assistance are programmed. In light of this, the *Association de Développement des Communautés de l'Est* (ADCE) submitted this project for funding which IPDC approved 22 200\$. However, five UN Agencies sought additional contributions (104 000\$) for the implementation of this community radio project within the framework of ONE UN.

### IMPLEMENTATION

The following activities were approved in the project document for implementation:

- Raising the populations' awareness, mobilisation of resources among the communities to facilitate the adoption of the community radio concept, and the fitting out of a building to house the radio station;
- Establishment of the legal and institutional framework, and fitting out of the premises by the beneficiaries;
- Acquisition and installation of radio studio equipment;
- Training for 15 radio staff at the Cameroon Radio Television Training Centre in Yaounde;
- Production of thematic programmes.

A permanent sensitisation and mobilisation activities are being organised in order to enable the beneficiary communities to appropriate the radio. Also, a complete set of radio equipment has been acquired with funds provided by IPDC and the equipment will soon be installed once the radio mast would have been completed and installed. However training of radio personnel has being planned for April 2011. Inauguration of ht radio is planned for June 2011.

### RESULTS

- Radio equipment was acquired and installed
- Fifteen radio managers, animators and technicians recruited through an organised public examination and trained with the collaboration of the Cameroon Radio Television Training Centre in Yaounde;
- The radio was jointly inaugurated by the UNESCO and other five UN-Agencies who were partners in the project.
- Thematic programmes were produced.

### CONCLUSION

The implementation of project activities has been successfully carried out and is operationally closed. The IPDC Secretariat could proceed with the financial closure of the project.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CAMEROON: STRENGTHENING JOURNALISM TRAINING**  
**BUDGET CODE: 354 CMR 5091**  
**US\$ 7 700**

### TYPE OF PROJECT

This project aimed at addressing professional competence of journalism trainers at the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*. The project focused on the training of media professionals in the management of new media, as well as in audio/video editing, page layout, graphic creation, and the design and administration of online news websites

### IMPLEMENTATION

The following activities were approved in the project document for implementation:

- Recruitment of two foreign trainers;
- Selection of the four ESSTIC lecturers who will receive training
- Organisation of the training;
- Acquisition of computer equipment;
- Installation of equipment;
- Recruitment of maintenance personnel

The approved work plan of this project was revised to enable the implementation of the project fall within the ambits of allocated funds. First two local professional trainers in new media were recruited and eight ESSTIC Lecturers were identified to participate at the training. The training lasted for five days. Prior to the training software were acquired and on which the lecturers were trained.

### RESULTS

- An adept ESSTIC teaching staff received appropriate training in archiving, graphic arts, and the design and administration of online media;
- A multimedia laboratory with professional-standard equipment for use by ESSTIC students and Lecturers has been put in place.

### CONCLUSION

The beneficiaries were satisfied with the training and expected to use their newly acquired skills in reinforcing their teaching capabilities in the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*. Project activities have been fully implemented and the project is operationally closed. The Secretariat should request for its financial closure.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

#### **CENTRAL AFRICAN REPUBLIC: SUPPORT FOR THE DEVELOPMENT OF HUMAN RESOURCES OF THE INSTITUTE OF JOURNALISM AND THE TRAINING OF FEMALE JOURNALISTS IN INVESTIGATION TECHNIQUES AND PRODUCTION OF THEMATIC PROGRAMMES**

**BUDGET CODE: 354 CAF 5081**

**US\$ 60 500**

#### **TYPE OF PROJECT**

Approved for funding during the 53rd session of the IPDC Bureau meeting, this project had the objectives of developing human resources for the Institute of Journalism at the University of Bangui with focus on providing professional training for some forty student-journalists at the Institute of Journalism, University of Bangui in collaboration with the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*. The second component of this project concerns the training of Central African female journalists in the techniques of investigative journalism and in the production of thematic programmes with particular focus on violence against women.

#### **IMPLEMENTATION**

For the expected results to be attained, the University of Bangui, ESSTIC and with the collaboration of UNESCO, organised a transparent and competitive entrance examination into the Institute of Journalism where 40 students were selected to undergo three-year training at the Institute of Journalism I Bangui with professional backstopping from the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)*, *University of Yaounde II, SOA*. The training programme at ISTIC Bangui was intensive covering all areas of journalism training, media theory and research. For the first year, the following are some of the courses which were offered:

- Introduction to Information and Communication Sciences
- Journalistic writing
- History of Journalism
- Information: Identification and selection
- Information: Research and verification of sources
- Journalistic Genres
- Social responsibility of Journalists

The second component of the project, training of female journalists in techniques of investigative journalism and production of thematic programmes will be organised from 8- 13 February 2010 in association with the *Association de Femmes Professionnelles de la Communication (AFPC)*. All contractual arrangements were concluded with AFPC. Twenty (20) female journalists and ten (10) female students from the newly created Institute of Journalism attended the workshop. The idea of enabled female students of this Institute take part in the training was discussed during the last IPDC Bureau meeting when the merging of the two Central African projects was decided.

United Fund for Population Activities (UNFPA) in Central African Republic supported the participation of the ten (10) female students and UNFPA made available modules on “Violence against women” which were used as training material. UNESCO Yaounde delivered a presentation on *Gender and Communication*.

## **RESULTS**

- Forty (40) student-journalists were selected through a competitive entrance examination with collaboration from Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC),
- Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) provided lecturers who offered courses to the young student-journalists.
- Contractual arrangements were concluded with Association des Femmes Professionnelles de la Communication (AFPC) for the organisation of training on investigative journalism.

## **CONCLUSION:**

Implementation of project activities has been fully terminated.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

### **CENTRAL AFRICAN REPUBLIC: DIGITALIZATION OF THE CENTRAL AFRICAN RADIO AND TELEVISION SERVICE'S ARCHIVES**

**BUDGET CODE: 354 CAF 5091**

**US\$ 19 800**

#### **TYPE OF PROJECT**

Approved for funding during the 54<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of providing the Central African Radio and Television Service with digital sound archiving equipment.

State-run radio and television services play an important role in the peace consolidation process in post-conflict countries, and especially in a country like the Central African Republic, which is very large but sparsely populated. In the course of various conflicts, much of the Radio and Television Service's production and broadcasting equipment, and its archives were destroyed, thereby aggravating the information deficit. It was essential that the Central African Radio and Television Service be rehabilitated so that it can pursue its mission of promoting social, economic and cultural development and to unify expectations, alleviate tensions, and build popular support for the messages of peace to be disseminated by the government and the various actors for peace in the region. Outdated production equipment, inadequate cameras, the lack of logistics and production resources, audiovisual archives that have yet to be digitized and the lack of an internet connection are just some of the issues that need to be resolved. The Central African Radio and Television Service needs to resolve a host of issues - technical, equipment, human resources, software, training, and partially digitized sound archives - with a view to, ultimately, setting up a National Centre for Digitized Audiovisual Archives

#### **IMPLEMENTATION**

The project document outlined the following activities:

- Acquisition of digital archiving equipment;
- An inventory of 3 900 hours of radio programmes
- 7 000 hours of audiovisual programmes
- Five-day course in archive digitization, for 10 journalists;
- Digitalisation of over 10 000 hours of audiovisual archives.

#### **RESULTS**

The following results were attained after project implementation ended:

- 3 900 hours of radio programmes were digitalised ;
- 7 000 hours of images to be digitalized;
- Appropriate technical equipment were acquired and installed;
- 10 journalists and technicians were trained on techniques of digitalisation and preservation of audiovisual archives.

#### **CONCLUSION:**

Implementation of project activities has been terminated

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

#### **CENTRAL AFRICAN REPUBLIC: SUPPORT FOR TEACHER TRAINING IN THE JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI**

**BUDGET CODE: 354CAF5092**

**US\$ 24 200**

#### **TYPE OF PROJECT**

Approved for funding during the 54<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of developing a qualified, effective and responsible teaching staff capable of delivering high-quality training to journalism students registered in the Journalism Department at the University of Bangui.

In post-conflict countries such as the Central African Republic, the media has an important role to play in strengthening democracy and human rights, and promoting freedom of expression and this depends to a large extent on journalists' ability to provide reliable information. Journalists and media professionals are at the forefront when it comes to providing information to the public, while journalism students ensure the continuity of the profession.

There is a local institution capable of providing full and ongoing training in journalism but lacks the teaching staff and equipment required to provide the appropriate training. The Journalism Department set up in 2008 is a preliminary step towards solving this problem. This initiative has received support from the Central African government, which has also sought support from international partners. UNESCO has facilitated the establishment of a partnership with ESSTIC in Yaoundé for capacity building.

This project is an extension of efforts undertaken by the Central African government, the University of Yaoundé (ESSTIC) and UNESCO to develop the professional capacity of journalists, and in so doing, empowering them to promote the emergence of a reliable and effective information society in the Central African Republic.

#### **IMPLEMENTATION**

The project document outlined the recruitment and training of three young communicators at the Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) in Yaounde. Contractual arrangements were concluded with the Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC). The training began in July 2010 and ended on the 31<sup>st</sup> of March 2011. The trainees did return to their home country to carry out their end-course research in fulfilment of the award of a MASTERS in Journalism Education.

#### **RESULTS**

Three teacher trainers have been trained as future trainers at the Department of Journalism, University of Bangui.

#### **CONCLUSION:**

Implementation of project activities is operationally terminated.



# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC: TRAINING OF TRAINERS IN THE DEPARTMENT OF JOURNALISM, UNIVERSITY OF BANGUI (SECOND PHASE)**  
**BUDGET CODE: 354CAF5001**  
**US\$ 27 500**

### TYPE OF PROJECT

Approved for funding during the 55<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of developing a qualified, effective and responsible teaching staff capable of delivering high-quality training to journalism students registered in the Journalism Department at the University of Bangui.

In post-conflict countries such as the Central African Republic, the media has an important role to play in strengthening democracy and human rights, and promoting freedom of expression and this depends to a large extent on journalists' ability to provide reliable information. Journalists and media professionals are at the forefront when it comes to providing information to the public, while journalism students ensure the continuity of the profession.

There is a local institution capable of providing full and ongoing training in journalism but lacks the teaching staff and equipment required to provide the appropriate training. The Journalism Department set up in 2008 is a preliminary step towards solving this problem. This initiative has received support from the Central African government, which has also sought support from international partners. UNESCO has facilitated the establishment of a partnership with ESSTIC in Yaoundé for capacity building.

This project is an extension of efforts undertaken by the Central African government, the University of Yaoundé (ESSTIC) and UNESCO to develop the professional capacity of journalists, and in so doing, empowering them to promote the emergence of a reliable and effective information society in the Central African Republic.

### IMPLEMENTATION

The project document outlined the recruitment and training of three young trainees at the Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) in Yaounde. Contractual arrangements have been concluded with the Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC). Registration fees have been paid and effective training will begin on the 5<sup>th</sup> of February 2012.

### RESULTS

Two trainees have been recruited for admission into ESSTIC for a MASTER's training programme. Admission fees have been paid and effective training begins on the 5<sup>th</sup> of February 2012.

### CONCLUSION:

This project is still on-going.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

### **CHAD: STRENGTHENING THE TECHNICAL CAPACITIES OF JOURNAL *LE PROGRES***

**BUDGET CODE: 354 CHD 5081**

**US\$ 22 000**

#### **TYPE OF PROJECT**

An initiative of the daily newspaper *Le Progrès*, the present project was designed to develop and strengthen the technical production capacities of *Le Progrès* newspaper and to develop a critical mass of qualified human resources for the newspaper through a continuous process of capacity building. Within this framework, the project sought to provide appropriate technical equipment and training for its journalists and reporters, as well as the technical personnel. This project is equally seeking to develop ICT skills of the newspaper's reporters in the collection, treatment and publication of news and information.

#### **IMPLEMENTATION**

The approved project workplan showed that the following activities were planned for implementation:

- Acquisition and installation of basic equipment ;
- Development and strengthening of the capacities of journalists in use of new information and communication technologies in newspaper production, editing and dissemination ;
- Seminar-workshop for desk editors on the use of modern techniques in newspaper layout and design.

The workplan of this project was revised to enable its implementation fall within the limits of the budgetary allocation. Implementation of this project started with the acquisition and installation of basic computer equipment with the collaboration of the Chadian National Commission for UNESCO (NATCOM).

The second aspect of the project implementation was training of journalists with focus developing ICT skills in news collection, treatment and publication. In this training, sixteen journalists were trained. Also in another workshop organised within the framework of this project, 17 journalists and reporters drawn from the central and provincial desks of the newspaper were trained in modern techniques in newspaper layout and design.

#### **RESULTS**

The technical department of the newspaper has been rehabilitated with appropriate computer equipment acquired and installed. The following consignment of equipment was acquired.

- 04 HP desktop computers equipped with newspaper layout software
- 02 HP laptops
- 01 LaserJet printer
- 02 telephone sets
- 01 Conon IR Photocopier
- 01 Toshiba television set
- 01 Video recorder and player
- 01 DVD-VCD player.

The acquisition of the equipment has eased up the fastidious production process of the newspaper.

Regarding the training, the beneficiary acquired appropriate training in techniques in news collection, treatment, dissemination and in newspaper layout and design using ICTs.

### **CONCLUSION**

The project has been fully implemented. The beneficiary has expressed sincere satisfaction with the results of the project as this has immensely improved on the quality of the newspaper.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

**CHAD: STRENGTHENING THE CAPACITIES OF RADIO FM LIBERTE**  
**BUDGET CODE: 354 CHD 5091**  
**US\$ 25 000**

#### **TYPE OF PROJECT**

Approved for funding during the 54<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of developing professional capacities and competences of the personnel of Radio FM Liberté. With the advent of multiparty politics in 1990 and the emergence of a pluralistic media landscape, freedom of expression particularly press freedom was guaranteed in the constitution. Despite the constitutional recognition of freedom of expression and freedom of the press, journalists are still being arrested and detained while carrying out their professional assignments. On the other hand, the media landscape in Chad is characterised by poor professionalism which is as a result of lack of adequate training and appropriate technical equipment. This project was therefore an initiative that seeks to ameliorate the professional capacity and the technical competences of the personnel of FM Liberté.

#### **IMPLEMENTATION**

The approved work plan of this project foresaw the implementation of the following activities:

- A five-day training workshop for radio technicians on digital production and editing of programmes
- Five-day seminar-workshop in favour of journalists and reporters on programme production and professional ethics
- A two-weeks training workshop for journalists and reporters on local language translation techniques. .

#### **RESULTS**

The work plan of this project was revised to enable its implementation fall within the ambits of the budgetary allocation. Implementation of this project started with the acquisition and installation of basic computer equipment with the collaboration of the Chadian National Commission for UNESCO (NATCOM).

The second component of the project was training which sought to enable the technicians to appropriate skills in digital editing of broadcast programmes. Journalists and radio reporters were also trained in broadcast ethics and programme production. The list of activities ended with the training of journalists and reporters on local language translation techniques. The beneficiaries of this training were empowered with the skills of translating broadcast programmes from French language to two local languages (Arab and Sara) used in the radio.

#### **CONCLUSION**

The implementation of this project has greatly contributed to the amelioration of programme contents and also the capacity of the personnel of the Radio FM Liberté.

## PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

### NATIONAL PROJECT

#### **CHAD: STRENGTHENING THE RESOURCES OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES AT THE UNIVERSITY OF NDJAMENA**

**BUDGET CODE: 354CHD5001**

**US\$ 38 500**

#### **TYPE OF PROJECT**

Approved for funding during the 55<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of developing a qualified and responsible teaching staff capable of imparting high-quality training to journalism students of the Department of Information and Communication Sciences at the University of Ndjamen in Chad.

In a developing country such as Chad, the media have an important role to play in strengthening democracy, good governance and human rights and promoting freedom of expression and this depends to a greater extent on journalists' ability to provide accurate, reliable and verifiable and development oriented information.

The Department of Information and Communication Sciences at the University of Ndjamen does not have the potentials providing and ensuring full and continuous training in journalism as it lacks the requisite teaching staff and equipment to ensure appropriate training. However, the existence of this Department is already a preliminary step towards solving the problem of building up a wealth of media professionals. This project seeks to develop professional capacity of journalists, and in so doing, empowering them to promote the emergence of a reliable and effective information society in Chad.

#### **IMPLEMENTATION**

This project foresees the implementation of the following activities:

- The mission planned mission was undertaken by the two ESSTIC staff members who assisted the Department of Information and Communication Sciences at the University of Ndjamen in revising the teaching curriculum in journalism.
- Regarding the training of trainees at the Yaounde School of Journalism, two trainees were recruited for enrolment in the Yaounde School of Journalism and contractual arrangements have been concluded for the payment of registration their fees. Classes will resume on the 5<sup>th</sup> of February 2012.

#### **RESULTS**

- Mission report on the revision of the journalism curriculum facilitated by ESSTIC has been submitted to UNESCO Yaounde.
- Two trainees have been recruited for admission into ESSTIC for a MASTER's training programme

#### **CONCLUSION**

The implementation of the project is still on-going.

# PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

## NATIONAL PROJECT

**CHAD: TRAINING OF MEDIA PROFESSIONALS IN ELECTORAL REPORTING**  
**BUDGET CODE: 354CHD5002**  
**US\$ 22 000**

### **TYPE OF PROJECT**

Approved for funding during the 55<sup>th</sup> session of the IPDC Bureau meeting, this project had the objectives of improving the professional skills of journalists of public and private media when covering the electoral processes in Chad.

The problem faced by Chad is not only one of organizing national elections but also one of ensuring their transparency and credibility. From this perspective, the contribution of the national media in ensuring transparent elections is decisive as new legislative provisions authorise the publication of partial results and the broadcast of commentaries on the progress of electoral processes during the period of elections.

For these reasons, this project is seeking to train communication professionals on the techniques of covering elections.

### **IMPLEMENTATION**

The implementation of this project earmarked the following activities:

- Identification and recruitment of a group of local contributors;
- Organization of four-day training workshops at N'Djamena, Abéché and Sarh;
- Drafting and submission of interim reports and the final project report.

Three regional training workshops were organised and which brought together a total of over 80 journalists trained on the techniques of election reporting.

### **RESULTS**

- Three workshops were organised at regional levels
- Over eighty journalists of the public and independent media were trained
- Three activity reports were elaborated and submitted.

### **CONCLUSION**

Three trainings were organised and activity reports submitted. Training activities have been terminated. The proponents of this project are expected to submit the final project implementation report.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

#### **AMARC: REINFORCING AFRICAN COMMUNITY RADIO NETWORKS TO INCREASE THEIR SOCIAL IMPACT ON DEVELOPMENT**

**BUDGET CODE: 354 RAF 5091**

**US \$ 22 000**

#### **TYPE OF PROJECT:**

The project consisted of a 3 days workshop in South Africa in July 2010. It aimed at initiating the process of strengthening National African Community Radio Networks in order to increase the social impact of community media. Given the necessity for new radio practitioners to exchange best practices on the concept and practice of community radio, the workshop sought to contribute to lessons and knowledge sharing and experience exchanges between community radio network representatives to increase the social impact of community radio in achieving its social, economic and cultural development objectives.

#### **IMPLEMENTATION:**

The three days workshop took place in Johannesburg from the 19<sup>th</sup> till the 21<sup>st</sup> of July, under the title: “Community Radios in African Human Development: strengthening networks, empowering women and improving content”. It was organised by the AMARC Africa Bureau (World Association of Community Radio Broadcasters in its African regional section). During the workshop the situation of the national networks in the various countries which participated was discussed and published on a website. Knowledge sharing and capacity building on community radio network management was also initiated, and mentoring and capacity building mechanisms, timetable and milestones adopted by the 25 participants from Burkina Faso, Cameroon, Central African Republic, Chad, Cote d’Ivoire, DRC, Ghana, Kenya, Mali Mozambique, Namibia, Senegal, Sierra Leone, South Africa, Zimbabwe and Uganda.

#### **RESULTS:**

- Participants identified knowledge-sharing mechanisms for reinforcing the existing networks, improving the community radio’s contents and facilitating their contribution to human development in Africa. They also determined the priorities in the implementation of the AMARC Africa Strategic Action Plan for 2010-2014.
- Together with the above mentioned, participants devised a plan of action to reinforce country community radio networks and set an Action Committee to follow the process.
- The acquired knowledge of the situation of the national networks will provide the basis for future training activities of AMARC Africa. The workshop was also useful as for identifying potential trainers.

#### **CONCLUSION**

Together with the adoption of the Johannesburg Declaration on “Improving content, strengthening networks and empowering women”, the identification of the roles of community radio networks and practices was achieved, as well as relations with stakeholders, with the community radio movement and AMARC, thus, contributing towards the reinforcement of African community radios and their impact on the public.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

**RHODES UNIVERSITY: WORKSHOP FOR THE CAPACITATION OF THE CENTRES OF EXCELLENCE IN JOURNALISM EDUCATION IN AFRICA**  
**BUDGET CODE: 354 RAF 5092**  
**US \$ 33 000**

#### **TYPE OF PROJECT:**

The project consisted of a workshop for the capacitation of professionals from the UNESCO Potential Centers of Excellence in Journalism Education to teach new media in their courses which took place in South Africa in July 2010. A major objective of the meeting was to engage with educators from the Potential Centres and further consolidate the relationship and expectation of UNESCO support in the process of capacitation, and determine practical deliverables towards 'excellence'. The participants also contributed towards an interactive web platform for their Centers.

#### **IMPLEMENTATION:**

The workshop was implemented by Highway Africa (a Pan-African network at the Rhodes University School of Journalism and Media Studies). It consisted of a 6 days workshop at Rhodes University in July 2010, 3 learning and reflecting on the subject matter of this workshop and 3 overlapping the 2<sup>nd</sup> World Journalism Education Congress (WJEC). It provided educators with practical skills training, strengthened application of new media production and integration of these elements into current curriculum structures. This workshop took place parallel to the 2<sup>nd</sup> WJEC under the theme "Journalism Education in an age of radical change" attended by approximately 300 educators coming from 54 different countries, thus facilitating networking of the participants with international potential partners. The Congress included a research colloquium on African journalism education at Rhodes University, Grahamstown. The delegates who attended the workshop were from the following schools: Tshwane University of Technology, Daystar University, University of Ouagadougou, University of Nairobi, University of Lagos (UNILAG), Mozambican School of Journalism, Makerere University, Walter Sisulu University, Centre d'Etudes des Sciences et de la Communication (ESSTIC), University of Ibadan, Stellenbosch University, Lagos Polytechnic, National University of Science and Technology in Zimbabwe (NUST), Namibia Polytechnic, African University College of Communication (AUCC Ghana), ISSIC (Morocco) and CESTI (Senegal).

#### **RESULTS:**

17 of the UNESCO potential Journalism Centers of Excellence and selected Centers of Reference benefited directly from the workshop offering New Media skills and suggesting online resources to use.

17 journalism educators provided with the foundations for confident and skilled continuity of practical new media instruction in the participating Potential Centers of Excellence and reference.

#### **CONCLUSION**

The representatives of those centers were sensitized on best practice with regard to the importance of integrating ICTs into their curriculum, pedagogical approaches and teaching methods that will help media professionals to obtain appropriate training. It strengthened a network that will aim to increase the capacities of Schools to become classified as excellent.



## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

#### **CBA: BUILDING THE KNOWLEDGE BASE OF BROADCASTING REGULATORS TO ENSURE PUBLIC SERVICE BROADCASTING**

**BUDGET CODE: 354 RAF 5094**

**US \$ 22 000**

#### **TYPE OF PROJECT**

The project consisted of a Broadcasting regulatory workshop which took place within the Commonwealth Broadcasting Association (CBA) in April 2010 in Johannesburg (South Africa) and an on-line course on broadcasting regulation whose launch was announced during that workshop.

The training focused on bringing about a system of regulation conducive to freedom of expression, pluralism and diversity of media, helping make the media available for democratic discourse and supporting institutions that underpin freedom of expression, pluralism and diversity.

#### **IMPLEMENTATION**

The workshop took place on 18 April 2010 in Johannesburg, South Africa and was implemented by CBA (Commonwealth Broadcasting Association). The workshop was attended by representatives from Botswana, Ghana, Gibraltar, Kenya, Lesotho, Nigeria, Pakistan South Africa Swaziland, Tanzania, Uganda and Zambia. It focused on content regulation and main topics included: the independence of broadcasting regulatory system (necessary for ensuring media pluralism and diversity, freedom of expression and information), regulating for quality content, preparing for the transition to digital environment as well as effective enforcement of regulation standards. The training was based on the CBA Guidelines for Broadcasting Regulation (supported by UNESCO and first published in 2006).

The distance learning Training that ran from from Friday 28th May to Friday 9th July 2010 was also based on the CBA Guidelines for Broadcasting Regulators. It focused on the mechanics of broadcast regulation, appropriate regulatory behaviours to encourage freedom of expression and the use of regulation as a tool for democracy.

#### **RESULTS**

24 broadcasting regulators responsible for broadcasting regulation from the Commonwealth were trained during the workshop on broadcasting regulation. The participants commented on the immediate applicability of the contents which were discussed as well as about the usefulness of the information shared.

The workshop average score was 9. Eleven students completed the online course aimed at understanding and applying social principles in broadcasting regulation. They highlighted the appropriateness of the topics as well as how helpful the course was in order to enable them to justify responses in the light of agreed principles and specific contexts.

#### **CONCLUSION**

Excellent feedback from the participants in both the workshop and the on line course was reported. It encourages the CBA to hold these activities annually, at lower cost.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

**SABA: CLIMATE CHANGE AWARENESS POLICY**

**BUDGET CODE: 354 RAF 5095**

**US \$ 22 000**

#### TYPE OF PROJECT

The project consisted of a 5 days training meeting on climate change awareness policy for broadcaster which took place in South Africa in August 2010, organized by the Southern African Broadcasting Association SABA and sponsored by UNESCO. The training focused on bringing about a unified template for climate change policy to be implemented in broadcasting. The advantages of a regional intervention enable the landlocked and resource-challenged countries to gain from regional cooperation.

#### IMPLEMENTATION

The 5 days meeting took place in Johannesburg between the 2<sup>nd</sup> and 6<sup>th</sup> of August 2010 and was implemented by the Southern African Broadcasting Association SABA. The training targeted 20 broadcast programme directors from Angola (Radio National Angola), Botswana (BTV), Lesotho (Radio Lesotho), Malawi Broadcasting Corporation, Mozambique (Televisao de Mozambique), Namibia (NBC TV), South Africa (SABA and SABC), Tanzania (Tanzania Broadcasting Corporation) and Zambia (ZNBC).

The workshop encouraged the development, production, co-production and exchange of content within the region on climate change. Ultimately it contributes to better awareness by publicizing and informing the public of the scientific realities of climate change.

During the 5 days the participants dealt with different topics, namely: climate change journalism, broadcaster responsibility, programme evaluation and the agreement on a universal template for internal broadcasting policy. The different working-dynamics included practical exercises, case studies, scenarios, simulations and other interventions. In response to two media releases sent out before the conference, the event was extensively covered by the media from different countries. The evaluation from the participants was highly positive. Among their comments they assessed the workshop as an “eye opener” and “a very memorable training”.

#### RESULTS

10 member broadcasters agreed upon and developed a model for policy and 2 delegates from each country adapted the model policy to their own conditions.

Some future follow ups include working towards a Memorandum of Understanding between broadcasters for programme exchange and co-production. The format of this MOU was presented during the sessions.

A report on the workshop was compiled and submitted to UNESCO (covering the thematic areas which guided the workshop, the agenda, the draft template, detailed financial statement and evidence of media coverage). UNESCO Training material was used for the training workshop.

## **CONCLUSION**

The policy template is being championed by the respective participants in their workplace and in programming at their broadcasters. SABA would like this template to grow into broadcast guidelines on covering climate change. The participants left with several requests for more training courses (on programme content in respective countries, ethics, co-production and programme exchange etc.). Draft Business plans to reduce production costs are being discussed.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### REGIONAL PROJECT

**(COE): BUILDING CAPACITIES OF HIGHER LEARNING IN SOUTHERN AFRICA TO MAINSTREAM GENDER IN JOURNALISM EDUCATION (GENDER LINKS)**

**BUDGET CODE: 354 RAF5002**

**US \$ 24 200**

#### **TYPE OF PROJECT:**

The project consisted of capacity development intervention for 6 potential centers of excellence and reference in gender mainstreaming. The project will assist institutions in drafting a plan of action for gender mainstreaming in curriculum and drafting policy interventions that will institutionalise gender mainstreaming at the 6 institutions. The project will contribute towards the capacity development of institutions that underpin freedom of expression, pluralism and diversity.

#### **IMPLEMENTATION:**

It is planned to have 3 workshops (February, May and August) to assist 6 institutions to improve their curriculum by mainstreaming gender (Criterion A for quality journalism training) and establish a development plan that includes gender mainstreaming (Criterion C for quality journalism training). The six institutions that will benefit from the project are: the Mass Communication Department, Makerere University, Uganda; the School of Communications, Walter Sisulu University, South Africa; the Department of Media Technology, Polytechnic of Namibia; the Mozambican School of Journalism, Mozambique; Department of Media Studies, University of Namibia and the Faculty of Communication and Information Science, National University of Science and Technology, Zimbabwe. The project will produce a foundation course on mainstreaming in journalism and media education and training, 6 trained educators of Potential Centres of Excellence of Journalism and Centres of Reference in Africa and a pilot intervention to use online teaching and learning as a model to build the capacity of journalism and media educators and trainers in gender mainstreaming.

#### **RESULTS:**

To be provided once the activities took place in August 2012.

#### **CONCLUSION**

The activity was delayed as a contract with Gender Links ended in December 2011 and only one contract can be established between UNESCO and a contractor.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

#### **AFRICA-UK: JOURNALISM EDUCATION EXCHANGE NETWORK**

**(POLYTECHNIC OF NAMIBIA)**

**BUDGET CODE: 354 RAF 5003**

**US \$ 30 800**

#### **TYPE OF PROJECT:**

The project consisted of 4-day Africa-UK journalism academic Exchange Workshop between 8 African Journalism Education Institutions and several UK Journalism education Institutions. The academic exchange workshop seeks to strengthen a north-south partnership in journalism education and promote exchanges between these universities and therefore supports professional capacity building to institutions that underpin freedom of expression, pluralism and diversity.

#### **IMPLEMENTATION:**

The 4-day Africa-UK journalism academic exchange workshop will take place in Luton, UK, on one of the campuses of the University of Bedfordshire from 09 to 13 April 2012. 8 African Journalism Education Institutions, namely the Mass Communication Department, Makerere University (Uganda), the School of Journalism and Mass Communication, University of Nairobi (Kenya), Department of Mass Communication, University of Lagos (Nigeria), Department of Journalism at the University of Stellenbosch (South Africa), School of Journalism and Media Studies, Rhodes University (South Africa), School of Communication Studies, Walter Sisulu University (South Africa), Department of Journalism, Tshwane University of Technology (South Africa) and the Department of Media Technology, Polytechnic of Namibia are asked to nominate senior lecturers to attend the workshop. The workshop will focus on Gender in Media Education and Journalism and Communication Technology. Logistical arrangements are put in place in order to facilitate the travel and stay of the senior journalism educators and to establish a programme that is agreed upon by all participating institutions.

#### **RESULTS:**

To be provided once the activities took place in April 2012.

#### **CONCLUSION**

The activity will be finalized by 22 June 2012. Additional funding was acquired by the UK National Commission for UNESCO in order to fund the shortfall in the original proposed budget. This additional fundraising exercise contributed toward the delay in implementing the activity.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

**TRAINING IN INVESTIGATIVE JOURNALISM IN ANGOLA**  
**BUDGET CODE 354 ANG 5091**  
**US \$ 22 000**

#### **TYPE OF PROJECT:**

The project consisted of a 2 days training workshop in investigative journalism which took place in Luanda on the 25-26 January 2011 organized by the Centre de Formation des Journalistes CEFOJOR and sponsored by UNESCO. The training focused on creating a core of motivated journalists familiar with investigative journalism who will contribute towards an independent and critical media in Angola.

#### **IMPLEMENTATION:**

The 2 days workshop took place in Luanda on the 25<sup>th</sup> and 26<sup>th</sup> January 2011. The training targeted around 30 journalists (mainly coming from the countryside) who were trained in investigative journalism. CEFOJOR had previously evaluated training needs in Angola, and investigative journalism was considered a high priority given that it is rare within the Angolan press due, among other reasons: to the absence of specific training (in investigative journalism) and to the strategy of the newspapers and radio broadcasters. Therefore, the workshop aimed at creating sensitized journalist with regard to the importance of investigative journalism for transforming society, as well as at providing journalists with the necessary skills and techniques for them to develop a journalism of that kind. The financial statements of the project and final report are being awaited.

#### **RESULTS:**

30 journalists were trained in investigative journalism. The training programme will be used as training material at CEFOJOR.

#### **CONCLUSION**

This workshop acted as a pilot project within the broader goal of CEFOJOR of improving and increasing investigative journalism in Angola, and UNESCO's one of promoting media development in order to contribute towards strengthening free, independent and pluralistic media. It is foreseen that it will be replicated.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

#### **NAMIBIA: UPGRADING SKILLS TO EXPAND THE COMMUNITY NEWSPAPER “CAPRIVI VISION”**

**BUDGET CODE: 354 NAM 5091**

**US\$ 32 000**

#### **TYPE OF PROJECT:**

The project included the provision of funding for training on news reporting, graphic design and marketing management for 10 reporters, 2 marketing officers and 2 media designers from the 6 different constituencies of the Caprivi region. Funds were also used to purchase equipment such as a laptop, new software, fax, notebook, printer and cameras. This capacity development will enable the newspaper to create a reading culture and critical thinking of social issues in the region.

#### **IMPLEMENTATION:**

Thanks to the funds provided for this project, equipment was purchased for the improvement of the functioning of the newspaper, given that the lack of equipment was one of the main obstacles hampering the publication to improve its objectives. Among the new working equipment obtained: a laptop, new software, fax, notebook, printer and cameras. Furthermore skills development was promoted through the training of a media designer, who attended a workshop on Graphic Design at Polytechnic of Namibia in Windhoek in November 2010 and 2 other participants trained in marketing also by the Polytechnic of Namibia. Funds were also used to train 10 reporters to cover community issues, news gathering, interviewing, reporting and writing skills.

#### **RESULTS:**

The training on graphic design as well as on reporting and marketing skills contributed to the improvement of the quality of the Caprivi Vision newspaper. That reverts on the newspaper's readers helping them make informed decisions, as well as on the overall goal of promoting freedom of expression. Furthermore the new skills contributed to the creation of employment for young Namibians from disadvantaged areas.

#### **CONCLUSION**

Training and equipment was beneficial, but the newspaper is still struggling to print the newspaper in a more sustainable way; a printing press is needed in order to produce the publication in time in Namibia.

## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

**SOUTH AFRICA: UPGRADING THE TECHNICAL AND RADIO PRODUCTION SKILLS OF WOMEN IN COMMUNITY RADIO TO PRODUCE FEATURES AND DOCUMENTARIES ON WOMEN IN SCIENCE AND ENGINEERING**  
**BUDGET CODE: 354 SAF5001**  
**US \$ 27 500**

#### **TYPE OF PROJECT:**

The project consisted of capacity development intervention for Bush Radio by upgrading the Bush Radio studio, carrying out a two week training course and by producing 12 radio programmes on women in Science, Technology and Engineering. The project contributes towards plurality and diversity of media in South Africa.

#### **IMPLEMENTATION:**

The upgrading of Bush Radio studio included the purchasing and installation of automation live assist software, professional soundcard, Sound craft broadcast mixing console, 3 headphones, 2 Stanton CD players, studio rewriting loom and balancing interface. The studio upgrade took place in November 2011. The training course was planned to happen after the installation of the studio, but due to the delays in delivering equipment the training went ahead without the studio upgrade on 25th October – 4th November 2011. Participants from the training include community media practitioners from the following regions: Eastern Cape, Free State, Kwa-Zulu Natal, Limpopo, Mpumalanga, North West and Western Cape. Each of the participants produced one programme focussing on women in science, engineering or technology and 12 x 20 minute programmes were produced to be broadcasted at the different community radio stations.

#### **RESULTS:**

- Gender perspectives in media content promoted through the production of 12 programmes focusing on women in the science and engineering.
- Training programmes offered on an equal basis to women focusing on technical skills.

#### **CONCLUSION**

The activity increased the visibility of the IPDC as the 12 programmes produced have been widely used and interest was expressed by the GenderInSITE to make it available to an audience beyond the borders of South Africa.



## PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

### NATIONAL PROJECT

**SWAZILAND: MEDIA COMPLAINTS COMMISSION (MCC) (MISASWAZILAND)**  
**BUDGET CODE: 354 SWA 5001**  
**US \$ 15 400**

#### **TYPE OF PROJECT:**

The project consisted of capacity development intervention for the Swaziland Media Complaints Commission that seeks to receive and adjudicate complains lodged against the media in Swaziland. Activities also focus on sensitization of civil society and the public at large to engage the media on issues reported on. The project will contribute towards the promotion of freedom of expression and media pluralism in Swaziland.

#### **IMPLEMENTATION:**

5 day training for 11 Media Complaints Commissioners and media stakeholders took place on 24 to 27 January 2012 to revise and adopt the proposed constitution of the Media Complaints Commission. The activity was carried out in cooperation with the Media Ombudsman of Namibia as well as the Swaziland National Association of Journalists and the Swaziland Editors' Forum. The Media Complaints Commission will be launched on 10 February 2012. In addition a two-day workshop for civil society stakeholders will take place to obtain endorsement of the Media Complaints Commission by the civil society. As a follow-up to sensitize the public at large on the work of the Media Complains Commission, publicity materials will be produced in two languages using a framework developed by MISA Namibia. A computer will also be purchased for the Media Complaints Commission.

#### **RESULTS:**

To be provided once all the activities took place at the end of February 2012.

#### **CONCLUSION**

The activity was delayed in view of the current political situation in Swaziland. MISA Regional is also now assisting in the implementation of the project to be successfully carried out by the end of February 2012.

## PROJECT IMPLEMENTED BY THE HQ (FEM)

### REGIONAL PROJECT

#### **URTI/IRTU: TRAINING IN THE USE OF A WEB PLATFORM FOR THE JOINT PRODUCTION AND EXCHANGE OF PROGRAMMES BETWEEN PUBLIC RADIO BROADCASTERS**

**BUDGETCODE: 354 RAF5004**

**US\$ 30 000**

#### **TYPE OF PROJECT**

African public radio broadcasters, especially in the LDCs, lack the resources required to be able to deliver high-quality programmes developed and produced in their own regions, or in other African countries.

In addition to producing programmes at their own head offices, it is essential to train the staff of these radios in new means of transmission enabling them not only to transfer programmes from their regional offices, but also to establish links with their foreign counterparts for joint productions and exchanges.

This project proposes to train personnel from 18 African radios, 9 of which are located in LDCs (Benin, Burkina Faso, Burundi, the Comoros, Mali, Mauritania, Niger, Senegal, and Togo), and to provide them with a particularly effective and user-friendly web platform for exchanging and broadcasting programmes thus contributing promoting greater freedom of expression and information.

By organising joint productions and exchanges at the wider African level, the project will enable the professionals employed by the radios concerned--and ultimately, those working for competing private radios--to exchange their experiences through collaboration at the wider, continental level, which will contribute significantly to their training. The project will also provide new, inexpensive means of transferring reports and programmes produced in regional offices to partners' head offices, replacing the current model of transmission which has proved very costly and inadequate in terms of quality.

#### **IMPLEMENTATION**

The approved work plan for this project foresees the implementation of the following activities:

- Development of the web platform, which will be hosted on the URTI website. The platform will not only foster joint productions and exchanges of radio programmes, but will also serve as a means of transferring content within broadcasting services. Each of these three functions will be made available in a dedicate web space offering various functional features, including editing/viewing of programme description files, immediate or deferred *upload* of programmes, *streaming* of uploaded programmes, accelerated downloading of streamed content (between 3 and 10 times faster than real-time speeds, depending on users' connection speeds).
- Preparation of a guide to using the platform, and distribution to partner radios. The guide will also be available on-line, together with a FAQ (Frequently Asked Questions) section.
- User training courses will be delivered remotely to save costs. A users' guide will also be prepared and made available to users, who will also receive on-going technical support.
- Establishment of a regularly updated address book, with the contact details of the partners and professionals involved in the project. The address book will also be made available on-line to facilitate contacts between users.
- On-line publication of programmes transferred internally by partner radio broadcasters

- Establishment of an on-line directory of on-going joint production projects, with the contact details of the players involved.

## **RESULTS**

A new web platform has been developed, made operational and permanently available to radio production personnel from partner radio broadcasting services, enabling daily joint productions and exchanges of programmes at the regional and international levels.

As at 31 December 2011 almost 200 directors, journalists, technicians - radio-production professionals - from the public radio broadcasting services of 18 URTI-member African countries have been trained on-line as well as at the professional meetings of the regional institutions such as CIRTEF (Conseil international des radios-télévision d'expression française), as well as at National training workshops (Algeria, Djibouti etc.) in the use of the new platform (more will be trained in the next months). A training guide/manual has been prepared and made available.

Other radio broadcasters Europe as well as from other regions have received access to the platform (Some 150 professionals from 22 other countries have been also trained in the use of the Platform.

157 programmes have been uploaded into the platform.

## **CONCLUSION**

While the IPDC part of the project has been successfully terminated and allowed public service radios in 18 African countries, including 9 LDCs to significantly enhance their capacities in radio production and coproduction, as well as exchange thus contributing to free flow of information in the beneficiary countries and across the borders, the overall project is still on-going and would further improve national production and international exchanges, as well as access of African radio broadcasters to international events and content.

**THIS IPDC PROJECT IS TECHNICALLY AND ADMINISTRATIVELY TERMINATED.**

# **ARAB REGION**

## PROJECT UNDER IMPLEMENTATION BY THE AMMAN OFFICE

### NATIONAL PROJECT

**JORDAN: BUILDING CAPACITIES OF WOMEN CITIZEN JOURNALISTS IN RURAL AREAS**  
**BUDGET CODE: 354JOR5001**  
**US\$ 17 600**

#### **TYPE OF PROJECT**

In recent years, Jordan has witnessed a steady increase in the number of newspapers, private commercial radio and TV stations. However in spite of this liberalization of the media landscape, media content and production at present cater predominantly to the needs of the urban population which is male biased and centralized in the capital of Amman. Local issues receive little coverage and local communities living in rural areas, particularly women, have limited access to media production and are underrepresented.

According to the Jordan Media Survey conducted in 2009, radio was found to be the most popular of the various media channels thus highlighting its considerable potential to reach out and inform the population. At present however, almost all of Jordan's radio stations are purely commercial with very limited local reporting. In contrast to commercial radios, community radios are known to provide a high degree of support for community development and cohesion by involving community members in addressing local issues as well as helping represent local communities on a national level.

This project aims at providing training to female community radio journalists from rural Jordan in order to equip them with the necessary skills to produce professional reports on relevant socio-economic issues within the community in an effort to increase plurality in the Jordanian media.

#### **IMPLEMENTATION**

- Under this project, Community Media Network is currently training 6 women from rural Jordan aged 20 to 35 on community radio skills
- The training, which started on December 1, 2011, will take 6 months to be complete
- 12 shows about the socio-economic realities of the trainees' communities will be produced during the training, with special attention to the female perspective

#### **RESULTS**

##### **The training which is scheduled to be complete in 2012 will result in the following:**

- 10 trained journalists, mainly women, capable of producing news reports and specialized in their local communities issues.
- 24 radio news programs and 72 news reports broadcast on 4 radio stations and their texts published on a website, covering local communities' issues and reaching the audiences of those local media outlets.
- Four local radio stations empowered by trained qualified journalists and good local content.
- A national network of community and local radio stations and journalists in Jordan is enhanced.
- Women and youth issues are covered professionally in a series of radio and text reports and interviews.

## CONCLUSION

- The contract was prepared and signed in early July using the new contractual modality called Intergovernmental Body Allocation Contracts which was created by UNESCO in June 2011. Since all contracts within the framework of the IPDC should now be created under this new modality, and since the project hadn't started yet, the contract was reformatted following the new modality and shared with Community Media Network for signature.

Among the major challenges that delayed the commencement of the project was the unavailability of equipment specified by the partner "Community Media Network" in the IPDC project document, mainly recorders to be used for training. Specifications had to be readjusted according to availability to avoid further delay.

- Equipment was finally purchased in November 2011.
- Participants were selected and training started on December 1, 2011.
- Project was extended to the following biennium (36/C5).

Due to its political stability and an intention to build a strong ICT sector, Jordan has been in the unique position of supplying the Arab media marketplace with qualified and talented media professionals. But as a result of this and other factors, the Kingdom itself has suffered a shortage of skilled and professional journalists and media practitioners. Jordan Media Institute (JMI) was established in order to close the gap between the Kingdom's real needs and what is available in terms of human resources in the media field. Through this project, JMI aims to address the issue of journalistic competencies and skills in a strategic and systematic fashion twinning the provision of academic achievement through a unique and practical MA programme as well as certified short courses addressing specific skills.

# PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

## REGIONAL PROJECT

**BUILDING INSTITUTIONAL CAPACITY OF THE FEDERATION OF ARAB NEWS AGENCIES (FANA) TO OFFER MEDIA TRAINING**

**BUDGET CODE: 354 RAB 5081**

**US\$ 40 000**

### TYPE OF PROJECT

This project aims at establishing a self-sustained training Centre, at the Federation of Arab News Agencies based in Lebanon, that would in turn, be capable of offering professional training for Journalists and editors from 19 Arab News Agencies. These trainings will increase the journalists' capacities towards an objective and unbiased Media that will help in enhancing democracy and respect of human rights.

### IMPLEMENTATION

FANA has prepared, equipped and set up the training centre and developed its training plan. In addition, the centre was launched officially on the 19<sup>th</sup> of October, 2009 under the patronage of the Lebanese Minister of Information. Following the opening of the centre, two training courses (each lasting five days), were organized between 19 and 30 October, 2009. The topics of these training courses were: "Production of News Videos for Television" and "Multimedia Information Coverage of Environmental Affairs" respectively, and were attended by editors from 11 Arab News Agencies.

The training sessions that were already conducted, are part of a training plan that constitutes of the following topics: a) Freedom of Expression and Democracy, b) Human Rights and elections, and c) Environment.

A five days workshop was conducted between 1 and 5 March, 2010 and dealt with photographing skills. 14 photographers from Arab news agencies: Jordan, Morocco, Palestine, Saudi Arabia, Qatar, Sudan, Syria, Kuwait and Emirates acquired advanced techniques during this workshop which was conducted by Thompson Reuters' chief photographer in Lebanon and Syria.

Between 12 and 16 April, 2010 a 5 days training workshop on "Human Rights and elections" covered the issue of reporting and editing elections news and was attended by 16 editors delegated by the news agencies from: Jordan, Syria, Emirates, Lebanon, Morocco, Saudi Arabia, Sudan, Oman, Qatar, Yemen and Kuwait. Thompson Reuters Foundation conducted this workshop which was designed to help journalists prepare for elections in their countries with special focus on democracy and the media role in this process.

In addition, a training workshop was organized between 19 and 23 September, 2011 that dealt with covering, writing and editing economic news was organized. 14 Editors attended this workshop from Arab news agencies from: Jordan, Lebanon, Morocco, Oman, Sudan, Syria, Saudi Arabia, Egypt, Yemen and Kuwait. The workshop focused on economic developments and how to deal with news related to the activities of big and small businesses, the global economic turmoil, the Islamic Banks, and the stocks markets.

### RESULTS

Progress reports were submitted to UNESCO Regional office in Beirut. In addition, a final detailed report was also submitted at the end of the project by Dr. Farid Ayar, the Secretary General of the Federation of Arab News Agencies.

48 skilled editors and journalists and editors from 19 National Arab News Agencies acquired more skills and knowledge on covering and writing news of economic, environment, local elections and human rights topics. So

far, 23 editors have undertaken the “Production of News Videos for Television” and 14 National Arab News Agencies photographers learned advanced photographing techniques.

## **CONCLUSION**

Within the 19 Arab countries affiliated with the Federation of Arab News Agencies, this project aimed to contribute to the enhancement of Democracy, and respect of Human Rights through the establishment of its self-sustained training institute that is capable of improving Journalists’ and editors capacity in writing news items in an objective and unbiased manner.

Although the project achieved its initial results, however, it seems there is a big challenge to raise substantial funding from Arab News Agencies members of FANA to sustain this institute and conduct further training workshops, as it was mentioned by FANA’s secretary general. This is because some of the agencies stopped paying their contributions for the Federation and thus affected the its ability to continue with its mission as planned. FANA will probably need additional funding to hold further trainings workshops in the coming year.



# PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

## REGIONAL PROJECT

**BUILDING FREE EXPRESSION ADVOCACY CAPACITY IN THE MENA REGION**  
**BUDGET CODE: 354 RAB 5001 (FIT-BELGIUM)**  
**US\$ 143 650**

### TYPE OF PROJECT

This project aims at building the capacity of MENA free expression advocates to campaign effectively for defending and promoting freedom of expression in the MENA region. This will create a more hospitable environment for the development of independent media, democratic government, and the empowerment of civil society.

### IMPLEMENTATION

Based on its long experience and work with Freedom of Expression and Press, International Federation for Freedom of Expression (IFEX), managed to map the regional needs to develop its freedom of expression advocates. Hence, IFEX took the opportunity of its annual meeting and planned to conduct a training workshop on Building Free Expression Advocacy Capacity in the MENA Region. Thus, first, IFEX identified the main training areas to focus on, and then they had to work through their networks to select the trainers that had experience/expertise which could make it possible for them to work in the MENA region

One week of training was held in Beirut on the following pre-identified topics: Developing a Campaign Strategy, Lobbying the UN Universal Periodic Review, Trial Monitoring, and On-line Advocacy using Internet Tools. All topics were prepared and implemented in Arabic language.

### RESULTS

The expected results from this event was achieved where 14 MENA-based free expression advocates acquired the relevant skills and techniques for campaigning and advocacy work so that they could apply them in their respective national contexts. Moreover, another important result that was achieved is having the opportunity to gain new campaigning and advocacy support resource materials available in Arabic, for ongoing use by free expression advocates in the region. Finally, a special campaign strategy building curriculum was tailored specifically for the MENA context.

### CONCLUSION

As this project aims at increasing the skills of young free expression advocates, it is important to give them the opportunity to apply what they learned. Moreover, IFEX has an important role to play in synthesizing the Media Community in the region towards this kind of approach. This will be done in collective efforts as part of IFEX original role and mandate towards Freedom of Expression at the international level.

Hence, Sustainability would be better achieved by systematic engagement with more young journalists and Freedom of Expression advocates.

# PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

## NATIONAL PROJECT

**LEBANON: BUILDING NATIONAL NEWS AGENCY'S CAPACITY TO PROMOTE FREE, PLURALISTIC AND DIVERSE MEDIA.**

**BUDGET CODE: 354 LEB 5081**

**US\$ 16 500**

### TYPE OF PROJECT

The objective of this project is to set up a training facility at the National News Agency premises in order to train its staff to acquire skills and knowledge in writing skills and online journalism and editing with emphasis on Media issues (freedom, pluralism, objectivity...etc)

### IMPLEMENTATION

The National News agency (NNA) is the main source of domestic news on the national and international level. Hence, it is vital for the agency, while working in a very competitive field, to focus on providing the best training programs and systems to better align employee skills and activities. Thus, the need to provide staff trainings in the following fields: Writing Skills and online writing and editing skills in an ethical and transparent manner, in addition to a course in writing and editing skills for the radio.

NNA has set up its training facilities, selected trainers, topics and developed training material. Three trainings with each course going on for five days were conducted targeting 42 NNA Journalists on the above mentioned topics covering three languages (Arabic, English and French).

Following that, NNA aims at sustaining this centre for continuous training of its staff to maintain its position in its field.

### RESULTS

3 Media training workshops were conducted (5 days each):

**The first workshop** targeted 15 journalists working for the NNA Arabic desk (2 sessions): the first session aimed at enhancing their understanding of « Media laws » and Media ethics in Lebanon, their rights and responsibilities so that they could provide a fair and comprehensive account of events and issues; and the second session attempted at reviewing the elements of good journalistic writing from the use of active sentences to specificity and simplicity of language; while the third session was designed to improve their writing and on-line editing skills through working on several exercises covering writing and editing news features, news stories, leads (direct and indirect), headlines, full story, use of background, quoted statements, attribution to news sources, breaking -news stories.

**The second workshop** targeted 12 journalists/translators working for the English Desk at NNA and aimed at improving their capabilities that are related to on-line news writing and editing in English through working on several exercises covering translation/writing, editing news stories, writing leads, headlines, use of background, quoted statements, attribution to news sources, etc...

**The Third workshop** targeted 15 journalists/translators working for the French Desk at NNA and also aimed at improving their capabilities that are related to on-line news writing and editing in French through working on several exercises like covering news story writing, style, news story writing, lead writing, headlines, use of background, quoted statements, attribution to news sources, news features, etc...

Hence, NNA journalists Writing Skills, online journalism and editing skills improved in order to apply new Media techniques and measures towards a more pluralistic and free media.

## **CONCLUSION**

The immediate objectives of the project were well-timed and consistent with the long-term development objective. 42 journalists working for the NNA Arabic and English and French desks acquired more skills and knowledge in online journalism and were capable to use these skills in their daily job through applying new media techniques and measures towards more pluralistic and free media and for more active participation in the media market development.

It is vital for NNA to sustain the training facility and most importantly, keep its staff updated, being the main source of News, as well as being in a fast evolving Media environment where stopping means dropping out.

According to Agency journalists who participated in the training program, more intensive training workshops on online writing and editing will bring them up to recognize international standards which they can apply in their daily tasks to improve their news productions and enhance their appreciation for their jobs, and this will be reflected in the delivery of a better updated quality of news to a larger audiences, and would insure therefore a better standing for the NNA in the national and international media market.

## PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

### NATIONAL PROJECT

**LEBANON: CONFLICT SENSITIVE JOURNALISM: EMPOWERING YOUNG JOURNALISTS IN RESPONSIBLE COVERAGE DURING TIMES OF CONFLICT**  
**BUDGET CODE: 354 LEB 5082**  
**US\$ 22 200**

#### TYPE OF PROJECT

This project aims at empowering young journalists in responsible coverage during times of conflict leading to a conflict-sensitive journalism, thus, leading to a more peace promoting media sector in Lebanon.

#### IMPLEMENTATION

As the Lebanese Media Institutions did not play a calming, peace-bringing role during the unrest periods in Lebanon, the Media institutions were asked to practice control over what is broadcasted to the public in order to prevent unconstructive feelings among recipients. Thus, the need to educate media bodies in order to be agents of peace is very critical and vital. Conflict Sensitive Journalism would help bridging gaps that is by finding common grounds on which to report instead of reporting subjectively.

MAHARAT foundation produced a plan to implement this approach by reaching out to both Media executives as well as young journalists.

This plan will be achieved by conducting: a) Motivational sessions for media executives for up to 15 media executives for a one day awareness seminar about conflict sensitive journalism that would allow them to be more comprehensive of their staff reporters and journalists, b) Three two-day workshops that would hold extensive training on the concept and techniques of conflict-sensitive journalism, and c) Production of a Newspaper Supplement (after the completion of the three workshops) that would give the opportunity for the students to work in groups and write an extensive story or report pertaining to conflict and that would be compiled and edited by experts.

#### RESULTS

The three proposed activities (a- 5 two days workshop on the concept and techniques of conflict-sensitive journalism, b- the production of a Newspaper Supplement, and c- organize a one day awareness seminar for up to 15 media executives about conflict sensitive journalism) were implemented between April and May 2010. 106 Media students acquired more knowledge on conflict-sensitive journalism in order to be able to understand the purpose of the culture of peace, its principles and its perspectives. 30 young journalists acquired more skills and experience by expanding the culture of peace through their journalistic work and were able to produce a newspaper supplement with their own stories by the end of the training workshop.

After the workshops, a newspaper supplement was produced containing the articles of the students, published and distributed with An-Nahar newspaper.

The participants, media students as well as media executives, gained more awareness about the priorities of UNESCO/ IPDC programme: strengthening freedom of expression and media pluralism, development on the level of information and human resources, and promoting international cooperation or international partnership in addition to developing local and regional media.

## **CONCLUSION**

While the training workshops conducted contributed to establishing a critical mass of young journalists aware of the role of media in building a culture of peace and national dialogue in the Lebanese society, helping them acquire more skills and experience by expanding this culture of peace through their journalistic work, requires the implementation of further actions to reach the proposed objectives. Hence, Sustainability would be better achieved by more systematic engagement with more young Lebanese journalists.

As this project aims at increasing the skills of young journalists on conflict-sensitive journalism, it is important to give these journalists the opportunity to apply what they learned. Moreover, MAHARAT has an important role to play in synthesizing the Media Community at large in Lebanon towards this kind of approach. This will be done in collective efforts at both academic and professional levels.

## PROJECT IMPLEMENTED BY THE CAIRO OFFICE

### NATIONAL PROJECT

**EGYPT**  
**CAPACITY BUILDING FOR LOCAL MEDIA IN EGYPT**  
**BUDGET CODE: 354EGY5001**  
**US\$ 24 200**

#### **TYPE OF PROJECT**

This IPDC project provided Egyptian journalists working in the local media organizations with training aimed to develop their professional capacity in the fields of reporting and feature writing. The training focused on developing capacities of journalists in covering elections and issued related to development of the society in the period of transition.

#### **IMPLEMENTATION**

37 Egyptian journalists, mostly coming from the local newspapers and e-media based outside of the capital city Cairo received 10 days induction course which addressed professional aspects of covering elections, politics and development as well as such topics journalists' safety and legal regulation of electoral campaigns in Egypt.

#### **RESULTS**

Two training sessions of 5 days each for 18 and 19 journalists took place from 2 – 14 October 2011 at the premises of the Egyptian Press Syndicate.

#### **CONCLUSION**

The beneficiaries were satisfied with the training provided in and will use their newly acquired skills.

## PROJECT IMPLEMENTED BY THE CAIRO AND RABAT OFFICES

### REGIONAL PROJECT

#### **ASSESSING NATIONAL MEDIA LANDSCAPES IN THE MENA REGION USING UNESCO'S MDIS**

**BUDGET CODE: 517RAB5000 (FIT- Belgium)**

**US\$ 176,280**

**(amount received to date: US\$ 142 650)**

**US\$ 30 000 (IPDC Special Account)**

#### **TYPE OF PROJECT**

Within the context of the major social and political changes taking place in the MENA region, the purpose of this project is to carry out a comprehensive, multi-stakeholder, in-depth assessment of the national media landscapes of Tunisia and Egypt based on UNESCO/IPDC's Media Development Indicators (MDIs) endorsed by the Intergovernmental Council of the IPDC.

The idea is to identify the main gaps in the media sector and propose a set of evidence-based recommendations for each country to strengthen the development of free, independent and pluralistic media that can contribute to ensuring a smooth transition to democracy and serve as a model for the whole region. The recommendations will be addressed to all stakeholders working in the area of media development, including policy makers, who will be provided with guidance on the formulation of media-related policies.

The project will involve two phases:

- (i) an interim, rapid assessment, coordinated by a single consultant, that will provide a rough mapping of the key media development needs and serve as a first input to the national debate on potential constitutional reforms regarding media;
- (ii) an in-depth, comprehensive and participatory assessment that will build upon and take forward the preliminary one and be characterized by wider national ownership.

Both phases of the assessment will involve data collection, literature review and a broad consultation with all relevant stakeholders including parliamentarians, government representatives, media organizations, professional associations, academics and civil society.

#### **IMPLEMENTATION**

The first phase of the project (interim assessment) has been completed in both countries, and work has started on the second phase of the project (in-depth assessment).

#### **IN EGYPT:**

The interim assessment of Egypt's media landscape was drafted in the summer/spring of 2011 by an international expert in media development and legal issues hired by UNESCO for this purpose. The assessment was carried out in consultation the UNESCO Cairo Office and HQ.

The primary methodology used was a series of unstructured interviews conducted during a mission to Egypt by the international expert in charge of the report in April 2011. The UNESCO office in Cairo also conducted a number of follow-up interviews with key stakeholders that the consultant was unable to meet during the main mission.

The interview process was supplemented by an extensive literature and legal review, including online sources. Several laws were translated into English to facilitate this.

The interim report “Assessment of Media Development in Egypt” was finalized in June 2011, and translated into Arabic and published in two language versions in September 2011. It is available on UNESCO’s website at:

<http://unesdoc.unesco.org/images/0021/002146/214638eb.pdf>

The study was presented to stakeholders at three high-level public events held in Cairo in October and November of 2011:

- a first meeting with high-profile broadcast media managers and TV personalities on 14 October 2011;
- a seminar entitled “Egyptian National Press in Transition” organized by UNESCO on 13 November 2011 in collaboration with Al Ahram, the biggest daily newspaper in Egypt. The event included high-profile speakers from Le Monde Diplomatique (France), the Guardian (UK), the Dagens Nyheter (Sweden) and the Berliner Zeitung (Germany). It focused on legislative reforms as well as the future of state involvement in the print media sector in Egypt.
- a conference entitled “Broadcasting in Egypt: The Path Forward” organized on 23 November 2011, which was attended by key representatives of the Egyptian broadcasting sector and civil society groups as well as by representatives of the European Broadcasting Union (EBU), the BBC World Trust and Deutsche Welle.

Two media experts – one Egyptian and one international (the expert who was in charge of the first phase of the study) - have now been identified to coordinate the second phase of the project, i.e. the more holistic, in-depth assessment. The next round of meetings between the coordinators of the study and key stakeholders is planned at the end of March/beginning of April.

## **IN TUNISIA:**

The interim assessment was drafted in close consultation with the UNESCO Rabat Office and HQ, and finalized in early October 2011, prior to the election of the Constituent Assembly (23 October).

The assessment process involved both desk-based research and also individual meetings with the heads of the national radio and television, the chairpersons of the authorities in charge of reforming the media sector, representatives of relevant civil society organizations and international organizations working in Tunisia, ambassadors/diplomats and members of the group of donors supporting Tunisian media. During the course of two months, between 24 March and 26 May 2011, 53 such meetings were organized. In addition, the consultant responsible for drafting the assessment report attended various public events and consultations in Tunis on these issues, and carried out field trips to the five regional radio and television stations (in Monastir, Sfax, Tatouine, Gafsa and Kef). The assessment process identified a need for training in coverage of elections, for which UNESCO was then able to mobilize various support through convening an ‘*International Conference in Support of Broadcast Media in Tunisia and Egypt*’ in Paris on 31 May 2011. Some critiques were made of the report when it appeared, and some data became rapidly outdated by changes (such as in the press code). Hence UNESCO decided to limit this interim assessment to internal use.

The second phase of the project will be more substantive and holistic than the initial report, and less on the immediate situation than on the deeper dynamics and needs. It will also involve the coordination and follow-up of the different reforms efforts taking place within the media sector through the creation of a national platform



for dialogue between the government, national reform bodies, the media, the academic world and civil society in view of enabling them to work together on improving the legal framework and other areas.

In both Egypt and Tunisia, a preliminary one-day workshop of all key stakeholders is planned as well as a validation post-conference.

## **RESULTS**

The rapid assessments have been completed in both countries and the resulting interim assessment reports will serve to give local actors – including state bodies, civil society and relevant professional communities- a sense of the main media development needs, based on the accepted and tested MDI methodology.

The value of the interim assessments has been to identify the need to successfully draw in international broadcasters to assist with training ahead of elections and to elicit some debate and responses on the state of media development in Egypt and Tunisia today, and on possible solutions in terms of developing a democratic media system appropriate to their respective needs. In the case of Tunisia, the interim assessment also contributed to UNESCO's decision to have a full-time representative based in Tunis to coordinate its activities in the country.

## **CONCLUSION**

Despite some delays due to the constantly evolving political situation in both Egypt and Tunisia, the project is on track. The first phase of the project (rapid assessment) has been successfully completed and has paved the way for the fully-fledged application of the internationally-recognized Media Development Indicators in both countries.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### REGIONAL PROJECT

**AMELIORATION DES CAPACITES DES INSTITUTIONS MEDIATIQUES SUR L'EGALITE ENTRE LES FEMMES ET LES HOMMES A TRAVERS LA PRODUCTION DES CONNAISSANCES ET LE RENFORCEMENT DE CAPACITES**  
**BUDGET CODE: 354RAB5091**  
**US\$ 30 000**

#### TYPE DE PROJET

Aujourd'hui encore, la représentation des femmes dans la couverture médiatique des pays arabes reste stéréotypée et réduite. Elles sont moins fréquemment interviewées, le point de vue féminin étant marginalisé. Les femmes sont représentées comme des victimes, des assistées ou enfermées dans des rôles traditionnels alors que la femme « pseudo-moderne » est souvent hyper-sexualisée. Le rapport *Femmes arabes et médias* publié en 2005, par Center of Arab Women for Training and Research (CAWTAR), souligne que 78 % des images des femmes véhiculées par les médias sont négatives et ne sont pas en accord avec la réalité.

Etant donnée la situation de la représentation des femmes, le CAWTAR a décidé d'agir en tant que membre puissant de la société civile maghrébine afin de rendre les produits médiatiques des pays arabes respectueux de l'égalité entre les femmes et les hommes à travers le renforcement des capacités des journalistes de la région arabes afin qu'ils puissent élaborer des contenus journalistiques sensible au genre.

Le présent projet vise à profiter des capacités des médias à intégrer le souci de l'égalité entre les sexes dans les contenus qu'ils produisent/diffusent tout en profitant de leurs potentialités en tant qu'agents véhiculant des patrons de comportement et des idéologies.

#### MISE EN ŒUVRE

Ce premier atelier de formation qui a eu lieu à Tunis les 26, 27 et 28 octobre 2011 a servi à doter les professionnels des radios maghrébines de techniques afin de s'engager dans un processus de changement de comportement et de perception pour que les produits diffusés contribuent à la promotion de l'égalité de genre. Pour appréhender les différents aspects liés au concept de genre appliqué aux médias, la formation a été animée par un expert formateur en communication et médias arabes (M. Sahbi Ben Nablia) et par une experte formatrice en genre (Mme Najia Zirari).

D'accord avec les dates avancées par CAWTAR, les processus de sélection des formateurs chargés d'assurer cette deuxième séance de formation ainsi que des bénéficiaires sont déjà entamés et finaliseront en mars 2011. De ce fait l'organisation du deuxième atelier est prévue pour avril 2011.

#### RÉSULTATS

La compilation des commentaires formulés durant l'évaluation écrite a permis de conclure que les résultats escomptés ont été atteints. À la fin de la formation, les participants ont acquis des capacités afin de :

- Identifier les représentations stéréotypées des femmes dans les produits radiophoniques qu'ils élaborent,
- Trouver des moyens pratiques pour éliminer les représentations stéréotypées susmentionnées, et
- Elaborer ou donner des instructions pour élaborer des produits radiophoniques incluant des représentations plus larges et plus diversifiées des femmes et des hommes étant compatibles avec l'égalité de genre.

## **CONCLUSION**

LE PROJET AVANCE COMME PREVU ET EST ENTRAIN D'ATTEINDRE L'OBJECTIF FIXE : LE RENFORCEMENT DES CAPACITES DES JOURNALISTES DE LA REGION ARABE A INTEGRER L'APPROCHE GENRE DANS LES PRODUITS QU'ILS ELABORENT

# PROJECT IMPLEMENTED BY THE RABAT OFFICE

## REGIONAL PROJECT

### **“SOUTH-MEDITERRANEAN PUBLIC RADIO AND TV JOURNALISM TRAINING NEEDS” SURVEY AND WORKSHOP**

**BUDGET CODE: 354 RAB5092**

**US\$ 20 000**

#### **PROJECT TYPE**

The project, proposed by COPEAM, is aimed at assessing the current journalism training priorities and needs in the Southern Mediterranean public broadcasters, by collecting useful data and information contributing to the conception of an adequate journalism training strategy (PIDC priority: “Developing human resources”). The action’s results will be available to other bodies and institutes operating in this domain in the Euro-Mediterranean region. To this aim, the project proposes to:

- Undertake a comprehensive audit on journalism training needs by means of a questionnaire ;
- Promote cross-sector exchanges between radio-TV public broadcasters and media training organizations operating in the region (PIDC priority: “Promotion of international partnership”);
- Spread awareness about new distance learning, new-media and satellite opportunities to be employed to implement complementary specialization or refresher training activities.

#### **IMPLEMENTATION**

The implementation comprises two phases:

- Pre-analysis phase: in collaboration with the Association National pour la Formation Professionnelle (AFPA) des Adultes), a questionnaire in English, French and Arabic regarding journalism training needs has been conceived and disseminated among the South-Mediterranean radio and TV public broadcasters. A final report analysing the results of the collected questionnaires has been produced providing quantitative and qualitative evaluations.
- Workshop phase: a 3-day inter-sector consultative and information exchange workshop on training needs and distance education/training tools has been organised in Casablanca from 20 to 22 December 2010. It gathered Northern and Southern Mediterranean training institutes operating in the region as well as heads of information and of training departments of the broadcasters targeted by the project.

The workshop has been structured into two sessions: two days of consultation and exchange starting from sharing the questionnaire results, and an info-session on e-learning tools and opportunities (distant learning through satellite TV and Internet, online tutoring and virtual classrooms, realization of video lessons, etc.) by two experts from UNINETTUNO (distance international University operating in the region) and AFPA.

#### **RESULTS**

Results of the project include:

- The conception of a three-language questionnaire in collaboration with AFPA ;
- The questionnaire circulated in the following broadcasting organisations associated to COPEAM: EPTV (Algeria), Radio Algérienne, SNRT and Soread 2M (Morocco), Télévision Tunisienne, Radio Tunisienne, ERTU (Egypt), JRTV (Jordan), LJB (Libya), PBC, (Palestine), TVM (Mauritania), ORTAS (Syria), TéléLiban ;
- 115 journalists employed in the above-mentioned organisations answered the questionnaires ;
- A quantitative and qualitative data analysis of the collected questionnaires have been carried out ;

- 19 participants attended the workshop, among which representatives of seven broadcasters (EPTV/Algeria, 2M/Morocco, SNRT/Morocco, PCB/Palestinian Authority, JRTV/Jordan, ORTAS/Syria, Radio Tunisienne) and of eight training structures (CAPJC/Tunisia, CFI/France, INA/France, Uninettuno/Italy, ESJ Montpellier/France, ESJC/Maroc, ISIC/Maroc, AFPA/France) ;
- A final report about the workshop evaluations, proposals and suggestions has been produced and will be shared with COPEAM members and partners as a starting basis for the conception and carrying out of future training projects and actions.

## **CONCLUSIONS**

The results of the questionnaire and of the three-day inter-sector workshop debate have been resumed into a final report about journalism training, whose main orientations are:

- the need of professionalising the initial training, even through the setting up of media/training partnerships in particular in the field of work-study training modules (training centre/field) ;
- the need of promoting the necessity of long-life learning strategy among both professionals and decision makers inside media organisations ;
- the need of developing training programs focused on specific journalistic branches, in particular concerning international economics, environment/climate change, health and medical information, local and investigative journalism ;
- the need of improving polyvalence, basic technical skills and transversal skills (ex. deontological ethics, copyright, etc) ;
- the interest in improving the use of ICT (satellite, videoconference, new media, etc.) for the development of multi-mode training programmes (presence-distance) ;
- the need of promoting critical thinking and a solid cultural background ;
- the interest in promoting training modules in the field of gender approach.

COPEAM has welcomed these suggestions and will try to develop future regional training projects able to meet the highlighted priorities and needs. This networking and exchange action involving media organisations and training operators will be carried on.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### REGIONAL PROJECT

#### **BUILDING CAPACITY OF TEACHERS AT MASS COMMUNICATIONS AND JOURNALISM FACULTIES IN THE ARAB REGION ON REPORTING DIVERSITY**

**BUDGETCODE: 354RAB5002**

**US\$ 24 530**

#### **TYPE OF PROJECT:**

The project aims to provide curricula development support for journalism and communication professors from seven countries in the Arab States willing to develop and teach their own modules on Reporting Diversity. The support consisted of sharing training materials with project beneficiaries, reading list and providing a three-day workshop.

#### **IMPLEMENTATION:**

The Media Diversity Institute (MDI) publicized the project and invited potential beneficiaries to apply for the workshop by using its more than 150 contacts in the region. The potential beneficiaries applied for the workshop and the ones who had the most chances to teach new ones were selected for the workshop. Countries covered by the project included Morocco, Algeria, Tunisia, Mauritania, Egypt, Jordan and South Sudan. Activities done during the life of the project comprised the preparation for the workshop, the workshop and the mentoring.

It was agreed at the end of the workshop that module outlines drafted at the workshop will be sent to MDI for further assessment. The mentees will then re-work their modules, taking into consideration mentor's suggestions. The final module outlines should be approved by all mentors who participated in the workshop, as well as by MDI Consultant. The participants had two deadlines: October 15 for the first draft and October 30 for the final module outline. Only after that the certificates will be sent to the participants.

#### **RESULTS:**

Participants were trained in developing new modules, as well as in structures, approaches and techniques for reporting diversity journalism modules. They got access to the network of MDI Academics and are capable of including elements of new teaching skills into their regularly taught modules.

#### **CONCLUSION:**

The project gave tools and skills to 17 academics eager to use them in their teaching. The new module outlines could be further shared with the colleagues in the countries where the project beneficiaries came from. All participants expressed interest in continuing cooperation with MDI in following ways:

- Co-organising similar workshops at the universities they teach;
- Receiving the full mentorship of six months;
- Co-organising practical training for beneficiaries' students;
- Inviting mentors to provide guest lecturing at the universities participating in this project;
- Providing funds for project beneficiaries' participation at international Curricula Development events, such as the April 2012 London conference.

# PROJECT IMPLEMENTED BY THE RABAT OFFICE

## NATIONAL PROJECT

**MAURITANIE: APPUI AU CENTRE DE FORMATION DE RADIO MAURITANIE**  
**BUDGET CODE: 354MAU5091**  
**US\$ 19 100**

### TYPE DE PROJET

Ce projet d'appui au centre de formation de Radio Mauritanie sur la formation des journalistes et des techniciens issus de la radiodiffusion nationale, de la radio rurale et des radios locales mais aussi le développement des capacités du centre de formation de l'institution à travers l'acquisition de matériel informatique. L'objectif de ce centre est de compléter les opportunités de formation à l'étranger, offrir des sessions de formation de base en journalisme ainsi que dans d'autres domaines connexes (techniques de production radio, gestion des archives, structure institutionnelle de la Radio, cours de langues, etc.), et faciliter le transfert de connaissances entre les séniors et les juniors.

### MISE EN ŒUVRE

La mise en œuvre du projet a commencé en juillet 2010 et s'est poursuivie jusqu'au mois d'août 2010. Elle a consisté à organiser les cinq sessions suivantes :

- Une session de formation en journalisme et production radiophonique au profit de 25 journalistes issus de la radiodiffusion nationale et de la radio rurale. Cette session s'est déroulée au centre de formation de radio Mauritanie entre le 25 et le 29 juillet 2010.
- Une session en maintenance informatique a profité à 15 ingénieurs et techniciens supérieurs. Cette session s'est déroulée dans les ateliers de maintenance de Radio Mauritanie entre le 25 et le 29 juillet 2010.
- Une session de formation en montage et mixage virtuels au profit de 15 producteurs et techniciens issus de la radiodiffusion nationale et de la radio rurale. Cette session s'est déroulée au centre de formation de Radio Mauritanie entre le 5 et le 9 août 2010.
- Une session en archivage numérique au profit de 15 archivistes et documentalistes issus de la radiodiffusion nationale, de la radio rurale et des radios locales de Rosso, Aleg, Nouadhibou et Barkéol.
- Une session de formation en journalisme et production radiophonique au profit de 20 journalistes et animateurs de programmes de la radio locale de Nouadhibou. Cette session s'est déroulée au siège de la radio locale de Nouadhibou entre le 8 et le 12 août 2010.

Les sessions de formation susmentionnées ont été animées par un groupe de formateurs composé de quatre ingénieurs en informatique, un spécialiste en archivage numérique, trois journalistes formateurs en communication dont le correspondant d'Aljezeera en Mauritanie.

### RÉSULTATS

Les cinq sessions organisées par le centre de formation ont permis d'améliorer les compétences de 90 journalistes, animateurs de programmes, ingénieurs, techniciens, archivistes et documentalistes impliqués dans les activités quotidiennes de production. De l'avis des responsables hiérarchiques des personnes ayant bénéficié des sessions de formation, l'enseignement dispensé a eu un impact positif sur la qualité du produit radiophonique et l'audience des différentes stations. Le Centre de formation a également été équipé de quatre postes informatiques supplémentaires, d'un scanner et d'une imprimante laser.

**CONCLUSION:**

Le financement accordé par le PIDC a permis aux 90 journalistes, animateurs de programmes, ingénieurs, techniciens, archivistes et documentalistes de Radio Mauritanie de Nouakchott, Rosso, Aleg, Nouadhibou et Barkéol, de mettre à jour leurs compétences pratiques par rapport à leur métier. Ce type de formation est une réelle opportunité pour les professionnels des médias en Mauritanie qui n'a pas encore de centre formation pour les journalistes ou de filière journalistique opérationnelle au sein des universités.



# PROJECT IMPLEMENTED BY THE RABAT OFFICE

## NATIONAL PROJECT

**MAURITANIE: STAGE PROFESSIONNEL AU PROFIT DES MEMBRES DU RESEAU DES FEMMES JOURNALISTES DE MAURITANIE**  
**MAURITANIE**  
**BUDGET CODE : 354MAU5001**  
**US\$ 20 900**

### TYPE DE PROJET

Dans le cadre du Programme International pour le Développement de la Communication (PIDC), les membres du Réseau des femmes journalistes de Mauritanie, ont été formées aux dernières techniques du journalisme multimédia du 26 septembre au 1<sup>er</sup> octobre 2011. La formation a été assurée par l'entreprise de presse arabophone basée à Madrid *Andalus Media*.

### MISE EN ŒUVRE

L'atelier de formation a été animé par deux formateurs arabophones, journalistes professionnels, travaillant au sein d'*Andalus Media* : M. Issam Bou Azza et M. Rfik Zenati. La formation a été éminemment à caractère pratique. Pendant les séances de formation, les participantes ont réalisé des exercices sur :

- Les techniques de l'image, du son, du tournage et du montage.
- Les techniques de postproduction.
- Les aspects journalistiques : angle et écriture télévisuelle.
- Les règles des commentaires sur images.
- La construction et la réalisation des reportages.
- Le rapprochement à l'architecture essentielle d'Internet et aux principes de la communication numérique.
- Les techniques d'écriture pour le web.
- L'usage des ressources multimédia pour créer de l'information numérique.
- Les aspects techniques du journalisme web : mise en ligne.

En plus de cela, les bénéficiaires ont visité les locaux du journal national d'information générale *El Mundo* ainsi que le siège de la télévision de Castille la Manche à Tolède et cela en vue d'échanger des expériences avec leurs confrères espagnols.

### RÉSULTATS

Cette session de formation a permis aux bénéficiaires d'acquérir de nouvelles compétences et de développer un savoir faire concernant les dernières techniques du journalisme web ainsi que d'élaboration des produits télévisuels.

### CONCLUSION:

Cet atelier de formation s'inscrit dans un processus, engagé depuis plusieurs années entre le RFJM et le bureau de l'UNESCO de Rabat pour le renforcement des capacités de ses membres, journalistes exerçant en tant que professionnelles mais souffrant d'un grand manque de formation du fait de l'inexistence d'une institution assurant la formation des journalistes en Mauritanie. A travers cette formation, les membres du RFJM sont mieux outillées pour améliorer la qualité de leurs produits journalistiques.

# PROJECT IMPLEMENTED BY THE RABAT OFFICE

## NATIONAL PROJECT

**MOROCCO: STRENGTHENING TEACHING CAPACITY AT ISIC**  
**BUDGET CODE: 354 MOR 5091**  
**US\$ 23 100**

### TYPE DE PROJET

Douze enseignants et techniciens du département de l'audiovisuel de l'Institut Supérieur de l'Information et de la Communication (ISIC) de Rabat ont bénéficié d'une formation sur la radio en ligne. La formation a été organisée par l'ISIC et le Bureau de l'UNESCO à Rabat, en collaboration avec des journalistes de Radio Canada.

Le développement de l'information sur Internet, avec entre autres la télé et la radio en ligne, a modifié les modes traditionnels de consommation de l'information. Avec la webdiffusion et la diffusion en flux, l'information est désormais disponible à la demande, n'importe où et n'importe quand. Les émissions de radio diffusées en direct sur Internet configurent un nouveau canal de communication, qui se caractérise par l'interactivité entre les producteurs et les auditeurs.

Dans ce contexte, les écoles de journalisme doivent élargir les matières enseignées pour inclure le journalisme en ligne et les médias sociaux. C'est le principal thème de la formation, consacrée aux questions théoriques et pratiques de la radio en ligne et au changement de paradigme entre les médias traditionnels et les nouveaux médias.

### MISE EN ŒUVRE

Cet atelier de formation sur la radio en ligne encadré par deux formateurs journalistes à Radio Canada, s'est déroulé dans les locaux de l'ISIC, du 4 au 8 octobre 2010. Les axes suivants ont été abordés :

- La web-radio : deux réalités bien différentes,
- Aspects théoriques de la radio sur le web,
- Aspects techniques de la radio sur le web,
- Création d'une émission,
- Publication en ligne et discussions.

Les participants ont réalisé dans le cadre de la formation une émission radiophonique sur les répercussions de la radio en ligne dans la société, qui a été web-diffusée en direct le 7 octobre à 13 h (heure de Rabat). Une cinquantaine d'auditeurs intéressés par le sujet se sont joints à l'émission et ont dialogué avec les intervenants. Le dernier jour de la formation, les participants ont édité et publié sur Internet l'émission préenregistrée. L'ISIC a également acheté l'équipement spécifié pour la réalisation d'un studio de radio en ligne.

### RÉSULTATS

Cette session de formation a permis aux bénéficiaires, enseignants, techniciens et cadres de l'ISIC, d'acquérir de nouvelles compétences et de développer un savoir faire nouveau dans le domaine de la radio en ligne. Cela a permis à l'ISIC d'introduire la radio en ligne comme matière dans ses programmes de formation en journalisme audiovisuel.

## **CONCLUSION**

Cette session de formation s'inscrit dans un processus, engagé depuis plusieurs années entre l'ISIC et le bureau de l'UNESCO de Rabat pour le renforcement des ses capacités pédagogiques, en tant que potentiel centre d'excellence en Afrique pour l'enseignement du journalisme. A travers cette formation des enseignants, l'ISIC est donc mieux outillé pour améliorer davantage l'offre de formation qu'il va dispenser aux futurs journalistes en intégrant la radio en ligne dans ses programmes de formation.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### PROJET NATIONAL

#### **RENFORCEMENT DES CAPACITES PEDAGOGIQUES DE L'ISIC POUR L'INSERTION DE L'APPROCHE GENRE DANS LES CURSUS D'ENSEIGNEMENT AU JOURNALISME**

**BUDGET CODE: 354MOR5001**

**US\$ 14 850**

#### **TYPE DE PROJET**

Dans ce projet, l'ISIC vise à intégrer dans ses cours, aussi bien dans le cadre de la spécialité audiovisuelle que de la spécialité presse écrite, et d'une façon durable, les modèles développés par le Bureau de l'UNESCO à Rabat sur l'intégration de l'approche genre dans la formation au journalisme (Adaptation au Maghreb des modèles de cursus pour la formation au journalisme).

Dans ce contexte, l'ISIC prévoit les activités suivantes :

- Assurer la réimpression du guide Femmes et radio au Maghreb – Amélioration de la représentation des femmes dans les radios du Maghreb francophone et sa mise à disposition/distribution aussi bien parmi son corps professoral que parmi ses étudiants.
- Assurer la traduction du français à l'arabe des guides Femmes et radio au Maghreb – Amélioration de la représentation des femmes dans les radios du Maghreb francophone et Femme et télévision au Maghreb - Amélioration de l'image des femmes dans les télévisions du Maghreb francophone.
- Assurer la mise en page et l'impression des modèles développés par le Bureau de l'UNESCO à Rabat sur l'intégration de l'approche genre dans la formation au journalisme (Adaptation au Maghreb des modèles de cursus pour la formation au journalisme).
- Organiser un atelier de formation en approche genre au profit de huit enseignants et deux cadres de l'ISIC afin de contribuer à insérer l'approche genre aussi bien dans les programmes d'enseignement que dans les pratiques de gestion du centre.

#### **MISE EN ŒUVRE**

La mise en œuvre de ce projet est en cours. L'ISIC a déjà assuré la traduction des guides *Femmes et radio au Maghreb* et *Femme et télévision au Maghreb*. L'impression du guide *Femmes et radio au Maghreb* est en cours et le design, mise en page et impression des modèles d'intégration de l'approche genre dans la formation au journalisme sera faite dès que le document sera finalisé. L'atelier de formation aura lieu fin février 2012.

## PROJECT IMPLEMENTED BY THE RABAT OFFICE

### NATIONAL PROJECT

#### **TUNISIA: BUILDING PROFESSIONAL CAPACITY OF TUNISIAN JOURNALISTS ON COMPUTER ASSISTED REPORTING AND INVESTIGATIVE JOURNALISM**

**BUDGET CODE: 354TUN5001**

**US\$ 12 870**

#### **TYPE OF PROJECT:**

The project aims at providing basics of investigative journalism to 16 Tunisian journalists from print, radio, television and news websites in line with the UNESCO-supported ARIJ manual "Story-based Inquiry". The manual's principal author, Mark Hunter, a professor of media and investigative journalism at the France-based INSEAD, supervised the workshop.

#### **IMPLEMENTATION:**

Trainers took the participants on an introduction into the art of investigative reporting, why do it, and how to find stories of interest to public opinion that can be investigated to demand accountability and transparency. Formulating the hypothesis, the basis for an investigation, was explained. And then came discussion about open and closed sources, primary and secondary, how to organize the human map of resources for the investigation, define key questions, and organize the collected data into a master file.

After that, trainees were split into four groups and asked to come up with a full hypothesis for a story they would like to investigate. Then they were trained on classical writing techniques to present their stories, focusing mostly on print journalists. Then they were trained on how to bullet-proof their investigations before publication, following a line-by-lining technique to make sure journalists have been fair to the victims, the culprits. A lively discussion followed on ethics in the profession, especially in investigative journalism. On the fourth day, they underwent training on CAR, including how to set up an excel data base to classify collected data in line with the ARIJ CAR manual and software, how to use advanced Google search techniques for best results, encryption and how to use RSS feed to collect relevant information. On day five, the two lawyers explained the legal framework governing the press and publication scene in Tunis.

#### **RESULTS:**

The workshop benefited 16 participants but 15 more journalists came up to the training hall asking if ARIJ could stage similar training in the near future. Using a one to 10 score sheet, participants ranked their overall satisfaction with the workshop at eight.

#### **CONCLUSION:**

Several of the journalists attending recommended the following:

- Introducing best stories and success stories from the West
- Specific techniques for TV
- Additional exercise on how to write stories.
- Working with ARIJ coaches to produce investigative stories
- Organizing an annual conference for Tunisian journalists for networking, evaluation and follow up.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

#### **PALESTINE: INTERNATIONAL PALESTINIAN YOUTH LEAGUE AND MCRC “CONNECTING PALESTINIAN YOUTH IN HEBRON AND NABLUS”**

**BUDGET CODE: 354 PAL 5081**

**US\$ 25 000**

#### **TYPE OF PROJECT**

Young Palestinians have few opportunities to express themselves or participate in the public discussion and the mobility restrictions and occupation prevents them from travelling, connecting and interacting beyond their immediate communities in and between the West Bank and Gaza. The aim of the project is to break this marginalization and isolation by connecting Palestinian youth from two communities, Nablus and Hebron through new media, ICT and social networking tools. Two groups of youth in both cities have been trained in ICT and media skills and have been working together in preparing and producing ICT and media content that would enable young people to interact with each other and visits have been organized to Nablus and Hebron.

#### **IMPLEMENTATION**

30 young people in Nablus and Hebron have been trained in media, ICT and social networking tools in the Internet and the youth have visited each other in Hebron and Nablus where they had a chance to get to know to each other and learn more about their lives in the two cities. After workshops both groups created a discussion forum on the Facebook in order to keep in touch, exchange stories and opinions and disseminate produced audiovisual media content.

#### **RESULTS**

- 30 youth in Nablus and Hebron were trained in media and ICT skills
- Two groups were visiting Hebron and Nablus to meet each other and familiarize with the lives of youth in other areas of the West Bank
- Facebook site for the group was established as a platform for media content developed and produced and to facilitate exchange and discussion

#### **CONCLUSION**

Cooperation between UNESCO and the two project contractors International Palestinian Youth League IPYL in Hebron and Multipurpose Community Resource Center in Nablus has been good. The project has piloted new activities and ideas to empower and connect Palestinian youth in different isolated areas in the West Bank. However, additional activities are needed to fully utilize the potential of social media to meet the expected results of the project which is ongoing as both project partners are planning to build and expand their future activities on this experience.

# PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

## NATIONAL PROJECT

### **PALESTINE: SAFETY TRAINING FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK**

**BUDGET CODE: 354 PAL 5082**

**US\$ 26 000**

#### **TYPE OF PROJECT**

The January 2009 crisis in Gaza had a critical impact on the press freedom and safety of journalists in the region. The aim of the project was to increase safety awareness of the media professionals in Gaza and provide them skills on how to improve their personal and professional safety, assess risks and mitigate them, practical knowledge on the conflict management, first aid skills and psychosocial support. Furthermore, this project will build the capacity of the participating media outlets to protect their employees by providing them with safety equipment, medical kits, and information about safety policies and best practices. The total project budget was increased to \$51,000 with the Regular Program funds to organize two safety training courses for Palestinian journalists, photographers and cameramen in both private and public media who are regularly covering news events that put them at risk and danger in Gaza. Two one week long safety training courses were organized in Cairo by the Palestinian MAAN News Network in cooperation with the TOR International, which is a security and training company based in UK.

#### **IMPLEMENTATION**

The project has been completed. 35 media professionals from 20 media outlets in Gaza attended a safety training course in August 2009 in Cairo. The course focused on how to work in a hostile environment, provided information on personal safety, risk assessment, first aid, conflict management and included several practical exercises and cases. The participants were also given psycho-social support in workshops held in Gaza in July and learned how to deal with the stress and trauma that media professionals in conflict zones often have to endure.

West Bank based MAAN Network established cooperation with the Egyptian television, after it was decided to hold the training in Cairo instead of Gaza to facilitate the travel permits for the participants with Egyptian and Palestinian authorities. It should be noted that this is the first time for years that so many Gaza media professionals were able to travel out of the Strip. In addition to the training the participants had a chance to visit Egyptian media outlets and make contacts and exchange views with their colleagues.

#### **RESULTS**

- Increased safety awareness and skills for 35 media professionals from 20 outlets in Gaza
- Enhanced peer support and psychosocial on how to deal with stress and trauma related to work in conflict zones
- For many Palestinian media professionals it was the first time they could travel out of Gaza and to be exposed to different cultures and meet colleagues in Egypt and West Bank.

#### **CONCLUSION**

The project was completed in August 2009. Cooperation between UNESCO and project contractor MAAN Network has been very good, implementation of the project and reporting excellent and open communication has been maintained throughout the implementation of the project.

**PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE**  
**NATIONAL PROJECT**

**PALESTINE: MEDIA PRODUCTION FOR THE COMMUNITY DEVELOPMENT IN  
THE GAZA STRIP BY BIRZEIT UNIVERSITY MEDIA DEVELOPMENT CENTER**  
**BUDGET CODE: 354 PAL 5091**  
**US\$ 22 000**

**TYPE OF PROJECT**

Following the 2007 events and the Hamas takeover, the security and political situation in the Gaza Strip has remained extremely volatile, with serious consequences for human rights. The restrictions on media freedom and freedom of expression have forced most well known journalists to leave Gaza. However, many journalists, bloggers and filmmakers are committed to continue their work even under difficult conditions. During the Gaza conflict in January 2009, citizen journalism, blogging, video-clips and photos were an efficient way of disseminating information while international journalists were banned to enter Gaza.

The project sought to empower and develop the professional skills of 16 journalists, filmmakers and citizen journalists in video and documentary production to promote community development, social change and freedom of expression. The project included a training course on the making of videos and documentaries, and the production of films. The main goal of was to raise the level of skills for filming, editing and writing a video story; promote freedom of expression, community development, social change; and encourage journalists to write stories to inform the public about the situation in Gaza.

**IMPLEMENTATION**

The training course was conducted by Swedish filmmaker PeÅ Holmquist, who had been previously working on several film projects in Gaza. The activity was coordinated by Birzeit University's Media Development Center, and took place in its premises in Gaza. Sixteen media professionals, filmmakers and citizen journalists were trained in video production and the making of short documentaries and films that promote community development and social change. A first 30-hour session, held on 4-9 April 2011 (daily from 9 AM to 3 PM), focused on video shooting and filming. A second session (during April-June 2011) consisted in a phone- and mail-based follow-up with the participants, concerning the development of their scripts and their films shooting. A third session was conducted on 12-16 June 2011 (daily from 9 AM to 3 PM), and was devoted to editing and finalizing the films, based on feedback from the trainer. Eight short documentaries were produced and are ready for screening. The partner is currently looking into further developing the capacity of its website, to enable it to host as many films.

**RESULTS**

- 16 media professionals, filmmakers and citizen journalists trained in video and documentary production
- 8 short video documentaries produced, ready for screening
- The workshop strengthened the skills of 16 trainees for filming, editing and writing, while also promoting freedom of expression, social change and community development in Gaza

**CONCLUSION**

Participants expressed satisfaction with the training, and recommended to hold this kind of workshops more frequently, including the production of handbooks next time. They clearly had talent for filming, but focused on news reporting rather than on documentaries. The biggest challenge was to explain the concept of a documentary film and the difference with traditional news reporting. There are great capacity building needs among journalists in Gaza, and the project showed that filmmakers in the West Bank are better prepared and up to date when it comes to professional documentary filming. Communication with and reporting by Birzeit University's Media Development Center was good throughout the project's implementation.



## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

#### **PALESTINE: DEVELOPING HUMANITARIAN NEWS REPORTING IN THE PALESTINIAN NEWS AGENCY Wafa**

**BUDGET CODE: 354 PAL 5092**

**US\$ 22 000**

#### **TYPE OF PROJECT**

Access to accurate and relevant information on the humanitarian situation and international humanitarian and development assistance in a changing political and security situation is vital for Palestinians. Many international organizations have established effective communication and public information systems and channels, while the local media outlets in the oPt are less capable of producing news and information on humanitarian and development issues. The project sought to fill this gap by contributing to the establishment of a humanitarian news and information desk at the Palestine News & Info Agency Wafa, and by building the capacities of 13 fresh graduates and journalists in the West Bank to cover news and produce feature stories on humanitarian and development issues.

#### **IMPLEMENTATION**

A 20-hour training was delivered in June 2010, building the capacities of 13 trainees in the West Bank to produce news features and report on humanitarian aid and development issues. A humanitarian news desk and humanitarian news section was established on Wafa's website. The humanitarian news desk provides a specialized service for the local news media and offers a platform for international humanitarian and development organizations to communicate with relevant stakeholders and beneficiaries. The content of Wafa's humanitarian news portal was developed by an Internet design company. From July to September 2011, a 50-hour training was held, targeting 13 Wafa reporters and seeking to strengthen their skills to write and present, improve their pronunciation, and enhance the humanitarian sense in their features.

#### **RESULTS**

- A humanitarian news desk was established in the news agency Wafa to provide information on humanitarian and development assistance in the oPt
- The content of Wafa's humanitarian news portal was developed by an Internet design company
- 13 fresh graduates and journalists were trained to report on humanitarian news and development issues
- At the end of the first training Wafa hired all the fresh graduates to work for the humanitarian news desk, and facilitated a second cycle of training that strengthened their skills to write and present, improved their pronunciation, and enhanced the humanitarian sense in their features.
- Three big humanitarian news stories were produced during the first training cycle, while two features and more than 6 stories were produced in the context of the second one.
- 2 video cameras and 2 tripods were purchased.

#### **CONCLUSION**

Communication between UNESCO and Wafa and reporting by the partner have been good throughout the project's implementation. Wafa organized a big launching event that was attended by UNESCO and several local and international media outlets. Almost all participants had little knowledge on the concept of humanitarian news; nevertheless, the final output of the trainees was very impressive and the training developed the skills of local journalists to cover humanitarian and development issues, as well as their writing, presentation and pronunciation skills. All of the trainees are currently working for Wafa. The main recommendation from the trainer is to improve the technical potential of Wafa's multimedia sector by providing recorders for all reporters, microphones, a small studio and sound system containing a mixer, hybrid, microphone, computer and headphones, to enable them to record interviews by phone.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

**PALESTINE: CITIZEN MEDIA: A TOOL FOR CHANGE**

**BUDGET CODE: 354 PAL 5001**

**US\$ 11 000**

#### **TYPE OF PROJECT**

The project aims to provide Palestinian society and people an alternative media platform to promote freedom of expression through blogging and citizen journalism, and to facilitate assistance, training and resources to increase pluralism, social change and active participatory dialogue. It seeks to improve the quality and quantity of blogging & citizen journalism by building the capacity of civil society actors, journalists and bloggers in the West Bank and Gaza to produce social media content like videos, photos, audios, and articles focusing on human rights, freedom of expression, social issues, good governance and democracy, daily Palestinian life, human interest and personal success stories.

The project has facilitated training to strengthen participants' skills and allow them to benefit from up-to-date social media tools to share blogs with the rest of the world, in order to stimulate a positive change in and out of Palestine by creating a pluralistic and alternative citizen media. The project will also support the development of citizen media products (films, audios, video clips) by each trainee, hosting them on AMIN web portal and granting two awards for the most innovative citizen media products made in the context of the project.

#### **IMPLEMENTATION**

In October 2011, AMIN selected the trainees & trainers, and prepared the training materials. Between October and December 2011, AMIN delivered a 12-day training workshop for 20 trainees on advanced social media techniques in the West Bank. Also in December, AMIN facilitated a 7-day training workshop on advanced social media techniques in Gaza, benefitting 10 trainees. From January to March 2012, the trainees will develop media projects. Project evaluations will be held, and 2 prizes will be awarded in March-April 2012.

#### **RESULTS**

- 20 West Bank journalists, community members, and bloggers trained on how to use citizen media as a tool for change.
- 10 Gaza journalists, community members, and bloggers trained on how to use citizen media as a tool for change.
- 30 citizen media products, namely short films, developed by the trainees participating in the program, posted and published on AMIN web & blog portals.
- 2 awards granted for the best two citizen media products made by the trainees – one award in West Bank & one award in Gaza.

#### **CONCLUSION**

Trainees have acquired an advanced level of knowledge and practical skills on blogging and citizen journalism techniques (including video, photography, audio, print, and social media tools). Particularly following the uprisings that have been taking place in the Arab world, an enormous amount of demand has been directed at AMIN West Bank office for additional and more advanced training in this field, and this project successfully responded to such demand and the enthusiasm of Palestinian youth. The main challenges have to do with ensuring the protection of bloggers and those expressing themselves through social media against threats, attacks and restrictions to their freedom of expression, particularly in Gaza. Communication with AMIN

and reporting by this organization has been good throughout implementation.

## PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

### NATIONAL PROJECT

#### **PALESTINE: WOMEN PRODUCING NEWS: ENHANCING WOMEN'S ROLES AND VOICES IN THE MEDIA ENVIRONMENT IN THE PALESTINIAN TERRITORIES**

**BUDGET CODE: 354 PAL 5002**

**US\$ 16 500**

#### **TYPE OF PROJECT**

Through this project, NISAA FM contributed to increasing pluralism and fostering positive democratic debate within and across genders on topics of public interest and on women's empowerment issues. The project sought to train and give voice to women, especially those from rural areas, enhancing their role in media production. It strengthened the reporting skills and capacity of five women community reporters on all aspects of radio broadcasting. By contributing to the trainees' better interpretation of women's concerns, difficulties, expectations and aspirations, and by supporting their production of audio reports on such topics, the project aimed to promote pluralism and the airing of important issues on a national level from a perspective which is otherwise often marginalized and denied access to public debate.

#### **IMPLEMENTATION**

Five female community reporters from the following areas took part of the training course: Ramallah, Nablus, Jenin, Bethlehem and Hebron Governorates. In addition, a reporter from the Gaza Strip was also selected, but due to the blockade, a recorder and a mobile phone were purchased for her to carry out her reporting from Gaza. The training in the West Bank consisted of two phases. The first one (implemented in July-August 2011) was a theoretical session divided into two parts. These were conducted over a four-day period each, by two different trainers: an international and experienced communication expert focused on radio techniques and skills in general, and a local trainer, who is a local radio presenter herself and also addressed gender-sensitivity aspects. In turn, the practical Phase 2 was devoted to production and studio techniques, and was held at 96 NISAA FM studio over a two-day period in September 2011. Each reporter was given, for a whole year, a ZOOM recorder, and a Jawal mobile phone with SIM prepaid card system to be used for reporting.

#### **RESULTS**

- Five women from rural areas in the West Bank have acquired skills in radio broadcasting and reporting techniques.
- The five trainees from the West Bank and the selected participant from the Gaza Strip have produced (and continue to produce) audio reports for 96 NISAA FM as part/result of the project.

#### **CONCLUSION**

Communication with the partner and reporting has been good throughout the project's implementation. Participants' feedback regarding the training was very positive, and they expressed to have benefitted enormously from it. The reporters' work is consistent, and they continue to contribute daily to the morning and noon shows of NISAA FM. The engagement of the trainees in producing news, and their ability to present their stories in an objective and detailed manner, reflect the success of this project in contributing to create a media culture based on gender equality and inclusion.

# EUROPE

**PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE**  
**REGIONAL PROJECT**

**MULTIMEDIA TECHNOLOGIES FOR THE DEVELOPMENT OF MASS MEDIA  
INDEPENDENCE AND PROFESSIONAL STANDARDS OF JOURNALISM  
BUDGET CODE: 354 RER 5092  
US\$ 27 500**

**TYPE OF PROJECT**

The project aims at strengthening capacities of media professionals and contributes to increasing the role of the media as a platform for democratic discourse.

This objective was achieved by means of:

- training on multimedia journalism and on the use of innovative technologies for media professionals from CIS countries;
- launching of a special communication and information resource for the participants of the project (Wiki) containing educational materials and enabling e-communication with the trainers;
- post-training supervision aimed at further development and launch of multimedia projects.

The overall goal of the project is to strengthen capacities of media specialists, to contribute to media pluralism in CIS countries and to revitalize social dialogue by means of advanced technologies.

Target audience: journalists and editors from local news agencies, print and broadcast media of CIS countries.

**IMPLEMENTATION**

This project benefited from a US\$27.500 funding from the IPDC.

One legal commitment (Contract for Services) was signed with State University Higher School of Economics in May 2010. It foresaw obligations of the Contractor to implement the activities according to the objectives of the project.

The Contractor has organized a Summer School on Multimedia Journalism for 28 journalists and editors from local news agencies, electronic, print and broadcast media of Armenia, Azerbaijan, Belarus, Moldova and Ukraine on 8-22 June 2010, Moscow, Russian Federation. It was also attended by representatives of media organizations of Kyrgyzstan, Kazakhstan, Tajikistan, which sets ground for further development of this pilot initiative.

The training programme combined innovative learning approaches and experience exchange opportunities. Two sessions of five-day intensive studies were conducted in the premises of the Higher School of Journalism and covered a wide array of topics: theory and practice of multimedia journalism and management of interactive multimedia projects; convergence journalism and fundamentals of multimedia reporting. Under the supervision of the renowned experts and media practitioners the participants of the training explored possibilities and

challenges of multimedia technologies in terms of creating common interactive space and accessing diverse audiences.

As part of the training, short-term internships were held at the Russian News and Information Agency RIA Novosti. Practical sessions were focused on video and photo processing and editing, digital publishing, internet resource development, and setting a multimedia editorial office.

To facilitate access to the training reference materials and provide communicatory platform for learning, a special informational resource was developed. Post-training supervision and consultations by trainers were provided as well.

## **RESULTS**

The results achieved correspond to the objectives of the present IPDC project.

- 28 media professionals were trained. At the final stage of the project, within distance-learning component and in consultation with trainers and experts, they developed individual multimedia projects for their media outlets and successfully presented them.
- The project outcomes received very positive evaluation from the participating media. Most of the beneficiaries (the participants of the training) interlined that following the launch of the developed multimedia projects, the audience of the media's portals has considerably increased.

## **CONCLUSION:**

The project has been successfully terminated. Final report was submitted to the UNESCO Moscow office.

# PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

## REGIONAL PROJECT

### **CULTURE OF DIALOGUE VERSUS THE LANGUAGE OF HATRED**

**BUDGET CODE: 354 RER 5093**

**US\$ 16 500**

#### **TYPE OF PROJECT**

Intolerance, racism and xenophobia being widespread in the post-Soviet countries, it is essential to target young media professionals to promote dialogue and tolerance. The project aims to strengthen capacities of journalists of CIS countries and promote tolerance and dialogue of cultures via the media. This objective is to be achieved through training of journalists on coverage of socio-political issues and interethnic and multi-confessional aspects in print and electronic media.

This objective will be reached by the means of:

- development and organization of a training programme for journalists on the coverage of socio-political issues and interethnic and multi-confessional aspects in print and electronic media;
- development of recommendations aimed to promote dialogue of cultures in the media and their distribution among media outlets and media training organizations.

The overall goal of the project aims at capacity building of young media professionals, engaged in coverage of inter-ethnic, multi-confessional and cultural relations, to promote dialogue and tolerance via the media.

#### **IMPLEMENTATION**

This project benefited from a US\$16.500 funding from the IPDC.

One legal commitment (Contract for Services) was signed with Eurasian Academy of Television and Radio (EATR) in August 2010. It foresaw the obligations of the Contractor to implement the activities according to the objectives of the project.

Thus, the Contractor has submitted a programme of the training and a list of selected trainers and participants. The training seminar “Culture of Dialogue vs. Language of Hatred” was organized on 27- 30 November 2010 in Moscow by Eurasian Academy of television and Radio with support of the UNESCO Moscow Office.

The event brought together 15 representatives of public and regional media as well as faculties of journalism of the following CIS countries: Armenia, Azerbaijan, Belarus, the Russian Federation and Ukraine.

Among key topics of the training seminar were the following: overcoming cultural stereotypes in the media; relevant legal standards and practices; promoting cultural diversity in the media; conflicts and peace building and the role of the media. The training was focused on practical aspects of journalism. Exchange of experience among leading experts and young journalists was an essential part of the project.

#### **RESULTS**

The results achieved correspond to the objectives outlined in the present IPDC project.

- 15 journalists were trained what increased the quality of their coverage of socio-political issues and inter-ethnic and multi-confessional aspects in print and electronic.



- Recommendations aimed to promote dialogue of cultures in the media were developed and distributed among media outlets and media training organizations of the countries participating in the project as well as other CIS countries.

### **CONCLUSION:**

The implementation of this project was carried out successfully and within IPDC's prescribed timelines. Final report was submitted to the UNESCO Moscow office.

## PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

### NATIONAL PROJECT

**ARMENIA: BUILDING THE CAPACITY OF COMMUNITY RADIO  
BROADCASTING SERVICES TO COVER LOCAL SOCIO-POLITICAL ISSUES  
BUDGET CODE: 354 ARM 5081  
US\$ 17 600**

#### **TYPE OF PROJECT**

The project aims at building the capacity of community radio broadcasting services to cover local socio-political issues in the Republic of Armenia.

This objective was attained by means of:

- development of a training module for a training on the coverage of socio-political issues in radio programmes;
- conduction of trainings on the premises of five participating regional radio companies and post-training supervision;
- production of radio programmes covering local political and social content as part of the training and their broadcasting by the five radio companies, participating in the project.

The overall goal of the project is to contribute to development of community media, building professional capacity and enhancing access of the local communities to quality information.

#### **IMPLEMENTATION**

This project benefited from a US\$17.600 funding from the IPDC.

One legal commitment (Activity Financing Contract) was signed with the Committee to Protect Freedom of Expression in October 2009. It foresaw obligations of the Contractor to implement the activities according to the objectives of the project.

The Contractor has submitted the developed training module, including theoretical and practical components; the list of five regional radio companies of the Republic of Armenia, participating in the project (Shirak (Shirak region), Shant (Shirak region), Radio Hay Kapan (Kapan region), Mig (Lori region), Radio Hay (Gyumri); training kit, including training programme and training materials.

The trainings took place during December 2009 – March 2010. The participants were also provided with post-training assistance.

It was noted that staff of some of the community radio stations had a relatively low professional level which resulted in delaying the launch of pilot radio programmes covering socio-political issues. However, post-training assistance ensured their successful launch and broadcasting by all the radio stations that participated in the project.

The Contractor submitted final report to UNESCO Moscow office.

## **RESULTS**

The results achieved correspond to the objectives of the present IPDC project.

- Five series of trainings were organized and ten regional media professionals participated in the trainings and acquired necessary skills for producing socio-political radio programmes for local communities.
- The project contributed to the professional development and capacity strengthening of community media specialists and received a very favourable assessment by the beneficiary group.
- The project provided community members with access to community-orientated quality information on social and political issues. Five series of weekly radio programmes covering local political and social content in the regions of Armenia were launched as part of the hands-on trainings.

## **CONCLUSION:**

The project has been successfully terminated. Final report was submitted to the UNESCO Moscow office.

The approach combining on-the-spot practical workshop resulting in the launch of radio programmes and post-training support should be expanded to similar capacity-building projects.

## PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

### NATIONAL PROJECT

**ARMENIA: CITIZEN REPORTING MEDIA: Evolving citizen journalism in Armenia**  
**BUDGET CODE 354ARM5001**  
**US\$ 18 150**

#### NATURE OF THE PROJECT

The project implemented by PanARMENIAN Media LLC is primarily focused on training of civil journalists and equipment procurement in order to contribute to the strengthening of citizen participation in targeted communities of Armenia by using media as a platform for democratic discourse. The project team works with groups of citizen journalists and students of journalist departments in the identified communities to build a core body of citizen journalism, to empower them to act as change agents in the communities and to use media as a platform for democratic discourse.

#### IMPLEMENTATION

The project is currently in the implementation stage:

- A *baseline research* to assess the feasibility of project implementation in the two regions (Shirak and Tavush) was completed through desk research and in-depth interviews with key informants from the two targeted regions.
- *Outreach meetings* were organized in Dilijan, Berd, Gyumri, Armavir cities with overall participation of 100 people.
- *Information materials* about the project activities developed.
- A *website/portal* for citizen journalism reports has been designed and programmed.
- *Equipment* was purchased through an open bid.
- *Consultant* for training of trainers and civil journalists selected and hired.

#### RESULTS

- Outreach meetings organized with representatives of media and activists in Gyumri (Shirak region), Dilijan (Tavush region), Berd (Tavush region), and additionally Armavir (Armavir region) with overall 100 people participating.
- The citizen journalism portal designed and made accessible.
- The report on the results of the feasibility study prepared.
- Information materials for the target audience developed.
- Two netbooks, two LCD projectors and one PC purchased and installed.

#### CONCLUSION

The project is implemented in accordance with the work plan despite a slight delay of the launch of the citizen journalism website due to technical issues.

In January-February 2012, the project team will organize training sessions for citizen journalists, establish a network of citizen journalists, collect and publish reports from the regions, and organize an award ceremony for the best citizen journalists within the regions.

The project will be completed in March 2012.

# PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

## NATIONAL PROJECT

### **AZERBAIJAN: TRAINING OF BROADCAST JOURNALISTS TO STRENGTHEN QUALITY COVERAGE OF CLIMATE CHANGE RELATED ISSUES**

**BUDGET CODE: 354 AZE 5091**

**US\$ 19 800**

#### **TYPE OF PROJECT**

The aim of the project is to provide Azerbaijani broadcast media professionals with knowledge and professional skills to cover climate change issues and to raise public awareness about climate change and its implications.

These objectives will be attained by the means of:

- carrying out a training seminar for journalists;
- development of a handbook addressing coverage of the climate change issues and its distribution among relevant media organizations in Azerbaijan;
- launching a website addressing climate change coverage in the media and facilitating public debate;
- development of recommendations on how to cover the issues of climate change in the broadcast media and their distribution among media NGOs and other relevant stakeholders.

The overall goal of the project is to strengthen capacity of media professionals of Azerbaijan through providing access to professional training (MDI category 4). In the long run the project also contributes to promoting good governance and sustainable development by building professional capacities in the field of environmental journalism in Azerbaijan.

#### **IMPLEMENTATION**

This project benefited from a US\$19.800 funding from IPDC.

The project is conducted in Baku, the region which is most vulnerable to anthropogenic impact on nature.

A legal commitment was signed with the Press Council of Azerbaijan. It foresaw the obligations of the Contractor to implement the activities according to the objectives of the project.

A three-day workshop was held on the premises of Public TV and Broadcast Company on 17-19 December, 2010 in Baku, Azerbaijan. Participants of the workshop discussed climate change issues, sustainable development, green economy, new consumption patterns, measures to prevent global ecological threats as well as the role mass media can play in educating community on climate changes. Women and men equally participated in the training.

The Contractor has provided the UNESCO Moscow Office with the final list of the participants of the seminar, press release in English, photos of the training as well as a hand book summary in English.

Despite a slight delay in the preparation of the handbook addressing coverage of the climate change issues in Azerbaijani language, the project has been implemented smoothly.

#### **RESULTS**

The results achieved correspond to the objectives outlined in the present IPDC project.

- Effective cooperation was established between Azerbaijan MAB Committee and Press Council of Azerbaijan;
- Professional capacities of broadcast journalists of Azerbaijan in covering climate change issues were strengthened – 50 journalists were trained during a three-day training seminar in Baku.

#### **CONCLUSION**

The project is terminated.

# PROJECT IMPLEMENTED BY CI/FEM

## REGIONAL PROJECT

**ERNO: STRENGTHENING COOPERATION AMONG  
SOUTH EAST EUROPEAN BROADCASTERS  
BUDGET CODE: 354 EUR 5081  
US\$ 25 000**

### TYPE OF PROJECT

The project aimed at developing investigative reporting initiatives amongst the Public service broadcasters - ERNO members, from post-conflict countries: Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Kosovo (UNSCR1244), Macedonia and countries in transition: Romania, Bulgaria and Albania to fill an important need for enhancing co-produced investigative stories on essential topics, such as minority rights and return of refugees. Enhance free flow of information, understanding, peace dialogue and reconciliation in SEE by expanding the capacities and functional cooperation practices among staff of the Public television stations in all SEE countries, develop human resources in ERNO network's news and documentary/current affairs departments, and promote media development in post-conflict countries and countries in transition.

### IMPLEMENTATION

One of the activities included organization of a workshop with 16 professionals from news and documentary departments of public broadcasters in Romania, Bulgaria, Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Kosovo (as understood under UN Security Council Resolution 1244), Macedonia, Hungary and Albania to discuss the possible ways of cooperation in the exchange of programmes and the best practices of the investigative journalism. The workshop was held in Split, Croatia on June 3-6<sup>th</sup>, 2009. and gave the participants an insight to the work of their colleagues from the neighbouring countries, as well as the space to share their ideas and experiences, and the possibility of an interesting brainstorming. Principles of investigative journalism in documentary production were illustrated by concrete examples and screening sessions.

### RESULTS

- a practical training was held on the ways of cooperation among current affairs/documentary departments based on the current model of cooperation among members of ERNO and the European Broadcasting Union (EBU), and on the concrete procedures for co-production and best possible investigative reporting coverage of the issues relevant for the SEE region.
- the final agreement has been reached on the establishment of a new network, as an extension of ERNO news exchange activities, to organize joint co-productions and to re-establish personal contacts between journalists and other media professionals in South-East European region
- a platform for discussion, networking and exchange of information and video materials in a form of a website has been established and placed on [www.erno.tv](http://www.erno.tv) web-page and accessed with protected login
- agreement on the guidelines and code of practice for future co-production projects and formalizing the new network is signed
- the most important region-connected stories on minority rights and return of refugees have been produced

## **CONCLUSION**

This project has been completed timely in its implementation, and will bring professionalism, specialization and better television reporting. Due to the war history of the region, investigative journalism has not been highly developed, and especially not in the form of co-production among TV stations in the region, therefore the project is expected to have a very high impact in improving the role of media in development and reconciliation.

This project has been completed timely in its implementation, and will bring professionalism, specialization and better

## PROJECT IMPLEMENTED BY CI/FED

### REGIONAL PROJECT

#### **ERNO: INCREASING PUBLIC AWARENESS WITH THE SOUTH EAST EUROPEAN PUBLIC BROADCASTERS FOR CLIMATE CHANGE**

**BUDGET CODE: 354 EUR 5091**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The project has been implemented following the development objective to enhance free flow of information; strengthen regional cooperation between ERNO member PSBs in the SEE region to optimize the quality and relevance of programming and reporting on climate change; promote opportunities for media professionals to build information-sharing networks; increase public understanding of the negative impacts of the climate change which is essential to mitigate its negative impacts and to avert human suffering; stimulate policy debate on the climate change issues by providing the information on its impacts through the audio visual media; mobilizing knowledge to empower societies to make informed decisions on options for mitigation of the climate change negative impacts and further develop human resources in ERNO network's news and documentary/current affairs departments.

#### **IMPLEMENTATION**

The project was implemented by the ERNO Coordination Office in Sarajevo and Public TV Stations in 9 countries of South-East Europe at the level of Eurovision news desks that are already established members of the ERNO network and at the level of current affairs/documentary departments (recruited as new members of the network), with 2 Public TV Stations' guest participation – from Slovenia and Hungary. The practical organization of the workshop was in ERNO Coordination Office's responsibility.

#### **RESULTS**

A training has been organized with some 15 journalists and media professionals coming from Public Service Broadcasters in the Southeast Europe region who have gathered in Sofia, Bulgaria, on October 28 to 31st 2010., and attended a training on new ways of cooperation in media reporting on the most important climate changes issues in the SEE region

Several conclusions are reached including

- that the main role of broadcasting media is to competently and adequately report in order to enforce public and political action; reporting should be proactive and independent; journalists should look more for environmental impact of each policy action or project, rather than just report on officials and protocols. Despite the fact that climate change affects everybody, even those who do not pay attention, there is not enough media content and broadcasted program that could help raise awareness on the consequences that are to be faced globally involving people from the bottom, changing the laws immediately working with politicians and business decision makers.

- As for the media's role in raising awareness about climate change coming from different program genres: scientific, documentary, youth and children, news and magazine type journalist coverage of the climate change related subject matters.
- The participants have come to understanding that by encouraging production and dissemination of



audiovisual materials content with strong messages addressed to the public, a change can be made first within the borders of their respective countries and then beyond, as consequences of the climate change do not recognize borders.

- Results of the workshop are guidelines for future TV coverage on the climate change issues in the SEE region, which were agreed at the workshop, and
- the code of practice for formalization of the network of current affairs/documentary journalists among SEE PSBs, which was presented to all ERNO members in written form following the training.

## **CONCLUSION**

All of the project activities have been implemented. Organization of this gathering has strengthened regional collaboration of ERNO member PSBs and optimized the quality and relevance of programming and reporting on global climate change. Moreover, it has encouraged production and dissemination of relevant audiovisual content at the local and regional level to give voice to populations affected by climate change.