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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE
IPDC**

PART I:

AFRICA

**IPDC BUREAU
Fifty-third meeting**



UNESCO HEADQUARTERS, PARIS

23 - 25 FEBRUARY 2009

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REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR MEDIA EDUCATORS ON REPORTING AGRICULTURAL BIOTECHNOLOGY AND BIOFUELS IN EAST AFRICA
2.	NUMBER	PDC/53 RAF/01
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Training of media trainers/educators
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (Ethiopia, Kenya, Tanzania, Uganda)
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$27,700
8.	AMOUNT REQUESTED FROM IPDC	US\$23,700
9.	BENEFICIARY BODY	The International Service for the Acquisition of Agribiotech Applications (ISAAA AfriCenter) C/o CIP-ILRI Campus; P.O. Box 25171, 00603 – Nairobi, KENYA <u>Contact Person:</u> Margaret Karembu PhD. Director, ISAAA AfriCenter Tel.+254 20 4223618; Fax +254 20 4223600 E-mail: m.karembu@cgiar.org ; www.isaaa.org/kc
10.	IMPLEMENTING OFFICE	UNESCO Nairobi Office Hezekiel Dlamini, ACI/NAI
11.	PROJECT LOCATION	Nairobi, KENYA
12.	PROJECT PREPARED BY	Margaret Karembu PhD Director, ISAAA AfriCenter
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The proposed project aims at enhancing capacity of media educators to integrate modern biotechnology and biofuel 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 centres of excellence through the University of Nairobi's School of Journalism and Mass Communication.

While biotechnology development and advent of biofuels are not panacea to the food insecurity and environmental degradation problems in Africa, there exists documented evidence that biotechnological tools may provide promising opportunities for achieving greater food security and improving quality of life. In 2007, for instance, biotech crops occupied 114 million hectares, grown by 12 million farmers in 23 countries, 12 of which were developing countries.

A panel of African experts under the New Partnership for Africa's Development (NEPAD) and the African Union (AU) has underscored the need to raise awareness on biotechnology as a means of encouraging freedom to innovate in the African context.

Media coverage of biotechnology and biofuels in particular is fraught with sensationalism, trivialisation, inaccurate reporting; misuse of terminologies; and, incomplete coverage of issues. The situation is compounded by the many communication actors with vested interests and strongly held views. Whereas informal training of journalists through short-term courses (workshops, seminars) has yielded some positive results in accuracy and balanced treatment of issues, there exists major capacity building needs among media educators.

Conventional media training has not significantly addressed training for specialized writing/scripting, a situation compounded by the very few qualified media educators with science background. Even fewer are media educators with substantive knowledge on modern biotechnology and biofuels issues, which are relatively new disciplines.

Building capacity of media educators on advanced radio interviewing skills, handling live and online interactive radio sessions, searching for credible sources of information and exposure to basic concepts on biotechnology and biofuels is therefore timely, need-based and highly significant to the development agenda. Training of trainers (TOTs) will have a multiplier effect of training in-house staff and develop regional capacity with potential to institutionalize specialized writing in journalism training. A training module will be developed and availed to all journalism training institutions in respective countries while, in the longer term, opportunities and support for an on-line training course will be explored.

2. DESCRIPTION OF THE TARGET GROUP

The primary target group and beneficiaries of this project are Media Educators in Journalism training institutions from Ethiopia, Kenya, Tanzania and Uganda. Some of the institutions where the participants will be drawn from : School of Journalism and Mass Communication – University of Nairobi, departments of mass communication from Daystar, Makerere, Dar es-Salaam and Ethiopia Universities, Kenya Institute of Mass Communication, Uganda Christian University, among several others with relevance to project goal.

3. DEVELOPMENT OBJECTIVE

The project contributes to effective reporting on modern biotechnology and Biofuels issues through radio broadcast by enhancing the capacity of media trainers on specialised writing/scripting skills from journalism institutions in Ethiopia, Kenya, Tanzania and Uganda.

4. IMMEDIATE OBJECTIVE

Fifteen media trainers in 10 journalism training institutions in Ethiopia, Kenya, Tanzania and Uganda will acquire skills and knowledge for effective training in radio broadcast and specialized writing/scripting on biotechnology and Biofuels issues after having participated in a four-day training course in Nairobi, Kenya.

5. PROJECT OUTPUTS

- Fifteen media educators capable of training journalism students to become effective radio broadcasters on modern biotechnology and biofuels issues
- High-quality radio training module on modern biotechnology and biofuels issues produced for use in specialised writing/scripting course.

6. ACTIVITIES

- 2-day pre-workshop retreat for three facilitators (specialists on media, biotechnology and biofuels) to develop training materials;
- 4-day TOT workshop for media educators;
- Compilation and production of workshop report;
- Compilation of a regional training module on modern biotechnology and biofuels;
- Post workshop follow-ups through an on-line monitoring and evaluation tool.

7. PROJECT INPUTS

- Three experts capable of developing relevant modules for training radio broadcasters on investigative/specialised reporting on biotechnology and biofuels issues;
- Fifteen trainers (media educators) capable of training trainers (TOTs) of radio journalism on effective investigative/specialized reporting on biotechnology and biofuels issues;
- Comprehensive workshop proceedings capable of guiding scaling out (replication) of the TOT training course in other countries and sub-regions;
- On-line monitoring and evaluation tool capable of capturing impact of the intervention on the short and medium-term.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification and contractual agreements with 3 facilitators	X											
2-day pre-workshop retreat for 3 facilitators (specialists each on media, biotechnology and biofuels) to develop training materials		X										

Identification of media educators for the training, venue and workshop/training notifications		X										
4-day TOT workshop for media educators on radio broadcast for biotechnology and biofuels issues			X									
Post-workshop monitoring through an on-line monitoring and evaluation tools.				X	X							
Submission of proceedings. Compilation and production of workshop report.						X						

9. INSTITUTIONAL FRAMEWORK

The Africa Office of the International Service for the Acquisition of Agri-biotech Applications (ISAAA Africenter) is the main implementer. ISAAA is a not-for-profit international network founded in 1990 to facilitate the acquisition and transfer of agricultural biotechnology applications for the benefit of resource-poor farmers in the developing world. The network has three operational centres - an administrative office in Cornell University, New York and two programmatic centres in the Philippines with Southeast Asia mandate and in Kenya with Africa mandate respectively.

In Africa, ISAAA has operational biotechnology outreach nodes in all four sub-regions (East, North, South and West Africa) which work closely with the national research programs and different stakeholder groups in the public and private sectors. The node in Eastern and Central Africa (ECA-Biotechnology Information Centre, ECABIC), has a memorandum of understanding with the Ministry of Agriculture, National Council for Science and Technology and Kenyatta University to jointly undertake biotech communication activities. Notable achievements related to the proposed project include a series of media workshops involving more than 100 journalists between 2005 and 2008 in India and Africa that tested a UNESCO Multimedia Training Kit of which UNESCO was a partner.

10. SUSTAINABILITY

To ensure sustainability, we propose to institutionalise the training through collaboration with the School of Journalism and Mass Communication, University of Nairobi where a good number of journalists in the region are being trained. The school has in principal applauded the idea. Mr. Peter Oriare, a lecturer in the School with wide experience in media research and broadcasting will be the main consultant in media and new information and communication technologies (NCITs)-radio-related aspects of the project.

11. FRAMEWORK OF MONITORING

In addition to project implementation monitoring by UNESCO staff and ISAAA's in-built monitoring mechanism, the School of Journalism and Mass Communication will provide leadership in facilitating development of an on-line monitoring and evaluation tool.

12. EVALUATIONS CARRIED OUT

In a recent assessment of media capacity needs in Eastern Africa through the University of Nairobi's School of Journalism and Mass Communications, re-training of media educators to generate a critical mass of well-rounded journalists to cover specialised and technical subjects was identified as a major priority. Experience in countries where products of biotechnology have been commercialised for example South Africa, has shown that training the media on biotechnology produces positive impacts especially in influencing informed decision-making, a gap that the proposed project hopes to bridge.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Dr. Margaret Karembu, the Director of ISAAA Africenter will be the principal coordinator responsible of preparing and submitting project reports. A former senior lecturer in environmental science education at Kenyatta University, Margaret has expertise in technology diffusion and science communication. She is familiar with UNESCO programmes having coordinated sub-regional media training in Addis Ababa in 2005, where UNESCO was a partner.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Equipment

Professional fees for 3 facilitators to package training materials \$100 each:	300
2 days retreat - 3 facilitators - US\$ 100 DSA:	600
Local transport for facilitators:	600
18 participants DSA (inclusive of trainers) by 5 days \$ 100:	9,000
4 facilitators professional fees:	3,600
Air tickets (Trainees : UG (\$ 400 × 2), TZ (\$ 400 × 2), Ethiopia (\$ 600 × 2), Rwanda (\$ 800 × 2)):	4,400
Hire of venue, radio equipment and local transport:	2,000
18 training package (stationery, audio-tapes, CDs, etc):	1,200
On-line monitoring, feedback, analysis and evaluation report:	2,000
<u>TOTAL:</u>	<u>\$23,700</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project staff \$ 100 per day - 10 days:	1 000
Communication/administrative support:	1 200
Pre-workshop consultation local transport:	800
Project reporting:	400
Contingencies:	600
<u>TOTAL:</u>	<u>\$4,000</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING THE CAPACITIES OF JOURNALISTS IN THE STRUGGLE FOR FREE EXPRESSION IN EASTERN AFRICA
2.	NUMBER	PDC/53 RAF/02
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Freedom of expression; training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support and equipment
7.	TOTAL COST OF PROJECT	US\$170,100
8.	AMOUNT REQUESTED FROM IPDC	US\$33,800
9.	BENEFICIARY BODY	Eastern Africa Journalists Association (EAJA) B.P. 4099, Djibouti, E-mail: eaja@eaja.org Website: www.eaja.org
10.	IMPLEMENTING OFFICE	Paul G. C. Hector Advisor for CI in the Horn of Africa Communication and Information Programme UNESCO Addis Ababa Cluster Office
11.	PROJECT LOCATION	Djibouti
12.	PROJECT PREPARED BY	Omar Faruk Osman, Secretary General Eastern Africa Journalists Association (EAJA). Advised by: Paul G. C. Hector UNESCO Advisor for CI in the Horn of Africa
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Eastern Africa, constitutional guaranties for freedom of expression, freedom of the press and freedom of association exist, but governments and authorities often do not respect and implement these provisions. Journalists have been imprisoned, tortured, and assassinated solely for writing hard-hitting investigative reports that expose the abuses of autocratic leaders and violent groups. Many prominent journalists are often forced to reveal their sources of information, in order to avoid legal prosecution, while many others are forced to leave their home countries to avoid imprisonment or physical harm. This is a sub-region where conflict, corruption and humanitarian emergencies are commonplace and urgently requires consistent free, impartial and unfettered media coverage.

The Eastern Africa Journalists Association (EAJA) representing journalists organizations from ten countries is the sub-regional group of the International Federation of Journalists (IFJ), the leading global organization for journalists bringing together over six hundred thousand practicing media professionals from one hundred and twelve countries.

Through this project, EAJA seeks to alleviate these media and freedom of expression violations by exposing, recording and reporting such violations, which will raise public awareness and result in effective advocacy and pressure on predators of press freedom. EAJA will monitor media and freedom of expression violations on a daily basis and issue alerts, which will be sent from its Regional office, in Djibouti, to member organizations, human rights organizations and various networks that have expressed interests in receiving these alerts and reports.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries of this project will be the journalists' community who are regionally represented by EAJA and nationally represented by its 10 member unions and associations, particularly the representative organisations of more than 15 000 journalists who are the nationals of Djibouti, Burundi, Rwanda, Somalia, Sudan, Ethiopia, Kenya, Uganda, Tanzania and Seychelles. The media and press freedom community in Eastern Africa are also the beneficiaries of this project.

3. DEVELOPMENT OBJECTIVE:

To empower EAJA and National Journalists' Organisations in Djibouti, Burundi, Ethiopia, Sudan, Somalia, Kenya, Uganda, Tanzania and Rwanda to provide a more favourable environment for the practice of journalism, particularly supporting journalists to play a greater role in defending press freedom, freedom of expression, democratic values and human development.

4. IMMEDIATE OBJECTIVE:

To alleviate future media and freedom of expression violations in Eastern Africa through efficient and timely recording and reporting of all cases of violations by training 13 press freedom monitors from Eastern Africa countries.

5. PROJECT OUTPUTS:

- 13 journalists will be trained on how to systematically monitor, investigate and report on press freedom violations; one per country and 3 from EAJA sub-regional secretariat;

- More than 70 alerts, periodic reports and mission reports on the state of press freedom in Eastern Africa are expected to be produced and disseminated during the project period. The alerts and reports will be distributed via an e-mail distribution list and posted on the EAJA website.
- Plan of action detailing how to expand press freedom locally and nationally developed.
- Established network and other mechanisms for providing ongoing support – technical, financial, capacity, capability – to national monitors to improve effectiveness of campaign for journalists’ rights.

6. ACTIVITIES:

- Hold a 3-day sub-regional workshop for 13 participants from Eastern Africa Countries on documentation, monitoring, investigation, reporting and research of press freedom locally, nationally and sub-regional levels;
- Decide for the workshop which topics, the timeframe, the organizational of the workshop, who will act as resource persons;
- Booking venue and accommodations for the participants;
- Prepare the necessary materials, forms and documents;
- Provide 10 computers to the press freedom monitors;
- Provide monthly summary report to UNESCO as well as four-monthly reports with certified financial reports.

7. PROJECT INPUTS:

- 3 resource persons (two from outside Djibouti and one Djibouti-based) to prepare training material and conduct training on press freedom monitoring
- Preparatory meetings
- Workshop organization and logistics: refreshments, venue selection, accommodations, airfare, reproduction of training materials and other stationery,
- 10 computers for national press freedom monitors to collect stories and submit report
- Web-platform for disseminating national monitoring reports
- Moderator/trainer to remotely support ongoing capacity building of national monitors, Editor to review national monitoring reports, and Secretariat to support their dissemination and project reporting.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory meetings	X											
Selecting, contracting and hold preparatory meetings with resource persons	X	X										
Preparation of background documentation for the workshop		X										
Making necessary arrangements for workshop venue and subsistence of participants			X									
Developing final programme				X								
Holding the workshop						X						
Handling over 10 computers to 10 press freedom monitors						X						
Writing and publication of workshop report and recommendations						X	X	X				
Collection and dissemination of national monitoring reports	X	X	X	X	X	X	X	X	X	X	X	X
Ongoing technical support to national monitoring process						X	X	X	X	X	X	X
Project monitoring and reporting to UNESCO				X				X				

9. INSTITUTIONAL FRAMEWORK:

EAJA is headed by Omar Faruk Osman who is General Secretary of the National Union of Somali Journalists, a UNESCO partner in Somalia, which has recently been awarded the World Movement for Democracy's 2008 Democracy Courage Award for its efforts to protect freedom of expression in Somalia. EAJA's affiliate unions are the national journalists' unions and associations of Burundi, Djibouti, Ethiopia, Kenya, Rwanda, Somalia, Sudan, Tanzania and Uganda. EAJA has regional Secretariat based in Djibouti. EAJA has fully functioning regional secretariat, based in Djibouti; It works in at least two languages, English and French. Its leaders and staff have skills in networking with regional and international structures.

10. SUSTAINABILITY:

The project has multiplier effect. The trained press freedom monitors will train their colleagues in their respective countries to form a national network of monitors. The monitors will be able to send their alerts and reports to EAJA Secretariat, in particular to the regional press freedom coordinator, whose salary is paid by Open Society Initiative. The press freedom monitors will systematize and contribute EAJA advocacy and campaigns activities that are supported by the Open Society Institute (OSI) and IFJ. EAJA currently receives funding from American Center for International Labor Solidarity (Solidarity Centre) and the International Federation of Journalists (IFJ). Solidarity Center provides institutional support to EAJA and IFJ helps EAJA in obtaining funding from other organisations. Solidarity Center and IFJ have funding for EAJA to organise regional and national activities until 2010. All other running costs of EAJA were committed to by Solidarity Center such rent for office space, communications, press freedom missions (at least 3 per year) and salary of the staff, helping the organisation of the sub-regional workshop that this project supports as well as funding for future activities.

11. FRAMEWORK OF MONITORING:

EAJA is ready to work with any representative or organization mandated by UNESCO to monitor the project, particularly UNESCO Cluster Office in Addis Ababa. EAJA will evaluate this project by documenting the proceedings of its workshop, through feedback from participants, assessing the quality of monitoring reports and the impact of reports and advocacy efforts on the level of press freedom in the region

12. EVALUATIONS CARRIED OUT:

EAJA, in collaboration with the Solidarity Center and IFJ, organised in Djibouti on 12-16 August 2008 a regional conference on "*Challenges and Obstacles of Practicing Journalism in Eastern Africa*". The conference was attended by representatives from IFJ, UNESCO, Article 19, Amnesty International, Media Institute of Kenya and the Network of African Freedom of Expression Organisations (NAFEO).

The participants of the conference agreed to have systematic, factual and prompt documentation on state of press freedom in the sub-region and the need for further forums to discuss serious problems facing journalists in Eastern Africa. It is in this regard that EAJA develops and submits this proposal.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Eastern Africa Journalists Association shall have the primary responsibility of regularly monitoring the implementation of the activities. It will also provide to the UNESCO three annual progress reports. EAJA will submit to UNESCO a monthly 1-page summary report and a progress report every four months.

The EAJA will also carry out its own monitoring work and will submit evaluative reports to the funding provider, detailing the progress of EAJA and the journalists groups. EAJA's Secretary General will be the person responsible for submitting the above-mentioned reports to UNESCO.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Airfares for 10 participants and 2 trainers from outside Djibouti attending the 3-day training session	9,100
Accommodations + per diems for 3 trainers and the 10 participants during the 3-day training session ($\$113 \times 4 \text{ days} \times 13 \text{ persons}$)	5,876
Venue rental and equipment (projectors, computers, flip charts, etc)	900
Coffee breaks	600
Honoraria for resource persons/trainers preparing materials and conducting training delivery during the 3-day training session ($3 \times \$ 1\,350$)	4,050
10 Computers for the national monitors (10×800)	8,000
Stationery	274
Technical support to national monitors for a 7-month period following completion of the training – (lump-sum includes: shipping of resource / promotional materials to country monitors and other stakeholders: \$ 1 000; website: \$ 1 000; support to follow-up country visits: \$ 3 000)	5 000
Total	<u>\$33,800</u>

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

Communication with national monitors	2,500
Monitoring and evaluations	2,000
Local transportations	3,000
EAJA website hosting and updating with monitoring reports	2,800
Total	<u>\$10,300</u>

*(The Open Society Institute and the Solidarity Centre will contribute to the press freedom coordinator, 2 workshops, 3 monitoring missions and various support for a total of **\$ 126 000**)*

BENIN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING CAPACITY AND ACCESS TO TECHNICAL RESOURCES
2.	NUMBER	PDC/53BEN/01
3.	CATEGORY OF MASS MEDIA	Community media
4.	IPDC PRIORITY AREA	Freedom of express, media pluralism and human resource development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$49,200
8.	AMOUNT REQUESTED FROM IPDC	US\$39,000
9.	BENEFICIARY BODY	MAISON DES MÉDIAS - 02 BP 969 - Cotonou E-mail: josperzo@yahoo.fr maisonsdesmedias@yahoo.fr
10.	IMPLEMENTING OFFICE	La Maison des Médias “ <i>Thomas MEGNASSAN</i> ”
11.	PROJECT LOCATION	Benin
12.	PROJECT PREPARED BY	Joseph Perzo ANAGO - Agence Multi Média Applications (AMMA), with the assistance of Michel E. Kenmoe (NPO/CI; UNESCO – Libreville)
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The Beninese press has played a leading role in the development of the democratic process in the Republic of Benin. Since the historic National Conference (*Conférence nationale des forces vives de la nation*) of February 1990, which propelled Benin to the forefront of the most socially and politically stable African countries, our local media has continued to assume its "watchdog" role. Political pluralism, and above all press freedom, marked by the emergence of a dynamic press, have ensured peaceful transitions of political power since 1991. As such, Benin ranked 1st among African nations, and 25th among the 167 States of the world with the best press freedom record, according to the "*Reporters sans Frontières*" report published in 2005. Since then, however, there has been a decline in Benin's performance. This is due to several factors, one of which is a lack of professionalism among certain media players. Nevertheless, the situation is not irreversible, and improvements can still be achieved by providing the various partners with substantial support for the promotion of good governance, media development and press freedom. It is the Beninese people's patent desire to consolidate and safeguard their democratic achievements, and to see its press pursue its action in favour of greater political stability and economic growth with skilled and well-equipped players who have a thorough understanding of development issues.

By 2008, the media boom in Benin had given rise to:

- 40 daily newspapers,
- 25 periodicals,
- 4 television stations,
- 73 radio stations covering the four corners of the country.

This situation has revealed a number of difficulties and challenges involved in achieving real media development, and particularly the development of local radios, the role of which is to keep local populations – especially youth –, political and traditional authorities, and other local actors informed on events within their own environments, so as to be able to mobilize opinion in favour of a collective effort towards achieving sustainable solutions consistent with development goals. This necessarily implies the existence of qualified human resources.

The main role of the local radios is to fill the information void in their area of coverage by reaching out to the public and favouring an exchange with populations of which an estimated 80% are illiterate, i.e., unable to read or write either French or the local language.

The objective of this project is to provide a technological platform which is available to all of the stated beneficiaries, and to strengthen their capacities so that they can provide local populations with high-quality information- and multimedia-related services.

The actions to be undertaken will involve core training and refresher courses in practical workshops (5 days a week for a period of one month), and *in situ* courses organised by sector (5 days a week over a period of one month) within each organ. In all, the project provides for 60 days of training, with an average of 10 days per beneficiary radio.

2. DESCRIPTION OF THE TARGET GROUP:

The beneficiaries of this project are some thirty presenters from six community radios, namely “*La Voix de la Lama*”, in Allada, “*Plateau FM*” – *Radio OLOKIKI* in Pobè, “*FM Ahémé*” in Possotomè, “*FM Orè Ofè*” in Tchetti, “*Solidarité FM*” in Djougou, and “*FM Non Sina*” in Bembéréké.

3. DEVELOPMENT OBJECTIVE

To contribute to strengthening the capacities of players involved in local media with a view to improving the quality of their output, and achieving greater public involvement in the democratic debate.

4. IMMEDIATE OBJECTIVES:

To provide local radio presenters -- who are, for the most part, non-professionals -- with an opportunity to strengthen their capacities and skills, and to provide them with access to technical resources during the 12-month project implementation phase.

5. PROJECT INPUTS:

- Awareness and communication campaigns, and meetings with six community radios from the various regions throughout the country, namely:

Atlantic/ Coastal region: one station; Ouémé / Plateau: one station; Mono / Couffo: one station; Zou / Hills region: one station; Borgou / Allibori: one station; Atacora / Donga: one station.

- Engagement of project personnel (media trainers, radio technicians, coordinator, financial manager and ICT operators, drivers).
- Fuel, IT equipment, IT consumables, secretarial services for infrastructure resources, and technical materials for training activities.
- Audiovisual equipment, computer-assisted workstations, laptop computers, editing and mixing consoles, digital recorders.
- Accommodation and catering for participants.

6. PROJECT OUTPUTS:

- 30 presenters, equipped with appropriate materials, actively involved in Beninese community media, and using this powerful development tool to cater to the needs of their communities in terms of information, education and communication, and who will use radio as a medium for heightening awareness of and training in environmental protection issues, the fight against epidemics, and the promotion of democracy, endogenous culture and education at all levels, with a view to achieving the Millennium Development Goals.
- Adoption by community medias of multimedia innovations and their applications, adapted to suit everyday needs.
- Optimal use of the Internet to improve the operation of a radio station.

7. ACTIVITIES:

- Organisation of meetings and working sessions with the six media organs established in the southern (*Atlantic/ Coastal region/ Ouémé / Plateau*), central (*Zou/ Hills region*) and northern Benin, (*Borgou / Alibori / Atacora / Donga*);
- Provision of appropriate infrastructure and equipment for training activities (class rooms equipped with teaching materials, audiovisual equipment, computer-assisted workstations, laptop computers, editing and mixing consoles, digital recorders);
- Accommodation and catering for participants;
- Recruitment of specialist trainers and other project personnel.

8 WORK PLAN

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Organisation of meetings and working sessions with the 6 radios mentioned in paragraph 7.												
Identification of infrastructure resources and selection of equipment.												
Preparation of teaching materials and recruitment of media trainers and speakers.												
Practical core training and refresher workshop on copy writing, reporting, interviewing and radio magazines												
Practical workshop on writing for radio, prioritisation of information, identification of local sources, interactive programs and radio production.												
Practical workshop on radio presenting, continuity of broadcasting, and production line-up.												
Practical workshop on multimedia services and their applications.												
<i>In situ</i> course on the maintenance of audiovisual and digital audio installations and of a digital control room												
Activity reports												

9. INSTITUTIONAL FRAMEWORK

“*La Maison des médias*” was established by the Beninese media at its plenary meeting held in Cotonou in November 2002. It was formed as the offshoot of two professional trade unions: the *Union des Professionnels des Médias du Bénin* (the Union of Media Professionals of Benin), and the *Conseil National du Patronat de la Presse et de l’Audiovisuel* (the National Council of Media and Audiovisual Employers). *La Maison des Médias* is open to all private- and public-sector media professionals (journalists and related professions) in Benin and other countries.

As a forum for media professionals, *La Maison des Médias* seeks to strengthen the media sector and to improve the level of professionalism of media players by contributing to the dissemination of information and the enhancement of public debate through the organisation of various initiatives. It is a forum for the exchange of experiences, and for ongoing training for media professionals. Since its establishment, the MDM, through its network of experts and experienced professionals, has initiated, supported and conducted a

number of initiatives in line with its mission, including, among other things, the Two-year media professional training plan, and the Beninese printed press support project.

10. SUSTAINABILITY

Drawing on its experience and reputation, *La Maison des Médias* will utilize its network of professionals to secure the sustainability of the initiative by providing other players in the sector with an opportunity to capitalize in its achievements.

11. FRAMEWORK OF MONITORING:

In collaboration with the UNESCO Office in Accra, *La Maison des Médias* undertakes to closely monitor its activities.

12. EVALUATIONS CARRIED OUT:

A mission report produced in December 2006 by *La Maison des Médias* and the agency, *Multi Média Applications*, concerning the entire country, made the following observations: the news bulletins broadcast by most of the radio stations that were visited account for a very small proportion of their programming grids; Copy-writing meetings were held only occasionally, and this was coupled with a lack of understanding of journalistic genres and the use of multimedia applications; Conflicts occasionally arose in the allocation of tasks, due to a misunderstanding of task allocation rules; Lastly, the treatment of local topics suffered as a result of the abusive re-transmission of programs from foreign radios. Technical failures frequently occurred due to a lack of appropriate maintenance of equipment.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The *Maison des Médias* will produce an activity report every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/4BEN/07 350-BEN-41	40,000	Benin	1984 - 1985
		Establishment of a Documentation Centre for Information Services	
PDC/7BEN/01 350-BEN-71	25,000	Mobile radio service	1987 - 1988
PDC/8BEN/01 350-BEN-81	15,000	Specialized seminar on the production of radio and TV programmes	1987 - 1988
PDC/48BEN/02 354BEN5041 CO-FINANCED BY ANDORRA	34,000	Vakon community multimedia centre	2005-2006
PDC/49 BEN/01 354BEN5051	14,000	STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"	2006-2007
PDC/51 BEN/01 354BEN5061	18,000	UPGRADING THE CAPACITY OF THE DAILY NEWSPAPER, "LA PYRAMIDE"	2007-2008
PDC/52 BEN/01 354BEN5071	20350	BENIN: UPGRADING THE CAPACITY OF THE NEWSPAPER, L'AVENIR "	2008-2009
Total Benin: US\$154,350			

C. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training in copy-writing, radio production and multimedia

Accommodation and catering for the participants (US\$110/day × 15 pers. × 5 d.):	8,250
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Trainers (5 days of training + 5 days of preparation (USD160 / d.):	4,000
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Local trips for participants and trainers (2 phases):	1,500
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Maintenance training

Accommodation and catering for the participants (US\$110/day × 15 pers. × 5 d.):	8,250
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Trainers (5 days of training + 5 days of preparation × 6 radios US\$150 / d.):	15,000
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Training and follow-up material:	2,000
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<u>TOTAL:</u>	<u>\$39,000</u>
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BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Mission expenses (2 pers. × 6 localities × 3 d.):	1,200
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Engagement of radio technicians and one coordinator:	2,500
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Personnel (5 staff × 10 months):	6,500
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<u>TOTAL:</u>	<u>\$10,200</u>
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BURKINA FASO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF THE COMMUNICATION AND JOURNALISM DEPARTMENT
2.	NUMBER	PDC/53BKF/01
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTER-REGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	BUILDING INSTITUTIONAL CAPACITY, TRAINING
7.	TOTAL COST OF PROJECT	US\$89,400
8.	AMOUNT REQUESTED FROM IPDC	US\$39,400
9.	BENEFICIARY BODY	UNIVERSITY OF OUAGADOUGOU COMMUNICATION AND JOURNALISM DEPARTMENT <u>Contact person:</u> Firmin Gouba, Head of Department 03 B.P. 7021 Ouagadougou 03 - Burkina Faso Tel. & Fax: +226 50 30 42 33 Cell: +226 70 24 29 91 Email: firmin.gouba@univ-ouaga.bf
10.	IMPLEMENTING BODY	UNESCO OFFICE, BAMAKO – BP E1763 BAMAKO TEL.: (223) 223 34 92 / 93 ROKIA BÂ: r.ba@unesco.org
11.	PROJECT LOCATION	OUAGADOUGOU: SECTOR 13, ZOGONA DISTRICT, OPPOSITE BOULEVARD CHARLES DE GAULLE
12.	PROJECT PREPARED BY	MR FIRMIN GOUBA, HEAD OF DEPARTMENT MS. ROKIA BÂ, NPO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

With the emergence of the democratic process in the 90s, the pluralism of information is now a reality in Burkina Faso. The law no. 56/93/ADP of 30 December 1993 concerns the Information Code. The French-language print media has developed considerably, with more than a hundred publications with widely varying frequencies of issue, formats and editorial lines. Parallel to this, there is a national-language press, supported by various NGOs and rural development programs. The radiophonic media landscape has also expanded exponentially and boasts more than 70 stations, including national and regional publicly operated radios, local radios set up by the State and run by local communities, and commercial, denominational and associative FM stations. In terms of audiovisual media, three privately owned channels--one denominational and two commercial--coexist alongside the publicly owned and operated national channel, *Télévision Nationale du Burkina* (TNB), established in 1963. News agencies include the publicly owned *Agence d'Information du Burkina* (A.I.B, Burkina news Agency) and several international agencies. The local media landscape is monitored by several regulatory authorities and bodies, including the *Conseil supérieur de l'Information* (CSI, Higher Council for Information), the *Observatoire national de la Presse* (ONAP, National Press Observatory) and the *Autorité nationale de régulation des télécommunications* (ARTEL, National Telecommunications Regulatory Authority). In turn, the number of professional associations, such as the *Association des journalistes du Burkina* (AJB, Association of Burkinabe Journalists), the *Association des professionnels africains de la communication* (APAC, Association of African Communication Professionals) and the *Centre national de presse Norbert Zongo* (CNP-NZ, Norbert Zongo National Press Centre), has also increased.

Despite this media proliferation, however, it should not be forgotten that, for economic and technical reasons associated with a lack of training, a significant number of media organs have actually disappeared. Furthermore, in spite of the progress achieved, numerous breaches of ethical standards in the media have been observed. One of the reasons for this is a lack understanding of the elementary rules of the profession, which explains the need to build the capacity of training institutions, particularly the leading institution in this field, namely the Communication and Journalism Department of the University of Ouagadougou. With some thirty media professionals on its staff (of which only 6 are permanent), and lecturers for other University Departments, the Communication and Journalism Department takes in some twenty students each year, which is very little when compared against the constantly rising student population and the increasing number of untrained journalists.

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 attend the consultation meeting on capacity building for Centres of Excellence in journalism training in Africa, held from 16 to 18 March 2008, in Grahamstown, South Africa.

The purpose of this project is to reinforce the resources available to the Communication and Journalism Department thereby transforming it into a potential Centre of Reference for the training of African journalists.

2. DESCRIPTION OF THE TARGET GROUP:

- The 6 permanent lecturers for whom refresher training is indispensable to upgrade their theoretical knowledge and practical skills in line with scientific advances and the professional environment;
- The students of various nationalities (Togo, Chad, Niger, Rwanda, Burkina Faso, etc.) who make use of the resources of the editorial offices and other media structures;
- Practicing professionals, including those who learned their profession in the field and who need training to improve their working methods, and former students coming back for refresher training.

3. DEVELOPMENT OBJECTIVE:

To contribute to the development of democracy and good governance in Burkina Faso by upgrading the resources available to the media, by and enhancing the quality of communication between the executive and the general public.

4. IMMEDIATE OBJECTIVES:

- To upgrade the Department's technical training resources so as to create the optimal conditions for refresher training for the 6 permanent lecturers.

5. PROJECT INPUTS:

- Equipment for the *Journal École* (School Journal), comprising a scanner, a digital camera, a computer (3GB), a printer, desktop publishing software and a high-capacity photocopying machine;
- Equipment for the radio station: a 30-watt transmitter, 1000-watt amplifier, a 2-element antenna, an audio processor, an automatic broadcasting workstation, 2 MP3 recorders, 2 studio microphones, headphones, reportophones; digital audio production workstation;
- Equipment for the audiovisual unit: audiovisual production workstation, a camcorder, a DVCAM DSR 25 player-recorder;
- Training : a consultant for 7 days; training expenses; expenses for the organisation of a workshop on the professionalisation of curricula;
- Documentary resources.

6. PROJECT OUTPUTS:

The capacity of the Communication and Journalism Department of the University of Ouagadougou will be strengthened:

- The *Journal École* (School Journal) will be equipped with publication resources and more frequently;
- The radio station will be equipped and operational;
- Audiovisual production will be possible;
- The Department library will be stocked with new books and equipped with a broadband Internet connection;
- The Department will apply the same standards applied in UNESCO journalism training programmes and will become a Centre of Reference in journalism in Africa.
- Each year, 30 graduating journalists capable of producing high-quality journalism work.

- Each year, 15 professionals whose skills have been upgraded and who are capable of producing programmes in observance of ethical standards and the rules of the profession.

7. **ACTIVITIES:**

- Refurbishment of the work area.
- Acquisition and installation of equipment and the broadband Internet connection;
- Purchase of books and software for the Department library;
- Hiring of an expert for the application of standards established for UNESCO journalism training programmes;
- Organisation of a workshop on the professionalisation of curricula, and the launch of new courses of study.

8 **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Refurbishment of the work area	■	■	■									
Acquisition and installation of equipment	■	■										
Training of lecturers		■										
Organisation of a workshop on curricula		■										
Practical work for students			■	■	■	■	■	■	■	■	■	■
Project monitoring				■			■			■		■

9. **INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the Communication and Journalism Department of the University of Ouagadougou in accordance with current regulations.

10. **SUSTAINABILITY:**

The IPDC's support will serve to attract other University and media partners, and to increase the number of students trained. Freedom of expression and press freedom are acknowledged as being essential prerequisites for the exercise of human rights and the effective operation of a democratic society, hence the interest in these principles displayed by many partners through their technical and financial support.

11. **FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO Office in Bamako, which may seek the collaboration of the *Union des Journalistes de l'Afrique de l'Ouest* (UJAO, Union of West African Journalists) through its capacity-building project.

12. EVALUATIONS CARRIED OUT:

The Communication and Journalism Department of the University of Ouagadougou was selected a potential Centre of Reference in the training of African journalists in the UNESCO study conducted by the *Rhodes University's School of Journalism and Media Studies* (Grahamstown, South Africa) and the *École supérieure de journalisme* (ESJ) in Lille, France. The purpose of the study was 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. In this regard, the Head of the Department was invited by UNESCO to attend the consultation meeting on capacity building for potential Centres of Excellence in journalism training in Africa, held from 16 to 18 March 2008, in Grahamstown, South Africa.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Every four months, the Communication and Journalism Department of the University of Ouagadougou will submit a project implementation report to UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/11BKF/01 352-BKF-11	143,000	Burkina Faso Development of Burkina's television production	1990 - 1998
PDC/18BKF/01 352-BKF-81	50,000	Strengthening the capacity of SIDWAYA Publishing for the purpose of creating a newspaper in national languages	1998 - 1999
PDC/49 BKF/02 REGULAR PROGRAMME	40,000	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU	2006
PDC/51 BKF/01 354 BKF 5061	28, 000	BURKINA FASO: EQUIPMENT FOR THE <i>AGENCE D'INFORMATION DU BURKINA</i> (AIB, BURKINA INFORMATION AGENCY)	2007-2008
PDC/52 BKF/01 354 BKF 5071	38500	BURKINA FASO:"ERE NOUVELLE" MULTIMEDIA CENTRE	2008-2009
Total Burkina Faso: US\$ 299,500			

Preparatory activities carried out prior to submitting the project: a workshop to evaluate need and resources.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment for the Journal École			
Equipment	Unit price	Quantity	Total
Scanner (HP 7790)	500	1	500
Digital camera (SONY)	500	1	500
Computer (HP Dual Core 1.8 GHz 3GB)	1300	1	1,300
Laser printer (HP 1600)	900	1	900
Desktop publishing software (Illustrator CS2, Photoshop CS2, Xpress 7,	1,500	1	1,500

Corel X-4)			
Photocopying machine (CANON 2022)	1,500	1	1,500
Sub-total "Equipment for the Journal"			6,200
Equipment for the radio station			
Equipment	Unit price	Quantity	Total
INTEGRATED MOBILE RADIO BROADCASTING SYSTEM comprising: 1 laptop computer, 1 mixer, 1 CD/cassette player, 1 x 30-watt FM transmitter + transportation	8,000	1	8,000
Dipole antennas, connecting bay, connector jumpers	2 000	1	2,000
Portable MP3 recorder	500	2	1,000
Studio condenser microphone	300	2	600
Professional headphones	200	2	400
Phone-line audio adaptor (Reportophone)	600	2	1,200
Digital audio production workstation	1,800	1	1,800
Installation of radio station equipment	500	1	500
Sub-total "Equipment for the radio station"			15,500
Equipment for the audiovisual unit			
Equipment	Unit price	Quantity	Total
Audiovisual production workstation	3 000	1	3,000
Camcorder	2 000	1	2,000
DVCAM DSR25 player-recorder	1,500	1	1,500
Sub-total "Equipment for the audiovisual unit"			6,500
Training			
Type	Cost	Total	
Workshop on the professionalisation of curricula	- <u>1 consultant</u> Air fare Paris-Bamako return (1708) - Misc. trips (taxi... 213) - DSA for 7 days (1914) - Fees (grade P5: 2 500) - Insurance (35 Workshop for the Head of Department and 10 lecturers Meeting room (150) - Coffee breaks (3 /day) and meals (3 /day)= (450) - Miscellaneous (230)	7,200	
Documentary resources	Fixed amount (4,000)	<u>6,400</u> 800 4 000	
Sub-total Training			11,200
Grand total			\$39,400

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
(in US dollars)

Refurbishment of the work area by the beneficiary body	50,000
Lecturers' salaries	PM
Grants and other support to students	PM

CAMEROON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SETTING UP OF A COMMUNITY RADIO IN GAROUA
2.	NUMBER	PDC/53 CMR/01
3.	CATEGORY OF MASS MEDIA	Community media
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$78,500
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	PROJECT BENEFICIARY	Association de Développement des Communautés de l'Est
10.	IMPLEMENTING BODY	UNESCO
11.	PROJECT LOCATION	Garoua-Boulai, Eastern Province
12.	PROJECT PREPARED BY	Association de Développement des Communautés de l'Est
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The implementing decree relating to the freedom of social communication was made public in April 2000. Since then, a number of independent, privately owned media organisations have emerged to populate the national audiovisual landscape. The government has also signed a Memorandum of Agreement with the UNESCO Office in Yaoundé and the United Nations System au Cameroon on the setting up of 15 community radio stations in the country.

However, delays in the area of communication still persist, particularly in rural zones, some of which are still very isolated. Additionally, the Eastern zone, near the border with the Central African Republic, has attracted thousands of refugees fleeing the troubles in that country. The Office of the United Nations High Commissioner for Refugees (UNHCR) has set up 72 sites to provide shelter for the refugees.

To cope with the situation, the World Food Programme (WFP) has implemented communication and food-supply policies targeting the refugees at the 72 sites. Agents using motorcycles purchased by the WFP attempt, as best they can, to circulate information among communities benefiting from WFP aid. However, the circulation of information disseminated by the WFP and other NGOs working in the interest of the refugees is often hampered by problems of insecurity and delay, hence the need to set up a community radio covering this entire zone. The radio station would contribute to keeping the population informed on issues such as food, agriculture, security, education, health (HIV), livestock rearing, human rights and the environment.

The project aimed at setting up a community radio station in Garoua-Boulaï would contribute to meeting the needs of this zone in terms of communication and information.

2. DESCRIPTION OF THE TARGET GROUP:

This project is directed at the rural population in Garoua Boulaï, and particularly at women.

3. DEVELOPMENT OBJECTIVE:

- To achieve greater involvement on the part of the target community and local authorities in the management of refugees' problems, security issues and community development;
- To encourage the production of local content, by employing the skills, initiatives and know-how of trained local coordinators.

4. IMMEDIATE OBJECTIVES:

To achieve better management of the problems stemming from the arrival of refugees in the CAR border zone through communication and the training of local inhabitants.

5. EXPECTED PROJECT OUTPUTS:

- Training for 8 presenters (male and female);
- Training for 2 technicians;
- Training for 5 administrative staff;

- Production and broadcast of 50 programmes addressing the needs of the community;
- Adoption of this communication tool and greater community involvement..

6. **ACTIVITIES:**

- 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 (low frequency), broadcasting equipment (high frequency, FM transmitter), field strength metre, etc.;
- Training for 15 trainees: 8 presenters for work in rural settings, 2 technicians for operations and production, and 5 members of the management committee for administrative and financial matters (*the project provides for a 10-day course of initial training and a 10-day refresher course*).
- Production of thematic programmes

7. **PROJECT INPUTS:**

Equipment:

250-watt backup FM transmitter.

Training:

2 technicians, 8 presenters and 5 administrators.

Intervening parties:

- Consultant in community-radio administration and management and mobilisation of resources;
- 2 consultants in high-frequency and low-frequency operations;
- Consultant in radio presenting.

Participants' DSA:

- 15 people (radio presenter, technicians and administrators).

Teaching material and hiring of teaching assistants

8 **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Raising awareness / mobilisation of resources												
Establishment of the legal and institutional framework; fitting out of premises												
Acquisition and installation of equipment												
Initial training for presenters, technicians and administ												
Launch of the radio												
Support for production and broadcast of programmes												
Refresher courses for radio personnel; management su												

9. INSTITUTIONAL FRAMEWORK:

The project was born of an initiative by communities in the Eastern region, in Garoua-Boulai, grouped together in an *Association de Développement des Communautés de l'Est* (Association for the Development of Eastern communities) which will be responsible for implementing the project.

10. SUSTAINABILITY:

The actual operation of the community radio will be conducted by the *Association de Développement des Communautés de l'Est*, with support from the local authorities in Garoua-Boulai, Bertoua and Yokadouma, and other development partners such as the WFP and the UNHCR.

11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO sub-regional office in Yaoundé.

12. EVALUATION:

The feasibility study mission concluded that there was an urgent need for a community radio in Garoua-Boulai. The increasing number of refugees pouring into the zone in their thousands has led to the setting up of 72 sites, by the UNHCR and the WFP, for the distribution of supplies to the populations. A community radio covering the entire zone would contribute to resolving the delays in the circulation of information which is useful to the refugees, and information to the populations on the problems of insecurity.

To ensure the adoption of the project, several missions are scheduled during the entire project implementation phase to heighten awareness of the usefulness of the community radio. Furthermore, given the widely varying levels of the participants (some of whom have had no schooling), a course of initial training, followed by refresher training during the first year, will be necessary.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The *Association de Développement des Communautés de l'Est*, the project beneficiary, will produce a monthly monitoring/evaluation report (listenership report) and a quarterly activity report.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3CMR/20 350-CMR-31 350-CMR-71 350-CMR-91	23,000 35,000 66,000	Cameroon Development of the News Agency	1982 - 1991
PDC/8CMR/01 350-CMR-81	40,000	Development of the Ecole Supérieure des Sciences & Techniques de l'Information (ESSTI) in Yaounde	1987 - 1989
PDC/17CMR/01 352-CMR-71	70,000	Completion of the computerisation of the CAMNEWS Agency	1997 - 1998
PDC/18CMR/01 352-CMR-81	70,000	Renewal of ASMAC broadcasting equipment	1998 - 1999
PDC/20CMR/01 353-CMR-01	20,000	Computerization of the documentation service of the Cameroon Radio & Television Company (CRTV)	2000 - 2002
PDC/20CMR/02 353-CMR-02	40,000	Mbalmayo and Meiganga Women's Community Radios	2000 - 2002

PDC/20CMR/03 353-CMR-03	28,000	The Herald Newspaper	2000 - 2002
PDC/21 CMR/03 353CMR5011	25,000	Community radio for women of South Cameroon	2003 - 2004
PDC/23 CMR/01 354CMR5031	20,000	Multimedia centre for the young people of Garoua	2004 - 2005
PDC/23 CMR/02 354CMR5032	23,000	Strengthening the independent newspaper "LE MESSAGER"	2004 - 2005
PDC/24 CMR/01 552CMR5000 (FIT-Japan)	70,060	Meiganga Community multimedia centre	2004 - 2005
PDC/48 CMR01 354RAF5041	15,000	Capacity-building for independent pluralist media	2005-2006
Total Cameroon: US\$ 475,000 +US\$ 70,060 (FIT)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment

250-watt backup FM transmitter, transportation, insurance and installation:	11,000
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Initial training

4 instructors (4 × 10 d × USD100):	4,000
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Material and hiring of training assistants:	1,000
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DSA for 15 participants (15 × 10 d. × USD 50):	7,500
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Refresher course

4 instructors (4 × 10 d × USD100):	4,000
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Material and hiring of training assistants:	1,000
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DSA for 15 participants (15 × 10 d. × USD 50):	7,500
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Production

Production of thematic programmes:	4,000
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TOTAL:	\$40,000
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BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Venue, office:	30,000
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Construction and installation of a tower:	6,000
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Furniture:	1,500
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Activity report:	1 000
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TOTAL:	\$38,500
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CENTRAL AFRICAN REPUBLIC

A. PROJECT IDENTIFICATION

1.	PROJECT TITLE	SUPPORT FOR THE DEVELOPMENT OF THE HUMAN RESOURCES OF THE INSTITUTE OF JOURNALISM AT THE UNIVERSITY OF BANGUI
2.	NUMBER	PDC/53 CAF/01
3.	CATEGORY OF MASS MEDIA	Audiovisual and print media
4.	IPDC PRIORITY AREA	Capacity upgrade
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$83,910
8.	AMOUNT REQUESTED FROM IPDC	US\$39,000
9.	PROJECT BENEFICIARY	Central African media professionals
10.	IMPLEMENTING BODY	The Institute of Journalism of the University of Bangui / UNESCO
11.	PROJECT LOCATION	Bangui
12.	PROJECT PREPARED BY	The Institute of Journalism of the University of Bangui

DECISION OF THE BUREAU

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Central African Authorities have identified communication as a key element of the state's national development strategy. To this end, a national policy on communication was approved and promulgated in 2004. In November of that same year, the notion of press freedom was incorporated under Article 13 of the Constitution, and the transitional National Assembly voted in favour of decriminalizing press offences. Although there have been marked improvements in the legal framework for press freedom, the level of professionalism within the Central African media remains inadequate. The history of journalism and communication in CAR is marked by a series of economic, political and social obstacles.

Currently, there is no permanent structure offering a full course of training in journalism. The generation of Central African media professionals who received training abroad--mainly in France and at the *Ecole Supérieures des Sciences et Techniques de l'Information et de la Communication* (ESSTIC) in Yaounde, is close to retirement. Media directors complain of the difficulty in finding young media professionals, i.e., journalists, graphic artists, radio engineers and other media technicians. As such, the purpose of this project is to support the setting up of the country's first journalism institute, with the aim of producing, in the medium to long term, a new generation of professional journalists in CAR.

Although the establishment of an Institute of Journalism within the Faculty of Humanities at the University of Bangui was formally approved by the University's Board, little has been achieved due to a lack of material and human resources. The Minister of National Education has issued a call to the international community to support the setting up of the Institute. It would offer a two-year programme of specialist training for a limited number of graduate students, selected through competition .

Given the policy on regional integration within the CEMAC, and particularly the cooperation between universities in Central African countries, the Institute of Journalism would operate in synergy with other sub-regional bodies. In this regard, discussions are currently underway on the establishment of a partnership with the *Ecole Supérieures des Sciences et Techniques de l'Information et de la Communication* (ESSTIC) at the University of Yaoundé II-Soa.

2. DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of the project would be the media professionals selected on the basis of merit as future instructors at the Institute of Journalism in Bangui. Ultimately, the entire population would benefit from the project as a new generation of well-trained journalists emerges.

3. IMMEDIATE OBJECTIVE

To develop the human resources capable of providing young, future journalists with professional training at the University of Bangui's Institute of Journalism.

4. **DEVELOPMENT OBJECTIVE**

To enhance journalism training through trainer training.

5. **PROJECT INPUTS**

- Development of a Trainer training programme, in collaboration with the *Ecole Supérieures des Sciences et Techniques de l'Information et de la Communication* (ESSTIC), for future trainers/instructors in the Journalism Department;
- Five trainers top-level trainers selected for training;
- Development of a partnership with the *Ecole Supérieures des Sciences et Techniques de l'Information et de la Communication* (ESSTIC) with a view to providing trainer training at the University of Bangui's Department of Journalism.

6. **PROJECT OUTPUTS**

- A Cooperation Agreement between the *Ecole Supérieures des Sciences et Techniques de l'Information et de la Communication* (ESSTIC) and the Institute of Journalism at the University of Bangui;
- Five trainers/lecturers trained for Masters-level training in Journalism and Communication;
- Enrolment of the first group of students at the School of Journalism;
- Inauguration of the University of Bangui's Institute of Journalism.

7. **WORK PLAN**

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12+
Project monitoring	■	■	■	■	■	■	■	■	■	■	■	■
Development of a partnership with ESSTIC	■											
Revision of the action plan	■											
Development of a training programme	■	■										
Trainer training		■	■	■	■	■	■	■	■	■	■	■
Write-up and submission of the report				■	■	■	■				■	■

8. **INSTITUTIONAL FRAMEWORK**

The project will be implemented by the University of Bangui's Institute of Journalism and the Ministry of Communication.

9. **SUSTAINABILITY**

Sustainability will be achieved through annual refresher programmes agreed upon by ESSTIC in Yaoundé and the University of Bangui within the framework of the Partnership Agreement between the two institutions.

10. MONITORING FRAMEWORK

The UNESCO Office in Yaoundé will monitor the implementation of the project, in collaboration with the Central African National Commission for UNESCO.

11. PRE-PROJECT ASSESSMENTS

In the course of the evaluation missions, UNESCO representatives met with relevant governmental and academic officials, the Editors-in-Chiefs of the main print and audiovisual media, and members of Boards of the UJCA and the GEPPIC. The findings of these missions highlighted a real need for qualified trainers capable of providing student journalists with high-quality professional training.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5CAF/02 350-CAF-51	30,000	Central African Republic Rehabilitation of Radio/TV	1984 - 1985
PDC/7CAF/01 350-CAF-71 350-CAF-81	35,000 37,500	Development of Press Centre	1986 - 1990
PDC/19CAF/01 352-CAF-91	46,000	Restructuring of the News Agency (ACAP)	1999 - 2001
PDC/24 CAF/01 354 CAF 5031	50,000	Rehabilitation of the technical and human capacity of radio Centrafrique	2004 - 2005
PDC/24 CAF/02 354-CAF-5032	20,000	Strengthening the technical capacity of the independent community radio Ndeka Luka	2004 - 2005
PDC/49 CAF/01 354-CAF-5052 (Co-financed by France)	50,000	ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	2006 - 2007
PDC/49 CAF/02 552-CAF-5000 (FIT-Japan)	50,000	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	2006 - 2007
PDC/51 CAF/01 354-CAF-5061	26,000	CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION	2007 - 2008
PDC/52 CAF/01 354-CAF-5071	33,000	CENTRAL AFRICAN REPUBLIC: REINFORCING THE CAPABILITIES OF THE MEDIA OBSERVATORY	2008 - 2009
Total Central African Republic: US\$ 377,000+ 50FIT			

12. BENEFICIARY BODY'S REPORTING FRAMEWORK

The Institute of Journalism at the University of Bangui would submit a quarterly report to the UNESCO Office in Yaoundé.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<u>Training</u> : (5 trainee trainers for a duration of one year):	
Administrative and academic enrolment:	19,728
Trainers' fees (12 courses × USD 955):	11,460
<i>a. Introduction to epistemology (30 hours)</i>	
<i>b. Research methodology (30 hours)</i>	
<i>c. Introduction to globalisation (30 hours)</i>	
<i>d. Introduction to ICS (30 hours)</i>	
<i>e. Introduction to communication law (30 hours)</i>	
<i>f. Political communication (30 hours)</i>	
<i>g. History of the media (30 hours)</i>	
<i>h. Economics of Information (30 hours)</i>	
<i>i. Socio-anthropology and media reception (30 hours)</i>	
<i>j. Seminar (30 hours)</i>	
<i>k. Population policy (30 hours)</i>	
<i>l. Introduction to the sociology of communication (30 hours)</i>	
Douala-Yaoundé return by air for 5 trainee trainers:	2,556,180
Teaching documentation and research / dissertation expenses:	5,250
<u>TOTAL:</u>	<u>39,000</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Personnel:	11,500
<u>Television equipment</u> : Projector, video camera, presentation tables, microphone, video-audio mixer, DVCAM digital video recorder, HP Compaq computer, 600-VA UPS, studio software:	16,672
<u>Print media equipment</u> : Conference room, editorial office, computers, MS Office 2007 / Pagemaker (software), 600-VA UPS, Canon IR 2016 copier, cameras and accessories, digital cameras, film processor:	15,238
Running costs	1,500
<u>TOTAL:</u>	<u>44,910</u>

CENTRAL AFRICAN REPUBLIC

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING OF FEMALE JOURNALISTS IN INVESTIGATION TECHNIQUES AND THE PRODUCTION OF THEMATIC PROGRAMMES
2.	NUMBER	PDC/53 CAF/02
3.	CATEGORY OF MASS MEDIA	Journalism
4.	IPDC PRIORITY AREA	Freedom of expression; professional training
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$34,500
8.	AMOUNT REQUESTED FROM IPDC	US\$21,500
9.	PROJECT BENEFICIARY	Central African journalists
10.	IMPLEMENTING BODY	<i>Association des Femmes Professionnelles de la Communication (AFPC) / UNESCO Yaoundé</i>
11.	PROJECT LOCATION	Bangui
12.	PROJECT PREPARED BY	<i>Association des Femmes Professionnelles de la Communication (AFPC)</i>
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Violence against women and girls in the Central African Republic is a major health and human-rights problem. At each phase of their lives--from infancy, through childhood and adolescence, to adulthood--women are subjected to physical and psychological abuse. While such violence is extremely harmful to their health, it is, first and foremost, a social problem which calls for urgent and coordinated action in several areas.

With the recurring conflicts in the sub-region, and the politico-military upheavals in CAR in particular, the forms of violence against women have increased in number and gravity.

Scenes of violence are witnessed and experienced by most women within their own homes. Such violence encompasses the physical, sexual and psychological violence committed within the society and the community. It reads as a long list of blows, sexual abuse inflicted on female children, dowry-related violence, marital rape, genital mutilation and other traditional practices that are harmful to women, non-marital violence,...; but also violence related to the exploitation of women, sexual harassment and intimidation in the workplace--in schools and elsewhere, procuring and forced prostitution, and the violence perpetrated or tolerated by the state.

This burden of violence has a demoralizing effect on the women and young girls, leaving them with neither the will nor the ability to seek their emancipation and socio-political and economic independence. This places makes them all the more vulnerable, especially those who resign themselves to the situation due to their ignorance of the belligerent parties in conflicts. And the consequences are countless: rape, murders, battery and injuries sometimes leading to death, etc.

2. DESCRIPTION OF THE TARGET GROUP:

Women, men and youth from the various layers of society.

3. DEVELOPMENT OBJECTIVE

The project seeks to arouse public awareness of the violence perpetrated against women through the production and broadcast of programmes on this theme.

4. IMMEDIATE OBJECTIVES:

- Train female journalists in the techniques of producing thematic programmes;
- Produce thematic programmes tackling the issue of violence against women.

5. EXPECTED PROJECT OUTPUTS:

- 20 Central African female journalists trained in investigation techniques and the production of thematic programmes;
- 15 thematic programmes produced and broadcast by Central African media.

6. ACTIVITIES:

- Revision of the action plan and budget in line with the approved project;

- Training of female journalists in investigation techniques and the production of thematic programmes;
- Production of thematic programmes addressing the issue of violence against women.

7. **PROJECT INPUTS:**

- Two consultants (Central African or from the sub-region);
- Logistics for the training programme;
- Teaching materials;
- IT equipment;
- Participants.

8 **WORK PLAN:**

ACTIVITIES/MONTH:	1	2	3	4	5	6	7	8	9	10	11	12+
Revision of the action plan and budget in line with the approved project												
Preparation and organisation of courses in techniques of investigation and the programme production												
Writing up of the half-yearly report												
Production of thematic programmes												
Project monitoring												
Writing up of the final project report												

9. **INSTITUTIONAL FRAMEWORK:**

The *Association des Femmes Professionnelles de la Communication* was created on 4 March, 2008, as the Central African branch of the *Association des Professionnelles Africaines de la Communication* (APAC). Its main sources of revenue include membership fees, and subscriptions paid in by active members, benefactors and members of honour.

10. **SUSTAINABILITY**

The project is one strand of the Department of Journalism's refresher training programme for CAR communication professionals. The *Association de Femmes Professionnelles de la Communication* (AFPC) will serve as the interface between female communication professionals and the training bodies seeking to build the capacity of media professionals. The project incorporates internal factors of sustainability, and the proposed training will ensure that skills are available, especially in the organs of the press where the trainees will work.

11. **FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO Office in Yaoundé.

12. **EVALUATION:**

The Executive Board of the AFPC held several meetings with the *Organisation des Femmes Centrafricaines* (OFCA), the *Association des Femmes Juristes de Centrafrique* (OFJCA) and communication professionals to

prepare the project. During these meetings, guidelines were defined for choosing the theme and for the project implementation strategy.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Executive Board of the *Association des Femmes Professionnelles de la Communication* will produce and submit the half-yearly and final reports in accordance with the action plan mentioned above.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5CAF/02 350-CAF-51	30,000	Central African Republic Rehabilitation of Radio/TV	1984 - 1985
PDC/7CAF/01 350-CAF-71 350-CAF-81	35,000 37,500	Development of Press Centre	1986 - 1990
PDC/19CAF/01 352-CAF-91	46,000	Restructuring of the News Agency (ACAP)	1999 - 2001
PDC/24 CAF/01 354 CAF 5031	50,000	Rehabilitation of the technical and human capacity of radio Centrafrique	2004 - 2005
PDC/24 CAF/02 354-CAF-5032	20,000	Strengthening the technical capacity of the independent community radio Ndeka Luka	2004 - 2005
PDC/49 CAF/01 354-CAF-5052 (Co-financed by France)	50,000	ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	2006 - 2007
PDC/49 CAF/02 552-CAF-5000 (FIT-Japan)	50,000	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	2006 - 2007
PDC/51 CAF/01 354-CAF-5061	26,000	CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION	2007 - 2008
PDC/52 CAF/01 354-CAF-5071	33,000	CENTRAL AFRICAN REPUBLIC: REINFORCING THE CAPABILITIES OF THE MEDIA OBSERVATORY	2008 - 2009
Total Central African Republic: US\$ 377,000+ 50FIT			

Beneficiary body's contribution during the term of the project

As the project beneficiary, the AFPC will assume the tasks involved in preparing the ground for the implementation of the project. In addition to its premises, its document base and its personnel, the AFPC will make a financial contribution of more than US\$10,000 to the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

2 consultants (per diem and fees):	4,300
Compilation of training documents:	2,400
Hiring of the training room:	1,000
Accommodation and living expenses for the 30 participants:	6,650
Transportation for participants coming to Bangui:	2,700
Material and stationary:	1,050
Hiring of an overhead projector:	1,300
Photocopies:	600
Monitoring and evaluation:	1,500
<u>TOTAL:</u>	<u>\$21,500</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Personnel:	7,500
Coordinator:	1,000
Communications (telephone, fax):	500
Transportation:	2,000
Contingencies:	1,500
Reports:	500
<u>TOTAL:</u>	<u>\$13,000</u>

CHAD

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR THE DAILY, <i>LE PROGRÈS</i>
2.	NUMBER	PDC/CHD/01
3.	CATEGORY OF MASS MEDIA	Printed press
4.	IPDC PRIORITY AREA	Freedom of expression; capacity building for journalists
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$46,150
8.	AMOUNT REQUESTED FROM IPDC	US\$37,050
9.	PROJECT BENEFICIARY	Journalists and reporters of the daily, <i>Le Progrès</i>
10.	IMPLEMENTING BODY	UNESCO office in Yaoundé
11.	PROJECT LOCATION	N'Djaména
12.	PROJECT PREPARED BY	Mr Abdéramane Barka, Publication Director of the newspaper, <i>Le Progrès</i> , B.P. 3055, N'Djaména E-mail: quotidienleprogres1@yahoo.fr Tel.: (235) 251 55 86 or 623 00 94 or 998 32 98
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

With the advent of the democratic era in Chad, in 1990, when there was only one national radio station, one press agency and one state-run television channel, two weeklies appeared (N'Djaména-Hebdo and *Le Progrès*). Both were established before the enactment, in 1994, of the Communication laws (the Audiovisual Communication law, the law relating to the print-media regime and a third defining the role and operation of the *Haut-Conseil de la Communication* (HCC, High Council for Communication), the regulatory body). It was just at the time when *Le Progrès* had begun publishing as a daily, and when N'Djaména-Hebdo was preparing to switch to two issues a week that the development of the dozen or so privately owned community, associative, denominational and, recently commercial radios really took off

Subsequently, due to very limited readerships--owing to illiteracy, poor or non-existent reading habits and low purchasing power, in a situation in which advertising was rare, the number of regularly published newspapers fell to about half a dozen. And while the newspapers were struggling to recover the revenue from ads they had published, the HCC availed itself of Ordinance 5--issued during the state of emergency declared following the rebel attack on N'Djaména of 2 and 3 February 2008--to force them to restrict the amount of space reserved for announcements and advertisements, when they found them, to no more than 30% of the paper's content.

In addition to material losses, interruptions in publication during periods of combat, giving rise to additional expenses for the newspapers, resulted in a shortfall in earnings of 9,225,000 CFA Francs for *Le Progrès*. On account of this situation, the newspaper will not be able to extend its IT hardware resources, train its regional correspondents in new technologies, or provide refresher training for its editorial team, as it had planned to do this year. The journalists have to take turns on two computers--not counting the machine used for preparing layouts--to write up their articles, the other 5 being out of order. The newspaper runs the risk of having to outsource all of its "pre-press" work to the printery. And thus the printery, which already absorbs 60% of the total cost of producing the newspapers, will no longer be beneficial to *Le Progrès*. Moreover, as the regional correspondents and the journalists on assignment in the interior of Chad have no laptop computers at their disposal, they have no other choice than to send in their articles by cell-phone. This takes up a lot of time at the central editorial office, where the reporters must take turns on two computers to write up their own articles, incurs exorbitant costs for the newspaper, and prevents access to illustrations in real time. Which explains the urgent need for IT equipment, television reception equipment and training in new technologies.

2. DESCRIPTION OF THE TARGET GROUPS

This project is directed at the journalists and reporters at the newspaper, *Le Progrès*.

3. IMMEDIATE OBJECTIVE

To improve the capacity and skills of the 15 journalists employed by the daily.

4. DEVELOPMENT OBJECTIVE

To improve reporters' output so as to form a consistent suite with copy editors' work, and thereby improving the quality of the newspaper's content.

5. **PROJECT INPUTS:**

Equipment:

7 PC computers with DTP software;
 4 laptop computers;
 Laser printer;
 3 telephone sets;
 Photocopying machine;
 Television set;
 Video recorder/player and monitor
 DVD-VCD player

Training:

2 consultants.

6. **PROJECT OUTPUTS:**

- Work equipment is available;
- The 15 journalists have enhanced their capacity in the use of ITCs with a view to working more efficiently;
- The 5 copy editors are trained and qualified to produce high-quality layout work for the newspaper;
- "Le Progrès" covers events well, processes news and publishes in real time.

7. **ACTIVITIES:**

- Purchase and installation of equipment;
- Capacity-building for the 15 journalists in the use of New Information and Communication Technologies;
- Training for the 5 employees in the editorial office in copy editing techniques (5 days).

8 **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Revision of the action plan												
Purchase and installation of equipment												
Training for the journalists in the use of ICTs												
Training in layout techniques												
Evaluation of activities in respect of objectives												
Activity report												

9. **INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the privately owned daily, *Le Progrès*, with a team composed of members of the Copy Desk and management, under the supervision of the Publication Director.

10. SUSTAINABILITY:

With the improvement of the journalists' output, the newspaper plans to increase its page count through quick, easy and comprehensive coverage of national news.

11. FRAMEWORK OF MONITORING:

The implementation of the project will be monitored by the UNESCO Office in Yaoundé, in collaboration with the Chadian National Commission for UNESCO.

12. EVALUATIONS:

Regular evaluations of the newspaper, conducted by the Publication Director, the Head of the Sales Department and the Editor-in-Chief, have repeatedly shown--and more urgently so since the combat in N'Djaména on 2 and February 2008--that a solution must be found to lighten the journalists' workload so as to achieve greater efficiency. The newspaper's production capacity also needs to be strengthened so as to avoid having to outsource layout tasks to the printery. It was therefore decided that the newspaper, which had never before received any external aid, seize all opportunities to request the support it needs to meet the quality standards that one is entitled to expect of the newspaper.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The management of "*Le Progrès*" will submit three quarterly reports during the implementation of the project, and a final report at the end of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/4CHD/14 350-CHD-41	40,000	Chad Rehabilitation of the Mass Media	1983 -1985
PDC/11CHD/01 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
PDC/15CHD/01 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
PDC/24 CHD/01 354-CHD-5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
PDC/48 CHD/01 354-CHD-5041	25,000	Capacity-building of the Chadian media	2005-2006
PDC/49 CHD/02 354 CHD 5053	20,000	STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"	2006-2007
PDC/52 CHD/01 354 CHD 5071	38,500	CHAD:ESTABLISHMENT OF A PRESS HOUSE	2008-2009
PDC/52 CHD/02 354 CHD 5072	24200	CHAD:REINFORCING THE ROLE OF THE HIGH COUNCIL FOR COMMUNICATION	2008-2009
Total Chad: US\$ 237,700+ US\$ 106,000 (Funds-in-trust)			

Preliminary activities

Regular evaluations of the newspaper, conducted by the Publication Director, the Editor-in-Chief and the Head of the Sales Department, permitted a prioritisation of needs for the improvement of production. It is in this regard that the implementation of this project was considered to be urgent.

Beneficiary body's contribution during the term of the project

"Le Progrès" undertakes to install the equipment and teaching material, and to prepare the venue.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment

7 computers with DTP software:	11,620
4 laptop computers:	8,000
Laser printer:	1,350
3 telephone sets:	660
Photocopying machine:	1,775
Television set:	555
Video recorder/player and monitor:	550
1 DVD-VCD player:	100

Training (5 days)

<i>Capacity-building for the journalists in the use of NICTs:</i>	6,580
Accommodation and living expenses for the 15 participants:	200
Fees for 2 trainers:	1,680
Transportation for the 15 participants:	600

Training in copy editing

Accommodation and living expenses for the 5 participants:	1,400
Fees for 2 trainers:	1,680
Transportation for the 5 participants:	300

TOTAL: **\$37,050**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
(in US dollars)

Personnel:	3,000
Coordinator:	1,700
Upkeep of vehicles and local transport expenses:	1,700
Installation of computer equipment:	700
Reports:	350
Contingencies:	1 000
Communications:	650
<u>TOTAL:</u>	<u>\$9,100</u>

COMOROS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF AL WATWAN NEWSPAPER IN MODERN NEWS GATHERING AND PRODUCTION METHODS
2.	NUMBER	PDC/53 COI/01
3.	CATEGORY OF MASS MEDIA	PRINT PRESS
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING, EQUIPMENT, INSTITUTIONAL CAPACITY BUUILDING
7.	TOTAL COST OF PROJECT	US\$34,100
8.	AMOUNT REQUESTED FROM IPDC	US\$26,800
9.	BENEFICIARY BODY	ALWATWAN NEWSPAPER
10.	IMPLEMENTING OFFICE	AL WATWAN NEWSPAPER UNDER THE SUPERVISION OF UNESCO DAR ES SALAAM CLUSTER OFFICE
11.	PROJECT LOCATION	MORONI
12.	PROJECT PREPARED BY	Director General B.P. 984 Moroni boudouri@alwatwan.net
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Union of Comoros, a French French-speaking country of Africa, has experienced numerous political upheavals since Independence, the latest political problems being those emanating from the conflicts in Anjouan.

The numerous conflicts, has left the economic situation of the Comoros less stable and therefore requires urgent interventions in the areas of National reconciliation and the rebuilding of stable and sustainable national institutions. These National Institutions include a stable Media, free and Independent from the different political players in the Comoros.

Apart from the building of National reconciliation and various national Institutions, the Comoros Islands are also faced with a challenging humanitarian situation which results from the active volcano of the Karthala. The Comores islands are a result volcanic eruptions, with the Karthala being still active, and therefore poses a serious humanitarian threat. The role of the Media and Communications in disaster preparedness can therefore not be underestimated.

Besides, the Comoros, with a population of about 575,660 (2003) has about 300,000 Comorians living in the Diaspora. These Comorians also contribute to the Comoros economy through remittances. The main challenge however, according to UNDP, is on how to appropriately channel the remittances from the Diaspora to sustainable development activities. The influence of the media in raising awareness of Comorians both in the Comoros and in the Diaspora is also very important.

A strong media in the Comoros will also serve to promote the Comoros by telling a positive story of the Comoros as opposed to the turbulent stories.

From such points of view, the media remain incontestably the essential tool of the information of the population for its participation in the public life. The main challenge in achieving the above objectives being that the Comorian media is currently facing challenges in terms of lack of equipment, lack of professional capacity of media professionals and a small and weak circulation.

Alwatwan newspaper, created in 1985 is the first newspaper in the Comoros. Alwatwan is Published in French, and there are plans to publish an Arabic version online.. With a circulation of about 4,000 copies, Alwatwan has the highest circulation. Despite the weak circulation base, Alwatwan has correspondents in all the three Islands of the Union of the Comoros. These correspondents however, face numerous logistical and competence problems. With proper use of ICT, Alwatwan newspaper can easily turn around its production. And it is for that reason Alwatwan newspaper decided to request assistance from PIDC in order to develop the newspaper industry in the Comoros through staff training and equipment support.

2. DESCRIPTION OF THE TARGET GROUP:

This project aims to benefit about 18 Alwatwan newspaper journalists from all the islands of the Comoros. Efforts will be made to ensure that there is a very good gender balance amongst the trainees.

3. DEVELOPMENT JECTIVE:

To equip the media with the professional skills and capabilities so that they can encourage national reconciliation, better information sharing and the best use of the media in fostering economic prosperity

4. IMMEDIATE OBJECTIVES:

To build the capacity of Alwatwan newspaper Journalists in the use of modern news gathering approaches and the use of modern production equipment.

To build the capacity of Alwatwan newspaper to deliver high quality and reliable current awareness information to the Comorian society

5. PROJECT OUTPUTS:

- 18 trained journalists and media professionals who can contribute to national reconciliation and economic development of the Comoros.
- Upgraded news gathering and desktop publishing equipment in place to support Alwatwan newspaper in producing high quality news for the Comoros.
- More participation of the population in the economic and political dialogue through the print media, both on paper and online.

6. ACTIVITIES:

- Acquire and Install the required equipment
- One week training on the use of modern equipment for the improvement in text processing and techniques of investigation and reporting to be conducted at the Alwatwan newspaper premises
- Evaluation of Training and further training and mentoring if necessary
- Monitoring, evaluation and reporting

7. PROJECT INPUTS:

- One international trainer and one local trainer.
- 18 Al Watwan journalists from all three islands.
- Basic news gathering and production equipment.
- Venue and field reporting opportunities

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5
Trainers identified and contracted	X				
Equipment acquired and installed	X	X	X		
Training conducted			X		
Monitoring and evaluation			X		
Integration of training to day-to-day processes (mentoring)			X	X	
Reporting				X	X

9. INSTITUTIONAL FRAMEWORK:

This project will be led by Alwatwan newspaper, the newspaper with the highest circulation in the Comoros. Alwatwan newspaper is a government-owned newspaper. Despite being owned by the government, Alwatwan maintains high quality reporting of balanced news. The government supports the newspaper through the provision of salaries. All other costs are met by Alwatwan newspaper. Further support for an international trainer will be sought from other media training institutions in the region, in particular from Mauritius and Madagascar.

10. SUSTAINABILITY:

Despite the low skills base and lack of equipment, communication and other logistical problems, Alwatwan has managed to continue to be the leading newspaper in the Comoros. IPDC’s support to Alwatwan will lead to the improvement of accuracy in reporting and a general improvement of production, which will eventually lead to improved circulation and the general turnover of the newspaper.

11. FRAMEWORK OF MONITORING:

The Journalists Association of Comoros will be commissioned to provide independent monitoring of the training for the duration of the project. The Journalists association will be requested to submit a monitoring and evaluation report that will eventually provide inputs to the final report.

12. EVALUATIONS CARRIED OUT:

There were evaluations carried out back in 2001 and 2003 with an aim of trying to reduce the dependency of Alwatwan newspaper. The staff salaries are currently being paid by the government. It is envisaged that the improvement of the newspaper will act as a stimulant to a more independent Alwatwan.

An assessment of the needs of Alwatwan newspaper was conducted by the UNESCO Cluster office mission in May 2007 who advised the drafting of this proposal

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Alwatwan newspaper will submit quarterly progress reports for the project together with a final project report at the end of the project. An expert from the media professionals in the Comoros will be engaged to provide an independent assessment of the training. The final report will include all the required financial reporting in detail.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/7COI/01 350-COI-71 520-COI-61 (FIT-France)	40,000 21,200	Comoros Development of Communication	1986 - 1989
PDC/12COI/01 352-COI-21	88,000	Professional training prior to the launching of the Comorian Television Service	1991 - 1994 -
PDC/14COI/01 352-COI-41	50,000	Development of means of communication	1994 - 1998
PDC/20COI/01		Strengthening of production capacity at Radio Comoros	2000 - 2003

353-COI-01	31,000		
Total Comoros: US \$ 187,000 + 21,200 (Funds-in-trust)			

- In 1986, three Alwatwan journalists benefited from a correspondents course in Moroni.
- The launch of Alwatwan newspaper in July 1985 was a result of cooperation and support from the French government.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training consultant \$350 x 7 days	2450
Airfare and DSA for International training consultant	1500
Honorarium for local consultant	700
6 desktop computers – Windows standard	8,400
Licensed desktop publishing and software	1,800
1 desktop Computer – mackintosh standard	4,100
6 Digital still cameras 12 Megapixels and above with zoom lens	3,200
3 Scanners in-built with fax and photocopiers	1,500
12 Digital voice recorders	1,800
Monitoring and evaluation and Report writing	500
1 C – Band satellite Dish with receiver + 3 Additional LNBS	500
1 TV set 21 inch	350
	US\$ 26,800

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Local travel for Journalists	3,000
Project Management and coordination (staffing) \$350 X 5 months	1,750
Project running costs (transport, stationery etc) estimates at \$500 per month	2,500
	US\$ 7,250

CÔTE D'IVOIRE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY-BUILDING FOR RADIO BOUTOUROU (COMOÉ NATIONAL PARK, WORLD HERITAGE SITE AND BIOSPHERE RESERVE)
2.	NUMBER	Community radio
3.	CATEGORY OF MASS MEDIA	Community media development Human resources development
4.	IPDC PRIORITY AREA	National
5.	SCOPE (NATIONAL, RÉGIONAL, INTERRÉGIONALE)	Equipment; training assistance
6.	TYPE OF ASSISTANCE REQUESTED	Training, equipment
7.	TOTAL COST OF PROJECT	US\$51,560
8.	AMOUNT REQUESTED FROM IPDC	US\$40,600
9.	BENEFICIARY BODY	RADIO BOUTOUROU 104.3 FM Dary KOUAME, Chairman of the Management Board. Tel. (mobile): (225) 07 33 09 07 Email: abdoukarim96@yahoo.fr
10.	IMPLEMENTING OFFICE	UNESCO Regional Office
11.	PROJECT LOCATION	<i>Office Ivoirien des Parcs et Réserves-Ivorian Parks and Reserves Office (OIPR)</i> Lambert KAHIBA, Director-General of OIPR, Roger KOUADIO, Research Officer (Planning and Project Unit) Telephone: (225) 22 40 61 10 Fax: (225) 22 40 61 19; Email: oipr@aviso.ci
12.	PROJECT PREPARED BY	UNESCO Regional Office, Accra
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The advent of the multiparty system in the 90s fostered the rapid development of mass media in Côte d'Ivoire. That was exemplified by a burgeoning of private-run newspapers, and later, a proliferation of local radio stations. The press sector is governed by legislation passed in 2004, of which the major strength is the decriminalisation of breaches of press laws. In order to control press operations, the State set up a *Conseil National de la Communication Audiovisuelle* (National Communication and Audiovisual Council) (CNCA) and a *Conseil National de la Presse* (National Press Council) (CNP).

Current statistics indicate 76 newspapers, 3 public radio stations, 4 foreign radio stations and 93 local radio stations, including some 60 community stations.

It should be noted, however, that the proliferation of media is not uniformly accessible throughout the country. In fact, the audiovisual space is marked by a decrease in coverage from the South towards the North. The Zanzan region in the north-east of the country is affected by that access disparity.

To remedy the lack of infrastructure, Radio Boutourou was set up under the UNESCO-MAB project. The project falls within the framework of building the management capacities of the Comoé Biosphere Reserve by facilitating communication between management and the population.

Since the inauguration of the station in May 2007, significant progress has been noted, in particular:

- Access by the population of the surrounding area to national and international news, as well as peace messages from the government, due to the synchronisation of its programmes with national radio programmes;
- Reduction of anthropogenic pressure on natural resources and fewer bush fires;
- Easy mobilisation of the population to information and awareness sessions.

However, like other community radio stations in the country, Radio Boutourou operates with little technical resources and thanks to amateur volunteer operators. With a limited broadcast range of 60 km, it covers only about 30 out of a total of 73 villages.

This project, which will run for 8 months, aims to optimise the quality of the radio station's delivery by upgrading its equipment and building staff capacities.

2. DESCRIPTION OF THE TARGET GROUP

The direct beneficiaries of the project are the inhabitants of the 73 villages bordering the Comoé National Park, located in north eastern Côte d'Ivoire, mainly in the Zanzan administrative region.

3. IMMEDIATE OBJECTIVE

To improve accessibility and the quality of information broadcast to the 73 villages surrounding the Comoé National Park by building the capacities of Radio Boutourou.

4. DEVELOPMENT OBJECTIVE

The project will contribute to equitable access to national and international news by the population of the Zanzan region, and will reinforce their participation in the democratic process.

5. PROJECT INPUTS

- One 1-kW FM transmitter and a dipole antenna to extend station coverage over a 100-km range;
- One 1.5-kW generator to protect the equipment and programme recordings from power outages;
- Two computers to organise the programme schedule, audio editing and accounting;
- Studio and reporting equipment, including 2 reporting kits, one 125cc Yamaha motorbike, one production kit, one 12-channel console, 2 microphones with arms, 2 digital recorders to cover events and ensure the population's participation in the programmes;
- One split air conditioner to improve comfort in the recording rooms;
- Two training instructors to teach the volunteers digital editing techniques and presentation techniques using a telephone console;
- Three follow-up/evaluation missions to monitor the performance of the activities.

6. PROJECT OUTPUTS

- Radio Boutourou's coverage will be extended to the 73 villages surrounding the Park over a 100-km radius, and sound quality will be improved.
- 20 radio operators will acquire the competence and know-how to improve the quality of the programmes broadcast, by mastering presentation and reporting techniques.

7. ACTIVITIES

- Appropriate technical material will be installed to extend the broadcast range to 100 km;
- The Bouna RTI tower will be used to relay programmes;
- A 1500 kW generator will be installed to enable the radio station to function in the event of power outages;
- Acquisition of office equipment to improve the comfort in the recording rooms;
- Reporting and production equipment to improve the station's broadcast delivery;
- Two 5-day training sessions organised in OIPR headquarters in Nassian to build staff capacity in the area of digital editing and presentation.
- One mission to follow up/evaluate the activities will be carried out on a quarterly basis.

WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Order equipment												
Acquire transmitter and generator												
Install the 1-kW transmitter												
Install the 1.5-kW generator												
Acquire and install other equipment												

9. INSTITUTIONAL FRAMEWORK

The *Office Ivoirien des Parcs et Réserves* (Ivoirian Parks and Reserves Office) (OIPR) is a special type of national public establishment, with a moral personality and financial autonomy, created by decree No. 359 of 24 July 2002.

The financial resources of OIPR come essentially from the State of Côte d'Ivoire and external partners, including the Global Environment Facility (GEF), the World Bank, the European Union, German Cooperation (KFW/GTZ) and UNESCO.

OIPR's missions include wildlife and flora management, information, education and communication, promotion of activities such as research and tourism, etc. In order to carry out those missions, OIPR seeks financing and supervises the activities carried out to the benefit of the local population.

OIPR's organisational chart comprises a Management Board which endorses the decisions of the Directorate General, itself comprised of 5 decentralised services or Zone Authorities divided into 22 sectors or Parks and Reserves management units. The Nassian Sector of the North-East Zone Authority was involved in the setting up of Radio Boutourou. The Zone Authority and the Nassian Sector will be in charge of supervising the project. The activities will be carried out by calls for tenders.

10. SUSTAINABILITY

At the end of the project, coverage extension and improvement of delivery quality will enable the set up of a self-financing system for the radio station. OIPR can provide grants from various projects to reinforce the radio station's involvement in park conservation.

11. FRAMEWORK OF MONITORING

The follow-up and evaluation missions will be carried out by OIPR's Planning and Projects Unit. The Unit will solicit technical support from the CNCA and the CNP to carry out its missions.

12. EVALUATIONS

The need to create the radio station was brought to the fore during the preparation phase of the UNESCO-MAB project. The project document exists. A partial evaluation had been carried out by UNESCO and OIPR. The conclusions of that evaluation are in the process of validation. A final evaluation is scheduled for January 2009.

OIPR has experience in project evaluations. In fact, two projects are underway for OIPR: The Autonomous Project for the Conservation of Taï National Park (PACPNT), financed by German Development Cooperation; and the Support Project for the Recovery and Conservation of Parks and Reserves in Côte d'Ivoire (PARC-CI), financed by GEF and IDA through the World Bank. A third Support Project aimed at the populations bordering the Comoé Park, and financed by UNESCO-MAB has just been finalised in 2008.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The reports will be prepared and presented by Mr. Dary KOUAME, Chairman of the Management Board of Radio Boutourou, mentioned above.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/9IVC/01 350-IVC-91	40,000	Côte d'Ivoire Presses universitaires et scolaires d'Afrique	1988 - 1991
PDC/11IVC/01 352-IVC-11	45,000	Computerization of "Ivoire Dimanche"	1990 - 1992
PDC/14IVC/01 352-IVC-41	80,000	Extension of the network of community FM radio stations	1994 - 1998
PDC/16IVC/01 352-IVC-61	50,000	Filming and post-production unit	1996 - 2000
PDC/18IVC/01 352-IVC-81	45,000	Pilot radio project for the Association of African Media Women	1998 - 2003
PDC/19IVC/01 352-IVC-91	40,000	Modernization of the Ivorian News Agency's IT network	1999 - 2003
PDC/20IVC/01 353-IVC-01	26,000	Training of journalists and media managers in information law	2001 - 2003
PDC/52IVC/01 353-IVC-5071	27,500	COTE D'IVOIRE: PHOTO REPORTING EQUIPMENT AND TRAINING IN FOR THE IVORIAN PRESS AGENCY	2008 - 2009
Total Côte d'Ivoire: US\$ 353,500			

Preparatory activities

The radio station has a broadcast licence.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training

Accommodation and subsistence allowance for participants (US\$30/day × 20 pers. × 10 days)	6,000
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Instructors (10 days of training × 2 instructors @ US\$100/day)	2,000
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Travel cost for instructors (US\$120 × 2 instructors)	240
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Equipment (studio, reporting and broadcasting)

1 kW FM stereo transmitter	9,000
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1.5 kW generator	3,000
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Computer to organise programme schedule (P4, 80GB HD, 512MB RAM, CD/DVD player/burner, 19" monitor, Windows XP)	1,000
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Dipole antenna	2,000
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Mixer console - 12-channel, telephone insert switching	4,000
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Reporting kits (digital recorder + microphone + headset)	1,900
Production kit (P4 computer for audio editing + Adobe Audition software + Gate Radio)	2 000
Studio microphone	160
125cc Yamaha motorbike	2,000
Split air conditioner	800
Transportation for equipment	1,500
Installation of equipment	1,000
Acoustic planning and treatment	1,500
Tower rental	2,500
<u>TOTAL</u>	\$40,600

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Coordination: Sector head (per diem: US\$250 x 8 months)	2,000
Follow-up and evaluation by OIPR (per diem for missions: US\$250 × 3 pers. × 8 months + fuel/mission: US\$360)	6,360
Communications	400
Local transportation	1,000
Preparation of reports	200
Contingencies	1,000
<u>TOTAL</u>	\$10,960

ERITREA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR ERITREAN TV TECHNICIANS & PRODUCERS
2.	NUMBER	PDC/53 ERI/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND HUMAN CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$48,344
8.	AMOUNT REQUESTED FROM IPDC	US\$34,344
9.	BENEFICIARY BODY	Ministry of Information: Department of Radio and Television P.O. Box 242, Eritrea, Asmara Tel: 291-1-201820 Fax: 291-1-120333 Contact person: Abraham Ghebremicael e-mail drar20012001@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Nairobi Office Mr. Hezekiel Dlamini
11.	PROJECT LOCATION	Ministry of Information: Department of Radio and Television, Asmara, Eritrea
12.	PROJECT PREPARED BY	ABRAHAM GHEBREMICAEL HEAD OF THE PROJECT UNIT MINISTRY OF INFORMATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Mass media, as one main communication strategy and a bridge between the policy makers and communities, play a significant role in mobilizing resources to achieve national development objectives. However, human resource is considered as the nucleus agent and decisive factor of changes in the national development programs and strategies. But, it is believed that the decisiveness of the human factor depends on the knowledge, skills, attitudes, and technical and professional levels of the employed manpower.

The Eritrea Ministry of Information, although working hard to produce and disseminate the necessary informative, educational and entertaining programs, there are many gaps and long ways to reach the required standards in terms of quality of media outputs. These qualities of outcome entirely depend on the skilled manpower in terms of technicians, producers; and the availability of updated media equipment. The world is changing its management information system in very fast speed in the global demand-driven environment. Along with growth and expansion of information system, the Eritrea Ministry of Information is in a transition from analogue to digital systems in both radio and television.

Hence, the gap could only be realized through advanced short and long-term trainings, which could help to bring a remarkable change to update the existing low-level skills mainly in the modern media technologies. Furthermore, access to information is a direct reflection of an organization's effectiveness at spreading its messages and reaching out to new and various segments of the society. The training of technicians and producers, thus, will help to narrow the digital gap of skills between the linear and non-linear systems of transmissions.

The department of Radio produces and disseminates in all the nine local languages with three main channels and one FM channel and covers the whole country. Hence, every Eritrean at least listens to radio with one domestic language. ERI-TV also produces and broadcasts in three local and one foreign language. It covers the whole country through two channels and reaches most of the world through Satellite linkages except southern America and Southern Africa.

2. DESCRIPTION OF THE TARGET GROUPS:

The target for the project is the ERI-TV Station and its technicians and producers.

3. IMMEDIATE OBJECTIVES:

Complete the introduction of digital broadcasting at ERI-TV through equipment support and by training 16 technicians and producers from the state-owned TV station on digital broadcasting techniques.

4. DEVELOPMENT OBJECTIVE:

Improve broadcasting quality by building capacity of the state-owned TV to complete its transition from analogue to digital broadcasting systems.

5. PROJECT INPUTS:

- One trainer capable of training Television technicians and producers in TV digital production and maintenance
- Digital TV broadcasting equipment
- Well equipped training centre

6. PROJECT OUTPUTS:

Sixteen TV technicians and producers have acquired the skills and techniques to manage and maintain the digital equipment so as to produce high quality TV content and transmission.

7. ACTIVITIES:

- Preparation of training materials for TV digital broadcasting systems
- A 10 days training on Digital TV Transmission, production and maintenance for 16 technicians and producers from the department of television.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of trainers	■	■										
Preparation/adaptation of training material			■									
Selection of workshop participants			■	■								
Training workshops					■	■						
Reporting							■					

9. INSTITUTIONAL FRAMEWORK:

The Department of Television is one of the three main departments (Department of Radio, department of Print media and Department of Television) of the Ministry of Information. Department of Television has more than 10 divisions, which are organized based on activities in desks. This Department was established in 1991 just after the independence of Eritrea. It is government owned media and is completely run by government budget. ERI-TV has shown a remarkable expansion and growth within short period of time from its inception 1991 in terms of coverage, airtime; and diversities of programs. Although it is in its infant stage, the continuous improvement and its reliable information gives it a remarkable recognition as one of the credible media outlets in the country and sub-region.

Radio broadcasting on the other hand started during the armed struggle of Eritrea in 1979 in two languages (Tigrigna and Arabic). Nowadays, Eritrean content makes the majority of programmes that are heard from the radio and almost all rural & urban households in the country have at least one radio set. The coverage is 100% from the central station to all corners of the country. Every ethnic group has its own program, which is centrally administered within the department of radio.

Nevertheless, since our electronic media is in a transition period of transforming from linear to non-linear system, it is clear that it has limited resources in terms of skilled labor mainly technicians. This digital

gap has already created impediments to the momentum of progress of community participations in development programs.

10. SUSTAINABILITY:

Given that the Television Department of the Ministry is public entity, the Ministry of Information will ensure long-term use of the skills acquired by trained personnel. Initially the trainees will be directly involved in the TV transition from analogue to digital broadcasting. In the long-term the trained staff will provide on-site trainings to new recruits.

11. FRAMEWORK OF MONITORING:

The Ministry does not have any problem related to implementation of projects. If funds are available within the time framework; the Ministry is open for any transparent and cost effective system of monitoring. Hence, UNESCO field officer can visit the project implementation site.

12. EVALUATIONS CARRIED OUT

The Ministry has evaluated the skills of the existing technicians and producers and made the recommendations on the urgency of the proposed training to enable the TV station embrace the new Digital technology.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The organization is familiar with reporting systems and is equipped with skilled labor in this section. Hence the organization is ready to present its reports as is required by the guidelines of IPDC. Abraham Ghebremicael; head of the project unit; will prepare the report & will be signed by the Director of the Human Resource Development Division.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/15ERI/01 352-ERI-51	120,000	Eritrea	1995 - 1998
		Information and communication for development	
PDC/17ERI/01 352-ERI-71	80,000	Strengthening the National News Agency	1997 - 1998
Total Eritrea: US\$ 200,000			

Contribution foreseen by the beneficiary agency during the project period is US\$ 14,000, which covers part of the Digital TV broadcasting equipment and some local costs of organizing the training workshop

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
International Trainer's preparation of training materials (2 days x \$162)	324
International Trainer's travel and DSA for 10 days training (\$1500 + \$100 x 10 days)	2,500
International Trainer's professional fees (\$162 x 10 days)	1,620
Trainees' accommodations & meals (\$40 x per day x 16 technicians x 10 days)	6,400
Local Hall rent for training (\$100 x 10 days)	1,000
One Digital System Monitor	2,500
One NLE –Non-linear Editing system - Avid Symphony Editing System package:	20,000
Specifications: - PowerMac G4/Dual 1.25GHz Computer - Meridian Audio / Video I/O Box - 2 x Self Powered Speakers - 2 x 21 inch Computer Monitors - Sony 14 inch Video Monitor - Mackie 1202 Audio Mixer Storage and processing: - media server VTR: - Sony UVW 1800 Beta SP Player/ Recorder or DSR-1800 DVCAM Player / Recorder Accessories: - routing and signal distribution systems - cabling - large screen TV monitor - Software	
Total requested from IPDC	\$41,344

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Eritrea Ministry of Information contribution	
One Camera –High Definition System	7,000
One VTR - High Definition Video Tape Receiver	3,500
Local transportation for all trainees	2,000
All administrative costs	1,500
Total from Eritrea Ministry of Information	\$14,000

ETHIOPIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING PROFESSIONAL MEDIA CAPACITY IN THE TIGRAY REGION
2.	NUMBER	PDC/53 ETH/01
3.	CATEGORY OF MASS MEDIA	Print, radio and television
4.	IPDC PRIORITY AREA	Freedom of expression, human resource development, community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support, equipment and capacity building
7.	TOTAL COST OF PROJECT	US\$51,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODY	Tigray Bureau of Information, P.O.Box 477, Mekelle, Ethiopia, Tel : +251-344-416112 e-mail: tigray.information@ethionet.et Contact : Mengistu Yitbarak Head of Bureau
10.	IMPLEMENTING OFFICE	UNESCO–Ethiopia
11.	PROJECT LOCATION	Mekelle, Tigray Regional State
12.	PROJECT PREPARED BY	Hartmut Hess, Training for Development Plc, Addis Ababa - P.O.Box 2218 Tel/Fax: +251-11-1117116 Mobile: +251-91-2072858
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

There is a strong interest in Tigray Regional State to transform the government media into public media serving the community. This interest was articulated in a UNESCO-supported stakeholder workshop on “*Re-engineering the Media in Tigray Region*” held in July 2008 in Mekelle. Representatives of the state media, the business community, civil society organisations, youth and government expressed their interest in organizing a two-way communication in the region. Independent media and public broadcasting in the needed quality are not possible without intense training to transform current journalist into full-fledged media professionals able to provide balanced information. Media managers must also be trained at the same time to ensure that they guarantee their journalists staff the necessary independence to perform service to the community.

Community media in Ethiopia is still nascent; 4 community radio licenses have been issued with one community radio station in operation at this time. There are two television channels; radio stations with national coverage are state-owned or run by the ruling party. Two privately-owned commercially-oriented FM radio stations have been issued licenses and are in operation. The *Ethiopian Herald* is a government owned daily newspaper appearing in the capital Addis Ababa. Some private newspapers with a small circulation printed in English or Amharic, Tigrayian or Oromifa are governed through a restrictive press law. The Tigray Region’s decision to undertake steps to support the transition to a more public-oriented media policy is an encouraging departure from the dominant trend in the country. This project covers print, radio and television in Tigray Regional State, which are all state-owned. It results from an ongoing dialogue between the Tigray Bureau of Information, UNESCO Addis Ababa, Training for Development PLC, as well as from various stakeholders.

2. DESCRIPTION OF THE TARGET GROUP

A group of 40 journalists coming from the state-owned media of the Tigray Region, working at the regional and zonal levels, as well as 6 media managers. Ten of the 40 journalists will be trained to be trainers of trainers.

3. DEVELOPMENT OBJECTIVE

The project contributes to the enhancement of democracy and good governance through the creation of pluralistic media in the Tigray Region; this may stimulate similar changes in other regions of Ethiopia.

4. IMMEDIATE OBJECTIVES

The immediate objective of the project is to enhance the skills of journalists, develop the awareness and attitudinal changes in media managers so as to improve the quality of the media and foster movements to media with a public service focus including the creation of a regular community radio programme.

Given the modest budget of this project, no more than 10 zonal towns will be addressed. The Tigray Bureau of Information (TBI) will provide transportation to support training of journalists away from the main urban centres as well as ongoing contact for development of the radio programmes. Recognition by the TBI, including stipends, will be established to sustain the training of trainers programme.

5.

PROJECT OUTPUTS

- Training material for journalists and media managers;
- 5 trainers to support ongoing media training in the region (state journalists and community groups);
- 40 media professionals in Tigray region able to provide quality reporting / programming, and support move to community-oriented content;
- 6 media managers trained in assessing media policy, understanding the concept of public service broadcasting, aware of the role of media freedom as a pillar of human development and supporting transition from state-focused to public service-oriented broadcasting;
- One new radio programme (magazine style) targeting development needs of rural communities produced with their involvement and broadcast at least once weekly.

6. ACTIVITIES

- Production of training material;
- Fifteen workshops (training of trainers, radio production techniques, environmental reporting, interview techniques, management methods, approach of the audience, training in the field in rural zones, assessment of changes in the media), for a total of more than 120 participants;
- An audience survey to identify the information needs of the rural communities;
- Three 10-day in-service training workshops for the rural community radio programme workers;
- Launching of a community radio programme for rural areas;
- Identification and purchase of equipment for training and post-training operations (*detail in budget*).

7. PROJECT INPUTS

- One trainer to develop training materials, conduct training and provide follow-up mentoring and monitoring trainees (40 journalists and 6 media managers), capable of training journalists in basic journalistic skills, experienced journalist in becoming trainers, media managers in management skills and able of delivering in-service training;
- 5 voice recorders and microphones to be used in the training and in collecting material for community radio programmes;
- Five computers and one printer;
- One Sony DVcam professional camera.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of participants for the training of trainers												
Workshop on training of trainers												
Production of training material												
Selection and purchase of equipment												
Selection and notification to workshops participants												
Workshop on news writing for radio												
Workshop on how to approach the audience												
Workshop on environmental reporting												

11. FRAMEWORK OF MONITORING

Measures such as surveys of participants and community members, content analysis of programming before and after training will be conducted. Media managers will be encouraged to continue to use these tools to support ongoing improvement.

12. EVALUATIONS CARRIED OUT

In July 2008, Training for Development PLC has organized a stakeholder workshop on re-engineering the mass media in Tigray Region. The workshop was supported by UNESCO, in response to direct requests both from the Regional Government in Tigray and the Federal Government in Addis Ababa through the Ministry of Foreign Affairs. Workshop participants recommended a significant change in the orientation of the media towards one based on two-way communication serving communities in the region.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

In co-operation with Training for Development, the Tigray Bureau of Information will elaborate reports on the project progress four and eight months after the beginning of the implementation. They will be submitted by Hartmut Hess, General Manager of Training for Development PLC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/4ETH/10 350-ETH-41 350-ETH-71 350-ETH-91	31,000 45,000 43,000	Ethiopia Establishment of mass media training centre	1982 - 1991
PDC/10ETH/01 352-ETH-01	165,000	Establishment of community radio stations	1990 - 1992
PDC/15ETH/01 352-ETH-51	27,500	Assistance to the women's monthly magazine "Gennet"	1995 - 1997
PDC/16ETH/01 352-ETH-61	150,000	Mass media Training Centre	1996 - 1998
PDC/21 ETH/01 353-ETH-5011	35,000	Human capacity building of the Ethiopian mass media training institute	2003 -2004
PDC/48 ETH/01 354-ETH-5041	12,000	FM-radio support as an integral part for radio journalism program trainings at the EMMTI	2005-2006
PDC/49 ETH/01 552-ETH-5000 (FIT-Japan)	45,000	CREATING AWARENESS IN FIGHTING HIV/AIDS	2006-2007
PDC/51 ETH/01 354-ETH-5061	30,000	ETHIOPIA: KORE COMMUNITY RADIO	2007-2008
PDC/51 ETH/01 354-ETH-5062	25,000	ETHIOPIA: STRENGTHENING THE EDUCATIONAL CHILDREN'S TELEVISION PROGRAM <i>TSEHAI LOVES LEARNING</i>	2007-2008
Total Ethiopia: US\$ 563,500+ 45,000 FIT			

Preparatory activities completed prior to submission of the project to IPDC

For the preparation of the project, a needs assessment of the Media in Tigray Region was undertaken in 2008. A workshop of all stakeholders in the media took place in July 2008 to find out the interests of the different stakeholders in re-engineering the media in the northern region of Ethiopia.

Contribution foreseen by the beneficiary agency during the project period

The Tigray Bureau of Information will be responsible for providing logistical support required for conducting the training workshops, including facilities and secretarial support. The Bureau will also completely cover the costs of the workshops on environmental reporting.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1. Training workshops in journalistic skill and media management training

Participants DSA \$20 x 384 days	7,680-
Trainer: 45 training days in Workshops + 30 days in service training @ \$ 100/day	7,500-
Assistant trainer: 45 training man-days + 30 days in service training + 5 preparatory man-days @ \$ 50/day	4,000-
Production (replication & transportation) of training material	3,000-
Translation of training material (English to Tigrignia and Agew)	2,500-
Travel costs (3 x roundtrip Addis Ababa - Mekelle) plus local travel participants	1,000-
Overhead costs for organizing training	2,500.-
Total training costs	28,180-
2. Purchase of equipment for the training	
Five voice recorders plus microphones	2500-
Five PC's plus one printer for the training room	6,000-
One video camera (Sony Compact DVCAM Camcorder DSR-PD170P)	3320-
Total equipment costs	11,820-
Total Contribution IPDC	\$40,000-

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)	
Two workshops with 15 participants (3 days × \$ 20):	1,800
Hall rent for the workshops (52 days × \$ 40):	2,080
Project coordinator (7 months × \$ 150):	1,050
Staff costs (one secretary × 8 months × \$ 100) :	800
Communications	770
Local transport:	1,000
Studio rent for radio/TV training:	1,000
Contingencies:	2,000
Project reporting:	500
Total TBI Contribution:	<u>\$11,000</u>

GABON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	LA VOIX DE DIENGA
2.	NUMBER	PDC/53GAB/01
3.	CATEGORY OF MASS MEDIA	Rural and community radio
4.	IPDC PRIORITY AREA	Development of community media
5.	SCOPE (NATIONAL, REGIONAL, INTER-REGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment
7.	TOTAL COST OF PROJECT	US\$32,650
8.	AMOUNT REQUESTED FROM IPDC	US\$26,800
9.	PROJECT BENEFICIARY	The rural radio, <i>La Voix de Dienga</i> B.P. 1676 Libreville Tel.: (241) 07 03 26 26 / 07 99 78 94 E-mail: lavoixdedienga@yahoo.fr
10.	IMPLEMENTING BODY	UNESCO Office in Libreville Contact: Michel E. Kenmoe
11.	PROJECT LOCATION	Dienga District, Ogooué-Lolo Province
12.	PROJECT PREPARED BY	Fabrice Nguiabama-Makaya (La Voix de Dienga), with the assistance of Michel E. Kenmoe (UNESCO)
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The democratisation of public life in Africa has led to the emergence of a free and pluralistic media. At the national level, the Gabonese media, which has enjoyed freedom since the National Conference in 1990, has imposed itself as a barometer of democracy and embodiment of the interest of public service. Media liberalisation has led to the emergence of a private media sector (radio, television, press).

In terms of freedom of expression, progress has been made in several areas: one is free to write, speak or publish, but abuse of this freedom is punishable under the Communication Code adopted in 2001. The *Conseil National de la Communication* (CNC, National Council for Communication), the Gabonese media regulation body, is responsible for ensuring that codes of conduct and ethical standards are observed, and for granting licences to broadcast and publish.

Due to geographical barriers (enclaves, dense forest,...), the radio broadcasting media cannot cover the entire national territory, or at least inhabited zones. The Dienga district and its environs is in one of these uncovered zones. What this means is that only a fraction of the population has access to information, and then with great difficulty. Community radio is therefore seen as an effective alternative for enabling public access to information.

While the press receives grants from the State, this is not the case for radio and television. As such, despite the importance of community radios, it is generally difficult to secure funding to set them up. Nevertheless, although initial funding is very difficult to obtain, the experience of other community radios (e.g., RACOM) shows that the populations will generally support the radio when they become operational. Thus, drawing on the experience of other community stations, we have undertaken this project to provide the populations of Dienga with access to information.

La Voix de Dienga (VDD) would like to follow the footsteps of other successful radios such as RACOM. It is the fruit of a long process of reflection and exchange between the youth and a handful of community leaders from the Dienga District who wish to provide the local population with a tribune for free and fair expression. It sees itself as a community tool which will be used for education and to better promote the local rural environment and its considerable economic assets due to the richness of the land.

The rural and community radio, *La Voix de Dienga*, will produce programmes catering to the needs of the community, but will also serve as a means for heightening awareness on issues of common interest. Thanks to the station, the populations in this district will no longer have to wait until they go into town, or until they receive visitors from town, to get news.

To set up the station, *La Voix de Dienga* needs funding to purchase equipment, and if need be, to train certain members of its staff. This financial need could be fulfilled by the support that it is seeking from the IPDC.

2. DESCRIPTION OF THE TARGET GROUP:

The main target group of the project is the rural population in the district of Dienga (more than 3,000 inhabitants) and its environs (Pana, Bakoumba).

3. IMMEDIATE OBJECTIVE:

The rural radio, *La Voix de Dienga* will be operational once the equipment has been purchased and installed on the site, and the technicians trained. The population of Dienga and its environs will have access to information broadcast by the national radio station.

4. **DEVELOPMENT OBJECTIVE:**

To contribute to improving access to information, and to the development of the democratic process among the rural populations.

5. **PROJECT INPUTS:**

Equipment:

320-watt FM transmitter; dipole antenna + connection box; 25ML RG213 cable; N connector set; headphone splitter; 6-channel mixing table; double CD player; double cassette player; 3 dictaphones and other reporting equipment; 3 pairs of headphones; studio microphone; XLR connector; studio monitor amplifier; pair of studio monitor speakers; PRO 88-108 MHz FM tuner; stereo limiter-compressor; 3 professional microphone stands; studio cabling kit; 2 GB control PC (CPU + monitor); computer for management of administrative documents; 3 x 2GB USB sticks; laser printer; photocopying machine; 50-m high tower with nighttime lighting; 10-KVA backup power generating unit.

Trainers:

- Trainer to conduct a programme on information processing techniques and radio production;
- Trainer to train technicians in the use of the equipment.

6. **PROJECT OUTPUTS:**

- *La Voix de Dienga* will possess production and broadcasting equipment.
- The technicians employed at *La Voix de Dienga* will be trained and operational;
- Programmes from the national radio station, RTG-1, will be relayed by *La Voix de Dienga*.

7. **ACTIVITIES:**

- Purchase, transportation and installation of equipment;
- Setting up of a training and performance-evaluation program for the radio presenters and technicians;
- Application to RTG-1 to obtain a licence to rebroadcast its signal.

8. **WORK PLAN:**

ACTIVITIES / MONTH:	1	2	3	4	5	6
Selection and preparation of the building that will house the radio station						
Acquisition of equipment						
Installation of equipment						
Progress report						
Selection and training in the operation of the equipment and in broadcasting						
Final report						

9. **INSTITUTIONAL FRAMEWORK:**

La Voix de Dienga is a new structure seeking solid funding. With a start-up capital of 1,500,000 CFA Francs, it would be run by a very small staff, including an administrative manager, a person in charge of broadcasting and a person in charge of technical equipment. It will generate revenue mainly through announcements and communiqués, and possible from advertising. Given its interest in the HIV-related issues, the VDD could also count on aid from the WHO.

Prior to submitting this project to the IPDC, the VDD fulfilled a number of administrative formalities, including

applications to the Ministry for Communication, the Post and Telecommunications. Outcome: granting of a technical authorisation and the allocation of a frequency (104.5 MHz); delivery of the technical data sheet for the radio station called, *La Voix de Dienga*. This data sheet proves that a field feasibility study was conducted for the setting up of a rural radio.

10. SUSTAINABILITY

The market for notices, communiqués and announcements in various sectors will be prospected, taking account of the station's ethical standards. Similarly, its investment in awareness campaigns on STDs, HIV and other health issues will be a major asset in the long term. Support from NGOs, in the form of fees, may be sought, if necessary, to supplement the finances of the station.

Even though, initially, the initiative to set up a radio station serving the general public is a personal one, it is nevertheless true that, thanks to the contribution of the youth and community leaders of Dienga, and the widespread approval and support of the rural population of this administrative district, this project has taken on a collective and community dimension, particularly in terms of the objectives it seeks to achieve.

11. FRAMEWORK OF MONITORING:

The UNESCO Office in Gabon will be responsible for monitoring and evaluating the project. (If unavailable, it will call upon Radio Masuku (Franceville) or RTG-1 for assistance)

12. EVALUATIONS:

To date, the only evaluations conducted in the field have been mainly technical. A feasibility study was conducted by RTG-1 technicians on the site of the future radio. On the basis of the findings of the study--deemed favourable, a technical data sheet was obtained from the *Direction générale de la maintenance des équipements de diffusion (General directorate for the maintenance of broadcasting equipment)*. Regarding the premises for the radio station: the project initially provided for the construction of premises using its own resources. However, but due to a lack of funding, a decision was taken to look into the possibility of renting space or a building that would simply need to be refurbished and brought into line with required standards.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

La Voix de Dienga will produce an activity report every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3GAB/23 350-GAB-31	30 000	GABON Development of press	1982-1984
PDC/13GAB/01 352-GAB-31	32 000	Development of newspaper "legalié"	1993-1995
PDC/18GAB/01 352-GAB-81	43 000	Gabon News Agency	1998
PDC/51GAB/01	22 000	Radio Emergence	2007

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

320-watt FM transmitter:	5,040
Dipole antenna and connection box:	1,370
Cable (25ML RG213):	250
N connector set and headphone splitter:	250
6-channel mixing table:	630
Double CD player:	670
Double cassette player:	360
3 dictaphones and other reporting equipment:	400
3 pairs of headphones:	190
3 studio microphones:	200
XLR connector and studio monitor amplifier:	480
PRO 88-108 MHz FM tuner:	440
stereo limiter-compressor:	660
1 pair of studio loudspeakers:	410
3 microphone stands:	110
Cabling kit:	190
2 GB control PC (CPU + monitor):	1,890
Fully equipped computer for management of administrative documents:	1,260
3 x 2GB USB sticks:	1,270
Laser printer:	480
Photocopying machine:	790
50-m high tower with nighttime lighting:	1,890
Transportation of equipment from Libreville to Dienga via Lastourville:	480

Training of personnel:	4,730
10-KVA backup power generating unit:	2,360
<u>TOTAL:</u>	26,800

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Rental and refurbishment of the building (studio) intended to house the radio station:	3,150
Labour for the installation of the equipment:	2,200
Miscellaneous administrative expenses:	500
<u>TOTAL:</u>	5,850

GAMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF A COMMUNITY MULTI-MEDIA CENTRE
2.	NUMBER	PDC/53 GAM/01
3.	CATEGORY OF MASS MEDIA	Community media journalists
4.	IPDC PRIORITY AREA	Development of community media and human resource development
5.	SCOPE (NATIONAL, REGIONAL, INTER REGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building and equipment
7.	TOTAL COST OF PROJECT	US\$62,300
8.	AMOUNT REQUESTED FROM IPDC	US\$44,000
9.	BENEFICIARY BODY	Lower River region and Western region
10.	IMPLEMENTING OFFICE	(NAFGUC) National Federation of Gambia UNESCO Clubs and Centres
11.	PROJECT LOCATION	Rural location of Liberia
12.	PROJECT PREPARED BY	NATCOM and NAFGUC 14/15 Marina Parade, Banjul
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Although deliberate attempts have been made to cater for the needs of female listeners, these have not been able to meet the required expectations and standards, because of their limited coverage in radius and area. As national issues of priority emerge, they often tend to override the specific geo-political concerns of individual communities.

This community multi-media project is designed 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. The decentralised approach to communication is thus a complementary effort to whatever the national radio is mandated to do, and would invariably help accelerate the dissemination of extension messages, information and/or concerns related to poverty alleviation, gender, health, education, youth and government. Furthermore, access to Internet cafés and telecentres 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.

A survey has shown radio is the most reliable source of information with women's and youth's active participation in the dynamic information industry. Thus, the successful implementation of the project would offer another valuable lessons and experience to the government and NGOs interested in mass communication, to replicate this facility in other needy communities.

Recently, many African governments have implemented some very interesting initiatives. Mali and Senegal have community multi-media centres which are managed by the youth in the communities. Information on health, education and agriculture are downloaded from the Internet, translated in the local languages and broadcast over the community radios. This is the initiative that the Gambia is seeking to replicate within the framework of this project.

2. DESCRIPTION OF THE TARGET GROUP

- Education, agriculture and health staff at the local level;
- Youth groups;
- Women groups;
- Journalists;
- Businessmen and companies.

3. DEVELOPMENT OBJECTIVES

Empower women and youth through access to information for socio-economic development.

4. IMMEDIATE OBJECTIVES

- To inform, educate and thus empower rural women and youth for positive change of attitude in the society as to involve them in decision making process.
- To enhance community participation and encourage discussions on the burning issues of the country
- To create awareness on measures to resolve conflict, promote dialogue and free expression.
- To extend the communication outreach of the IEC messages.

5. PROJECT OUTPUTS

- Equipment and accessories for the Community Media Centre in the Western Region;
- 250 W band II FM transmitter with necessary connectors;
- Limiter compressor amplifier unit;
- Omni-directional antenna for the transmitter;
- 200 m. of RF cable with connectors;
- 5 meters of earth rod;
- Operation and service manuals for all equipment;
- 30 m. antenna mast;
- 5-KVA generator.

5. ACTIVITIES:

6 Youths trained in news gathering, 6 in programming, 6 in radio advertising, 6 in the operation of equipment and 6 in surfing on the Internet.

7. PROJECT INPUTS:

- Planning and implementation costs for periodic workshops;
- Office costs, equipment maintenance, fuel and stationery.
- Training expenses.

8. WORK PLAN:

ACTIVITY	RESPONSIBILITY	TIME FRAME
Community sensitisation [LRR]	NAFGUC (National Federation of Gambia UNESCO Clubs and Centres)	3 months
Community sensitization: WR	NAFGUC	6 weeks
Community mobilisation	NAFGUC	2 months
Formation of CMC Committee	VDC (Village Development Committee) and NAFGUC	1 month
Procurement of equipment	NATCOM	1 month
Staff training	Media consultant	2 weeks
Installation of equipment	Media consultant	1 month
Commissioning of Centres	Media consultant, NATCOM, NAFGUC	1 month

9. INSTITUTIONAL FRAMEWORK:

For the Community Multi-media Centres (CMC) to be well managed and sustainable, they should be seen to be owned and managed by the communities in which they are located. The management must also be able to ensure that programming takes on board a wide spectrum of the socio-economic needs, concerns and demands of women and youth, and is driven by local or community youth.

The local UNESCO Clubs in the Lower River Region has a management committee comprising some members of the Village Development Committee, Ward Representatives and Women's groups to manage the Multi-media Centre that was established under the 2006-2007 Participation Programme.

The Committee is chaired by a NAFGUC member and the station manager serves as Secretary to the CMC Committee meetings. The Committee has the responsibility to formulate policy. This will be the same structure replicated in the western region.

10. SUSTAINABILITY:

In order to ensure sustainability, commercial broadcasting and user fees for Internet cafés and telecentres will be levied. For instance, efforts will be made to generate funds from paid advertisement, programme sponsorship from local youth and women’s groups, NGOs and private sources to ensure that operations are adequately financed. Also the local businesses will be encouraged to advertise over the radio. The committee shall decide on the charges.

11. FRAMEWORK OF MONITORING:

The National Commission for UNESCO in collaboration with NAFGUC and the Village Development Committee will collectively monitor the project

12. EVALUATIONS CARRIED OUT:

It has been found out that community radios have been very important in the dissemination of information. NAFGUC has found out that in Lower River Region [LRR], the community was very keen about the establishment of the CMC. Unfortunately funds were not adequate to obtain the radio equipment. Thus the centre is only equipped with an Internet café and telecentre. Hence the completion of the facilities of the CMC will facilitate public discussions on major community development concerns in the Lower River region.

With regard Western region, the CMC will increase the developmental programmes of the area. The community has only one literacy centre and the CMC will help in enlightening the people and disseminating relevant information.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The Committees of the Community Multi-media Centres will provide progress reports every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5GAM/04 350-GAM-51	40,000	Gambia Audio-Visual Centre	1984 - 1986
PDC/6GAM/01 350-GAM-61 350-GAM-91	60,000 50,000	Establishment of a daily newspaper	1985 - 1992
PDC/10GAM/01 352-GAM-01 352-GAM-21	77,000 85,000	Communication training for social change in Gambia	1990 - 1995
PDC/18GAM/01 352-GAM-81	30,000	Strengthening existing media institution for rural press operations; launching countrywide newspaper distribution services	1998 - 1999
PDC/24 GAM/01 354-GAM-5031	40 000	Archiving for GRTS Radio	2004-2005

PDC/52 GAM/01 354-GAM-5071	22,00	PROFESSIONAL DEVELOPMENT AND ACCESS TO TECHNICAL RESOURCES ACCESS TO TECHNICAL RESOURCES	2008-2009
Total Gambia: US\$ 404,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
For each transmitter:	
Digital transmitter (capable analog), transmission tower and antenna:	11,000
Control room (console, recorders, microphones with booms and stands, CD players, equipment racks, 2 hybrid telephones, jack panels, speakers, headphones, 4 DAT cassette recorders for reporting, ground strap and installation):	18,000
Air conditioning and ventilation:	3,000
Office equipment including 2 PCs with accessories, Word processors, flatbed scanner, digital camera (at least 5 Mpix.), studio clocks, office intercoms, inventory labels and label printers, telephone systems, printing and duplication equipment:	8,000
Training:	4,000
<u>TOTAL:</u>	<u>US\$44,000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)	
Leasing of the facility:	3,000
Renovation and repairs:	2,500
Furniture and office supplies:	2,500
Power generator:	3,500
Salaries of the staff:	2,500
Initial training:	2,500
Utilities:	1,800
<u>TOTAL:</u>	<u>US\$18,300</u>

GHANA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BOSOMTWI RADIO NETWORK
2.	NUMBER	PDC/53 GHA/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCAST AND AUDIO VISUAL
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$5,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODY	40 COMMUNITIES (LAKE BOSOMTWI) 300 COMMUNITIES (STAKE HOLDERS)
10.	IMPLEMENTING OFFICE	Golden Stool Heritage Foundation P. O. BOX 285, MANHYIA PALACE KUMASI – ASHANTI Email : asamponghene@gmail.com
11.	PROJECT LOCATION	KUNTANASE – ASHANTI REGION (BOSOMTWE DISTRICT)
12.	PROJECT PREPARED BY	Golden Stool Heritage Foundation with input from UNESCO Accra office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Lake Bosomtwi, situated at the center of the Ashanti region in Ghana, covers a diameter of twelve miles and is surrounded by twenty-six (26) indigenous communities. Lately, the water body has commanded a lot of press for all the abuses and lack of preservation and protection. But there is a consensus that the water body cannot be protected or conserved without a cross-cutting and integrated measure. In the past, the communities were small so the traditional chiefs met occasionally in Kumasi and used certain customs and taboos that they all adhered to. Currently, the communities are larger and diverse and beyond the scope of a simple village control. The Ghana Water research Institute is working with the Science sector of UNESCO to find ways and strategies to protect Lake Bosomtwi for the benefit of the communities. A community radio will allow the communities to interact and learn from each other and introduce community measures for the conservation and protection of the Lake.

Ghana is a democratic country with pluralistic media environment but for the communities in the Bosomtwi districts of the Ashanti Region that freedom is meaningless for the reason that they have no access to any media. In July 2008, the Golden Stool Heritage Foundation in cooperation with the German Development Corporation (DED) conducted a needs assessment in the area and indicated that communities have no source of reliable and relevant information. The only radio signal that comes to the area is the national broadcast network of the national broadcasting service, GBC. And all the programmes are done in English and Twi, a widely spoken Akan dialect. Television signals from GTV get to the area but all the programmes are offered in English. Newspaper is available but does not address the specific interest and needs of these communities. There are over ten private radio stations in Kumasi the capital of Ashanti region, but they are all commercial and therefore do not provide free access to these communities and do not cover these issues at all.

Worse still, the literacy level is very low in the Bosomtwi district, male adult literacy is 24.7% and female adult literacy rate is 13.3% (Population of Ghana; Demographic and Socio- Economic Indicators, 2005). Thus, with very low literacy and no reliable sources of credible information, the communities depend much on rumour and this has continuously exposed the communities to various manipulations and conflicts over natural resources.

Providing a community radio in this district will help coordinate all development programs and environmental issues that are key to every development effort in this area. There is no community radio in the entire Ashanti region. And this cross cutting project will be very far reaching due to its potential to save resources across the board and spectrum.

2. DESCRIPTION OF THE TARGET GROUP:

The target group is primarily the 26 communities who live around Lake Bosomtwi.

3. DEVELOPMENT OBJECTIVE:

The project will help to promote peace and enhance development through the following activities:

- Free speech and respect for people's opinion.
- A platform for dialogue among all groups
- A community learning centre on sustainable livelihood

4. IMMEDIATE OBJECTIVES:

- To establish a community radio that is easily accessible and relevant to the needs of the communities.
- Train 250 representatives from all the villages to ensure knowledgeable and on the same wave length.
- Educate the communities surrounding the Lake about preservation and conservation needs and build their capacity as owners and viable partners of the ecosystem.

5. PROJECT OUTPUTS:

- 50 volunteers trained as radio producers and 250 local representatives sensitized
- Radio transmission and audiovisual equipment installed
- 3 to 4 hours programmes produced in two dialects and a variety of formats

6. ACTIVITIES:

- Equipment procurement and installation
- Acquire and refurbish studio infrastructure
- Set up 10 member management committee.
- Acquisition of transmission license.
- Training and sensitization for volunteers, committee members and community representatives

7. PROJECT INPUTS:

- FM Transmitter 2kW, Antenna System, Feeder Cable, 12 Channel Console, Audio Processor, On-Air Lights, Four Marantz PMD 660, Digital camera, Printer, and a Projector
- Training of 50 volunteer community members on radio production (50% women)
- Sensitization seminars and workshops for local community representatives
- Creation of radio peace clubs in all communities.
- Acquisition of license from the national communication authority.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Set up 10 member management committee	X	X										
Acquire and refurbish studio infrastructure.	X	X	X									
Installation of radio equipments.		X	X	X	X							
Acquisition of transmission license	X	X	X	X								
Training for 50 committee				X	X	X						
Commissioning and full operation of the project						X						

9. INSTITUTIONAL FRAMEWORK:

The project will be administered by a 14-member committee drawn from major stakeholders in the area including: Asuoho Youth Association (2), Kuntanase Youth Association (2), Bosomtwi District Assembly (1), Kokofu Traditional Council (1), community peace radio clubs (4), women groups (2), civil society organisations (2). The Golden Stool Heritage Foundation, as a professional body will be responsible for the overall implementation of the project¹.

10. SUSTAINABILITY:

- Conduct radio and audiovisual campaigns for potential partners.
- Community patronage- sale of musical programmes e.g. listener's choice coupons
- Mobilize support from the district assembly, the local government authority, the Asanteman Council to cover running costs of the project.

11. FRAMEWORK OF MONITORING:

The UNESCO Office in Ghana will monitor the activities of the project. UNESCO may assign the Ghana Community Radio Network and the West Africa Network for Peace (WANEP), who are major stakeholders in the promotion of peace in Ghana, to monitor the project. The Ghana Water research institute may be asked to also assist.

12. EVALUATIONS CARRIED OUT:

Visits to the area were conducted to access knowledge in the communities, discuss with the District Assembly, the Unit Committees, two Youth Associations, the District Local Government Authorities and women groups. It was confirmed that the project is necessary based on the following findings:

- absence of any media encourages speculation and rumor mongering compelling communities to view any development project and water resources management as a threat to their livelihoods,
- need for communities to have a voice to improve dialogue among them and stakeholders
- need for educational programmes among all stakeholders and environmental advocates.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- Golden Stool Heritage Foundation (GSHF) will submit quarterly reports to UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5GHA/03		Ghana	1984 - 1994
350-GHA-51	30,000		
350-GHA-71	40,000		
350-GHA-81	40,000	Developing of human resources for the book industry	
352-GHA-11	74,000		

¹ The Ashanti region is predominantly cultural and the traditional protocol is more relevant than the district administration. The Golden Stool Heritage Foundation is the coordinator or host of all development projects in the region. Most international organizations including the World Bank and UNDP have collaborated with it in the past. It comprises of traditional leaders selected by the King, but based on their professional background.

PDC/13GHA/01 352-GHA-31	80,000	The Ghanaian Chronicle	1992 - 1994
PDC/15GHA/01 352-GHA-51	40,000	Strengthening the capacity of the Ghana Journalists' Association	1994 - 1996
PDC/17GHA/01 352-GHA-71	60,000	Ada Community Radio Station	1997 - 1998
PDC/18GHA/01 352-GHA-81	50,000	Grassroots, rural communication radio for districts of central Ghana	1998 - 1999
PDC/19GHA/01 352-GHA-91	40,000	Training programme pairing beginning journalists with NGO specialists	1999 - 2002
PDC/21 GHA/02 353GHA5011	25,000	Strengthening "Radio Univers"	2003 - 2004
PDC/24 GHA/01 552-GHA-5000 (FIT-Japan)	67,000	Capacity building for Journalists	
PDC/48 GHA/01 354-GHA-5041	22,000	Community multimedia centre for Ajumako Bisease	2005-2006
PDC/49 GHA/01 354 GHA 5051 (Co-financed by Germany)	41,000	SOGAKOPE COMMUNITY MULTIMEDIA CENTRE (CMC)	2006-2007
PDC/52 GHA/01 354-GHA-5071	38,500	GHANA:BIMBILLA PEACE MEDIA	2008-2009
Total Ghana: US\$ 647,500			

- It is anticipated that civil society organizations engaged in the promotion of peace, and sustainable livelihood will support the project if they identify its importance and success;
- GSHF in consultation with communities is yet to seek for assistance from other donors in the peace and communication industries to support in the production of quality programmes.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Transmission	
FM Transmitter 2kW	8,500
Antenna System	1,307
1 Four ways broadband splitter. EIA 7/8" input flange, 7/16" output flanges	340
6 Low losses antenna coupling calibrated coaxial cable	700
Feeder Cable Cellflex 7/8' type, 50 Ohm, 90 mt	1,370
12 Channel Console	1,740
Audio Processor	2,201
On-Air Lights	400
Spare Unit	1,342
Field equipment	

Four Marantz PMD 660	2,000
Digital camera	700
Projector	1,200
Printer	500
Installation	
Consultancy	2,700
Training	
Training of 50 community members	7,000
Community sensitization meetings	3,000
Monitoring	5,000
TOTAL	US\$40,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Infrastructure	
One transmission studio	5,000
Two editing studios	4,000
Furniture	2,000
Administrative Office	2,000
Submission of regular reports	2,000
Total	US\$15,000

GUINEA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING IN THE EXPLOITATION OF THE GUINEAN RADIO-TELEVISION SERVICE'S AUDIOVISUAL ARCHIVES
2.	NUMBER	PDC/53 GUI/01
3.	CATEGORY OF MASS MEDIA	Radio, television
4.	IPDC PRIORITY AREA	Professional training and development of media pluralism
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$167,100
8.	AMOUNT REQUESTED FROM IPDC	US\$31,100
9.	PROJECT BENEFICIARY	Radiodiffusion - Télévision Guinéenne (RTG) B.P. 391 – Conakry - Tel.: 224 44 22 01 Fax: 224 41 50 01 <u>Contact:</u> Alpha Kabinet Doumbouya, Managing Director of the RTG Tel.: (224) 60 26 45 70 / 64 27 98 95
10.	IMPLEMENTING BODY	The UNESCO office in Bamako B.P. E1763 Bamako Tel. (223) 223 34 92 / 93 Rokia Bâ: r.ba@unesco.org
11.	PROJECT LOCATION	Koloma District, Conakry
12.	PROJECT PREPARED BY	Mrs Yayé Haby BARRY, Head of the Documentation and Archives Department of the RTG - Tel.: 224 44 22 01 and Mrs ROKIA Bâ, NPO
DECISION OF THE BUREAU		

B. PRESENTATION

1. JUSTIFICATION OF THE PROJECT

The emergence of democracy in Guinea, enacted in the Fundamental Act of 1991 and the Organic Laws on the media, lead to major changes in the media landscape. The public-service media include the *Radiodiffusion nationale* (national radio), the *Télévision nationale* (national television), and rural and community radios scattered throughout the country. Where the privately owned print media is concerned, more than 100 newspapers are registered with the *Conseil National de la Communication* (National Council for Communication). The liberalisation of the airwaves has become a reality, as attested to by the existence of privately owned radios (11 to date) and television stations, and the authorisation of international radios. A state grant of 400 million Guinean Francs is allocated to the media each year. The *Conseil National de la Communication* (CNC, National Council for communication) is responsible for regulating the audiovisual landscape, which is also populated by several media associations, including the AJG (*Association des Journalistes de Guinée*, Association of Guinean Journalists), a grouping of privately and publicly owned national media organisations; the APAC-Guinée (*Association des Professionnelles africaines de la Communication*, Association of African Communication Professionals); the OGUIDEM (*Organe d'auto-régulation de la presse*, Media self-regulatory body), and the *Union nationale de la Presse sportive* (National Union of the Sports Press).

In October 2006, the national television service (RTG) moved into new premises, a 5-million dollar gift from the Chinese Cooperation. The premises include a 600-metre production platform with a 380-projector lighting system, a 220-seat extendable podium, and a special studio for television newscasts. A new television channel was born. The two structures, which are some 20 kilometres apart, often use common human, material and informational resources. This is particularly the case in the Documentation and Archives Department. The mission of this Department is two-fold: on the one hand it is responsible for collecting, organising, processing, communicating and conserving all of the audiovisual documents produced or acquired by the RTG, a document resource base currently estimated at approximately 30,000 hours of programmes, news and music, all media considered; it is also responsible for maintaining up-to-date documentation for informational and training purposes.

Exploiting the resource base can be problematic as most of the documents are stored on analogue media. Coupled with this is a lack of equipment, and particularly U-Matic, Beta, and DVCAM players for reading the media and identifying their content with a view to compiling an image and sound bank. Taking advantage of the RTG's move into its new premises, substantial efforts have been made by the authorities of the Communication Department, which has provided IT equipment for the progressive transfer of archive content on to digital media. To date, 300 hours of programming, formerly stored on audio tape, have been digitized and recorded on CDROM. But this represents scarcely 1% of the work to accomplish. The exploitation of the common resources for broadcasting purposes also poses other problems, due mainly to the location of the broadcasting structures, insufficient human and material resources and a lack of a viable mechanism for circulating information among users (journalists, producers and directors, decision-makers, etc.).

Following contacts established with the *Conseil International des Radio-Télévisions d'Expression Française* (CIRTEF, International Council of French-Speaking Radio and Television), computer hardware (data acquisition and storage server) was received in March 2008, and training conducted in May 2008. However, this equipment will only permit the digitisation of 1,000 hours of the estimated 30,000 hours of resources. This project seeks to extend the scope of the services provided by the RTG through the digitisation and backup of the audiovisual archives, and their exploitation by journalists.

2. DESCRIPTION OF THE TARGET GROUP:

The journalists, producers and directors of the RTG.

3. DEVELOPMENT OBJECTIVE

To contribute to the development of democracy through the exploitation, by journalists, of the rich heritage that constitute the audiovisual archives of Guinea, to produce high-quality elements.

4. IMMEDIATE OBJECTIVES

- Acquisition of equipment;
- Two-week training course in digitisation techniques, for 10 RTG technicians;
- Digitisation of the documentary resource base;
- One-week training course in searching digital archives and using archive contents in productions, for 20 RTG journalists, producers and directors.

5. EXPECTED PROJECT OUTPUTS:

- The RTG equipped with high-performance digitisation equipment;
- 10 RTG technicians trained in the digitisation of audiovisual archives;
- Digitisation of the estimated 30,000-hour document resource base;
- Improvement in the quality of journalists', producers' and directors' productions as a result of the use of digitised archive content.

6. ACTIVITIES

- Acquisition and installation of hardware and software;
- Hiring of a trainer;
- Selection and training of digitising technicians;
- Digitisation of the documentary resource base;
- Training of journalists, producers and directors.

7. PROJECT INPUTS:

- Trainer's fees;
- Hardware and software;
- Teaching aids;
- Identification and selection of technicians to be trained;
- Identification and selection of journalists to be trained;
- Digitisation of the documentary resource base.

8. WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Acquisition and installation of hardware and software												
Selection and training of digitising technicians												
Digitisation of the documentary resource base												
Training of journalists, producers and directors												

9. INSTITUTIONAL FRAMEWORK:

The *Radio-Télévision Guinéenne* (RTG) is a publicly owned and operated media service attached to the Ministry in charge of Communication and New Information Technologies. In this regard, it receives financial support from the State and generates additional resources which it manages in accordance with its cashflow forecast. The programmes broadcast by the RTG are validated by a National Commission, comprising representatives of the state, and semi-state and civil-society bodies.

10. SUSTAINABILITY:

The transfer of the documentary resource base on to digital media and the exploitation of the archives could be achieved through the provision of training for maintenance and operational staff. The human resources available for such training include young university students who would be sufficiently qualified to ensure the viability of the project. Additionally, a study on institutional reform is currently underway with a view to securing greater private involvement in the RTG's capital. These reforms constitute factors of stability and development for the institution. Moreover, some of the digitized material could be commercialised.

11. FRAMEWORK OF MONITORING:

The implementation of the project will be monitored by the Studies and Strategy Office of the Ministry for Communication and New Information Technologies.

12. EVALUATIONS:

During the construction of the new RTG House, a needs evaluation was carried out. This highlighted the need to transfer archives and other data on to digital media.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The General Management of *Radio-Télévision guinéenne* (RTG) will submit an activity report every 4 months to the UNESCO Office in Bamako, which will monitor the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3GUI/21 350-GUI-31	40,000	Guinea	1982 - 1984
		Development of communication systems	
PDC/9GUI/01 350-GUI-91	35,000	Launching of a rural radio network	1988 - 1991

520-GUI-61 (FIT-France)	7,000		
PDC/12GUI/01 352-GUI-21	111,700	Expansion of a national daily "Horoya"	1991 - 1993
Total Guinea: US\$ 186,700+ US\$ 7,000			

Aid requested from sources other than the IPDC

- The Guinean state;
- The French Ministry of Foreign Affairs (via the CIRTEF)

Preliminary activities

- Refurbishment of the premises housing the archives;
- Acquisition and installation of audiovisual-archive conservation equipment.

Beneficiary body's contribution during the term of the project

- Personnel expenses;
- Travel expenses, operational expenses;
- Consumables (water, electricity, telephone, etc.).

Parameters and criteria used by the requesting body to evaluate the cost of the project

- Computer hardware prices gleaned on the Internet;
- Rates communicated by Guinean telecom operators' Technical Departments.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
Equipment	Unit price	Qty	Total
<u>Digitisation server</u> (Dell Core 2 computer, with network card, sound card, graphics card, 2TB HD, DVD and CD burner; <u>application server</u> (Dell Core 2 computer, with network card, sound card, graphic card, 500GB HD):	8,000	1	8,000
Dell Core 2 computer, network card, sound card, graphics card, 160GB HD, 17" monitor, DVD and CD burner:	800	5	4,000
Toshiba <i>Satellite A 205</i> Core 2 laptop computer; 200GB HD, DVD and CD burner: Wifi network card, sound card, graphics card, integrated webcam, 15.4" TFT monitor:	1,000	2	2 000
UPS (Mercury 800):	160	5	800
UPS (APC 3000 VA):	350	2	700

Laser printer (HP 2015):	700	2	1,400
Sony 2600P Beta SP Video-Cassette Player (<i>second hand: no longer manufactured</i>):	500	1	500
Sony DSR 1600 AP DVCAM player:	5,000	1	5,000
U-Matic player (<i>second hand as no longer manufactured</i>):	500	1	500
Cleaning cassettes for the Beta SP player:	25	2	50
Cleaning cassettes for the DVCAM player:	40	2	80
Cleaning cassettes for the U-Matic player:	35	2	70
Training			
Air transport for the trainer (\$1,285); DSA x 10 d. (\$1,130); Fees (\$2,250); Insurance (\$35):			4,700
Workshop (10 technicians × 10 d.): coffee breaks, meals, teaching aids:			1,650
Workshop (20 technicians × 5 d.): coffee breaks, meals, teaching aids:			1,650
TOTAL:			<u>\$31,100</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Refurbishment of premises; personnel; recurring expenses; vehicle (consumables); meeting room:	136,000
TOTAL:	<u>\$136,000</u>

KENYA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROFESSIONAL CAPACITY BUILDING FOR THE KENYAN MEDIA CORRESPONDENTS
2.	NUMBER	PDC/53 KEN/01
3.	CATEGORY OF MASS MEDIA	Print and Electronic Media
4.	IPDC PRIORITY AREA	Training of Kenyan media correspondents
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$27,000
8.	AMOUNT REQUESTED FROM IPDC	US\$20,000
9.	BENEFICIARY BODY	Kenya Correspondents Association, P.O. Box 7438-00200, Nairobi, Kenya. Tel: +254-2-601274/601776, Fax +254-2-601776 Email: kenyacorrespondents@yahoo.com Contact Person: William O.Oloo, Chairman. Cell phone: +254-2-722697927, Email: williamjanak@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Eastern Africa Regional Communications Office, Nairobi. Contact Person: Hezekiel Dlamini
11.	PROJECT LOCATION	Nairobi, Kenya.
12.	PROJECT PREPARED BY	William O. Oloo, Chair, Kenya Correspondents Association.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Kenya has four main national newspapers, *The Nation*, *The Standard*, *Kenya Times* and *The People Newspapers*. *The Nairobi Star*, a new entrant is also in the market, but largely Nairobi based. There are four main TV stations which include NTV, KTN, Citizen and K24.

There are more than 50 radio stations, most of them commercial FM stations and about 5 community radio stations. The Kenyan media industry operates within a restrictive regulatory regime, but the media remains fairly robust in their role as public watchdogs.

There are challenges in the training of journalists which include quality concerns and inadequate opportunities, especially for practising journalists, mostly correspondents or freelancers.

The correspondents contribute about 70 per cent of daily content for both print and electronic media outlets. Some have worked for more than 10 years without formal journalism training and have largely learnt on the job. ²

The lack of training has impact on ethical conduct and professionalism. The correspondents are also poorly remunerated, mostly paid per story published.

The Kenya Correspondents Association (KCA), which has over 250 members, has made efforts, through partnership with various organizations to run a few short courses for skills upgrading, mostly through workshops and seminars. The association requires support longer training sessions to build the professional capacity of its members.

This proposal seeks support to address the issue of a more holistic training for a significant number of its 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 pre and post-election crisis in Kenya has pointed to gaps in the level of preparedness among journalists to report accurately and sensitively on elections and conflict situations. The proposal seeks support for training on reporting on human rights violations, peace, reconciliation, resettlement and the envisaged Truth, Justice and Reconciliation Commission (TJRC). This will build a sense of readiness and skill levels among the beneficiaries to handle future assignments.

The training will target the correspondents with a view to helping them improve their skills to enable them effectively and accurately facilitate national debate and dialogue at this critical time in Kenya's history. This project will therefore have a positive effect on the overall media industry in the country.

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

Media correspondents in Kenya are a category of journalists who are attached to various media outlets mostly as freelancers. They have no defined job terms and are paid per story published.

² Research carried out by a media NGO, Africa Woman and Child Features Service (AWC) published in a booklet in 2002, "Correspondents: Their working conditions and contributions to the mainstream media in Kenya".

Correspondents are not covered during Collective Bargaining Agreement negotiations between the union and employers because they are not considered employees.

3. DEVELOPMENT OBJECTIVE:

The objective of the project is to raise the professional standards of media correspondents in Kenya.

4. IMMEDIATE OBJECTIVES:

Equip the correspondents based in each of Kenya's 8 provinces with the professional skills to effectively report on the post election realities in Kenya that will spur active and informed debate about the country's national priorities and contribute to national healing and cohesion.

Enable the KCA to build a database profiling its members to track their skills development for planning future training needs.

5. PROJECT OUTPUTS:

- A team of 20 correspondents drawn proportionally from all the 8 Kenyan regions equipped with the requisite skills to do investigative and analytical reporting on democracy and elections, human rights and conflict related issues to contribute to amore informed national dialogue and cohesion.
- Human rights and conflict sensitive reporting training modules prepared/adapted to influence the University of Nairobi's School of Journalism (SoJ) training 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 centre for excellence.
- KCA database tracking correspondents' skills development

6. ACTIVITIES:

- Preparation/adaptation of training modules on human rights and conflict sensitive reporting
- 10 days intensive training workshops for 20 media correspondents.
- 5 Days group field assignment for the trainees as part of practical implementation of the training
- Building and maintaining a database profiling KCA members' skills development to help plan future training needs.

7. PROJECT INPUTS:

- Two trainers
- Training materials
- Equipment (a laptop, a digital camera and video recorder) for field work and KCA database

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of trainers	■	■										
Preparation/adaptation of training material			■									
Selection of workshop participants			■	■								
Training workshops and field assignment					■	■	■					
KCA database development								■				
Reporting									■			

9. INSTITUTIONAL FRAMEWORK:

Kenya Correspondents Association (KCA) is a national association with a 15 member National Management Committee led by the Chairperson and representatives from each of Kenya’s 8 regions/provinces which form its branches. Currently, the association has approximately 250 members.

Founded in 1997 with the aim of advancing the professional interests of its members through training, KCA draws its funds from membership subscriptions. It also gets support from and runs joint activities with partner organizations which include The Kenya Section of the International Commission of Jurists (ICJ-K), Article 19, Fahamu, Institute for Civic Affairs and Development (ICAD), Africa Woman and Child Features Service (AWC), the Media Council of Kenya and Konrad Adenauer Foundation, among others.

KCA is represented in the Media Council of Kenya, created by an Act of Parliament to regulate the country’s media industry. KCA is hosted by ICAD, a national Non Governmental Organization. KCA and ICAD have since 2004 collaborated in training correspondents on development and governance journalism which also includes publishing a monthly newspaper, “The Link”.

10. SUSTAINABILITY:

The training content under this project will be infused in other training programmes that KCA will undertake from time to time with other partners. It is expected that KCA and the collaborating institution, Nairobi University’s School of Journalism (SoJ) will use the project’s training modules as a basis for developing a curriculum that can be used for further short-term training of journalists. KCA will sustain its members’ database.

11. FRAMEWORK OF MONITORING:

The Nairobi University’s School of Journalism and KCA will develop a joint framework for standardized monitoring of the training in consultation with UNESCO.

12. EVALUATIONS CARRIED OUT:

Article 19 and ICJ-K carried out a training needs assessment for correspondents on election coverage with KCA which pointed to gaps. This led to the development and publication of the Guidebook on Election Coverage for Media Correspondents in Kenya in December 2007. Media Council of Kenya had also done an assessment with United Nations Development Programme last year. Early this year,

International Media Support (IMS) based in Copenhagen, International Federation of Journalists (IFJ) and Article 19 convened a Media Round Table on the performance of journalists during the pre- and post election period. The assessments indicated gaps in the level of training for correspondents to cover elections, conflict reporting and safety consciousness and preparedness among journalists. The assessments are reflected in two handbooks “The Nairobi Media Round Table –Kenyan Media at Cross roads” and Conflict Sensitive Journalism-Kenyan Edition both published by IMS in February and May 2008 respectively.

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

KCA undertakes to do project progress reports on quarterly basis and to submit a comprehensive final report to IPDC. KCA chairperson, William O. Oloo, will prepare and submit the reports in collaboration with the Nairobi University’s School of Journalism.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	Kenya Training of Trainers for the Institute of Mass Communication	1983 - 1987
PDC/5KEN/05 350-KEN-51 507-KEN-62 (FIT-Germany)	40,000 1212,206	Communication training for trainers in rural communication	1984 - 1991
PDC/7KEN/01 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	1986 - 1992
PDC/21 KEN/01 353-KEN-5011	20,000	Development of free press institutions	2003-2004
PDC/24 KEN/01 552KEN5000 (FIT-Japan)	62,514	Audio visual media training	2004-2005
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
PDC/49 KEN/01 354-KEN-5052	20,000	SHINYALU COMMUNITY MULTIMEDIA CENTRES, KAKAMEGA DISTRICT KENYA: ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS	2006-2007
PDC/49 KEN/03 354-KEN-5053	20,000	RADIO FOR YOUTH CENTRE (KOINONIA MEDIA CENTRE)	2006-2007
PDC/51 KEN/01 354-KEN-5061	30,000	KENYA: DEVELOPMENT OF MUGAMBO JWETU COMMUNITYMULTIMEDIA CENTRE	2007-2008
PDC/52 KEN/01 354-KEN-5071	22,000	KENYA:COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO	2008-2009
Total Kenya: US\$ 338,000+US\$ 1,471,301(Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training Workshop:	
Packaging of training materials (modules preparation, handouts, stationery, etc)	1,500
Trainers (2 trainers x 10 days @ \$75 per day)	1,500
Participants Accommodation + Meals (\$50 x 20 participants x 10days)	10,000
Local Travel (\$25 x 20 participants)	500
Field work travel (\$20 x 20 participants x 5 days)	2,000
Sub-total	15,500
Equipment:	
1 Laptop	2,000
1 Digital Camera	300
1 Video Camera	1,500
Equipment accessories and consumables	700
Sub-total	4,500
Total Contribution Requested from IPDC:	US\$20,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Recurrent secretariat coordination and communication costs	2,000
Project reporting costs	300
Pre-workshop local transport	700
Training hall and related equipment/facilities by the University of Nairobi's SoJ	3000
Contingencies	1000
Total Beneficiary Contribution	US\$7,000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Personnel (3 staff × 12 months):	2,400
Communications:	1,200
Correspondents' travel expenses	500
Local transportation:	1,200
Training venue (hire):	1,800
Printing of training reports:	300
Contingencies:	1 000
<u>TOTAL:</u>	<u>8,400</u>

MALAWI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF NSANJE COMMUNITY RADIO STATION
2.	NUMBER	PDC/53 MLW/01
3.	CATEGORY OF MASS MEDIA	Electronic
4.	IPDC PRIORITY AREA	Development of Community Media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$37,500
8.	AMOUNT REQUESTED FROM IPDC	US\$25,300
9.	BENEFICIARY BODY	Nsanje District Community Development Committee,
10.	IMPLEMENTING OFFICE	UNESCO Harare Cluster Office
11.	PROJECT LOCATION	Nsanje.
12.	PROJECT PREPARED BY	EBZ Kondowe, Assistant Executive Secretary (Communication) Malawi National Commission for UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Malawi is an LDC in Southern Africa. One of the major Characteristics of LDC's is poverty which is often reflected in inadequate provision of public services due to low government public resources to meet even the urgent needs of the local population.

The Chikwawa and Nsanje districts of Malawi are some of the poorest districts of the country. Annually these districts are flooded by the shire river when it breaks its banks resulting with bridges, roads and schools being washed away. People have even lost lives, stocks of animals, as well as food crops making the rainy seasons one of the harshest periods for the population living in the lower shire which covers part of Mozambique.

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 information about the weather patterns, this can enable the population to better prepare for the coming of rains. Enabling them to move to higher grounds with their livestock, move school and medical equipment to the safer areas as well.

What is lacking is a communication facility dedicated to the problems of flooding in the lower Shire. Should this be available, this it is hoped would also form the backbone of an early warning system hence helping the people to avoid unnecessary suffering. It is envisaged that a local community radio could help in this by providing communication means hence broadcast programmes that could enable the people to better prepare for the advent of the rains hence lessen their suffering and avoid the loss of lives and property.

4. DESCRIPTION OF THE TARGET GROUP:

The target group will be the various communities in the rural district of Chikwawa and Nsanje. According to the 1998 Population and Housing Census the population of the district was 193, 000.

3. DEVELOPMENT OBJECTIVE:

The community radio will contribute to a wider and better dissemination of information on flooding and actions to prevent suffering and will also broadcast programmes designed to empower the population beyond floods covering such areas as EFA, democracy human rights and HIV and AIDS

4. IMMEDIATE OBJECTIVES:

To establish a self-sustaining community radio station which will enable people in the disadvantaged rural districts of Chikwawa and Nsanje access information on flooding, EFA, democracy human rights, and HIV.

5. PROJECT OUTPUTS:

- Technical feasibility study to guide with the establishment of the radio giving details of requisite field , studio and transmission equipment
- Purchase of equipment;
- Training of radio management members and community radio staff

- A well equipped operational community radio station capable of reaching the Chikwawa and Nsanje populations

6. ACTIVITIES:

- Conducting of feasibility study
- Training of management and staff of the proposed community radio
- Purchase of equipment
- Conducting of radio management and Programme production courses
- Installation of equipment
- Commissioning of radio station

7. PROJECT INPUTS:

- One consultant to prepare feasibility study
- Purchase of field, studio and transmission equipment
- Conducting of radio management and programme production courses.
- Evaluation.

8. WORK PLAN:

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10 12		11
Purchase of equipment	x	x	x									
Installation of equipment				x								
Selection of trainees					x							
Training of board members and broadcasters						x	x					
Commissioning of station									x			
Submission of implementation reports				x				x				x

9. INSTITUTIONAL FRAMEWORK:

The project will be supervised by Nsanje and Chikwawa District Development Committees (DDC). The Communities in these districts will be helped to organise elections and to elect management committees which will be responsible for policy matters concerning the radio.

10. SUSTAINABILITY:

It is planned, given the importance of the radio, to approach the District Development Council to be assisting the radio. The central government has also indicated, should funds be available, its willingness to support modestly the radio.

11. FRAMEWORK OF MONITORING:

The National Media Institute of Southern Africa (NAMISA), which is the local chapter of the Media Institute of Southern Africa (MISA), the UNESCO Harare Cluster Office and the Malawi National Commission for UNESCO, will monitor the implementation of the project.

12. EVALUATIONS CARRIED OUT:

The communities living in the Lower Shire, with the support of the District Assemblies, through the District Development Committees have undertaken preliminary assessments of the need of the radio.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Malawi National Commission for UNESCO will be reporting to UNESCO Harare every four months and submit a comprehensive report in the 12th month of the project. Mr. Emmanuel Kondowe, Assistant Executive Secretary for Communication and Information will prepare and submit reports.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/11MLW/01 352-MLW-11	139,000	Malawi Technical assistance to the Department of Information	1990 - 1992
PDC/16MLW/01 352-MLW-61 520-MLW-60 (FIT-France)	50,000 30,000	Computerization of Radio Malawi newsroom	1996 - 1998
PDC/17MLW/01 352-MLW-71	55,000	Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997 - 1998 -
PDC/18MLW/01 352-MLW-81	30,000	Equipping the Polytechnic for journalism training	1998 - 1999
PDC/20MLW/01 353-MLW-01	40,000	Strengthening the capacity of Television Malawi	2001 - 2003
PDC/21 MLW/01 353-MLW-5011	25,000	Training of Malawi's News Agency	2003 -2004
PDC/23 MLW/01 354-MLW-5031	22,000	Capacity Building for Private and Community Radios	2004 -2005
PDC/51 MLW/01 354-MLW-5061	24,000	ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLAND	2006-2007
PDC/52 MLW/01 354-MLW-5071	22,000	MALAWI: TRAINING OF TRAINERS IN PARLIAMENTARY REPORTING	2008-2009
Total Malawi: US\$ 407,000			

In preparation for this kind of project the Malawi National Commission for UNESCO has had the officer responsible for communication and information trained to Master of Arts Degree.

Government, through the DDC has a strong interest to use the radio as a tool for development and is unlikely to be an obstacle in the granting of a licence.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
TRAINING	
Participants accommodation and meals (US\$15 x 17 participants x five days)	1 275
Trainer (5days training + 5 days preparation x US\$50 per day)	500
Training materials and training aids	500
Local travel (trainer)	200
TRANSMISSION EQUIPMENT	
Broadcast mixing console	2,000
Computer	1300
Monitor speakers	600
Studio microphones	1,270
Studio headphones	270
Twin CD player	1,000
Installation accessories	320
Tuner	400
Studio furniture	1,000
Wiring harness	540
UPS equipment 5KVA	700
500W FM stereo transmitter	6 450
Audio limiter	1,700
Antenna	800
Coaxial feeder cable	450
Connectors	120
Rack and accessories	910
Equipment transport and installation costs	2,500
Contingencies and miscellaneous	495
Total contribution requested from IPDC	US\$25,300

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

Staff costs (10 months x 2 staff members)	4,000
Project coordinator (7 months)	1,80
Communication costs	500
Studio and station renovations	3,000
Vehicle maintenance and local transport costs	1,500
Payment for license and frequency	1,000
Project reporting	400
Total beneficiary contribution	US\$12,200

NIGER

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF THE INSTITUT DE FORMATION AUX TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION (IFTIC)
2.	NUMBER	PDC/53 NER/01
3.	CATEGORY OF MASS MEDIA	Audiovisual media
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$38,000
8.	AMOUNT REQUESTED FROM IPDC	US\$29,600
9.	PROJECT BENEFICIARY	Institut de Formation aux Techniques de l'Information et de la Communication (IFTIC) BP 10,701 Niamey Tel.: (227) 20 73 37 06 – Fax: (227) 20 73 38 29 <u>Contact:</u> M. Yacouba Adamou MAYAKI, Secretary-General. E-mail: iftic_niger@yahoo.fr
10.	IMPLEMENTING BODY	UNESCO Office in Bamako – BP E1763 Tel.: (223) 223 34 92 / 93 Rokia Bâ: r.ba@unesco.org
11.	PROJECT LOCATION	Corniche Yantala
12.	PROJECT PREPARED BY	M. Yacouba Adamou MAYAKI Secretary-General, and Mrs Rokia Bâ, NPO
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In 1997, the Nigerien authorities adopted a reference paper entitled "Poverty Reduction Strategy". The implementation of the strategy saw widespread participation at every level of society, reflecting the importance attached to communication in the process. This led to the adoption, in 2003, of the *Politique Nationale de Communication pour le Développement* (PNCD, National Policy on Communication for Development), the main features of which include: (i) the development of media-education programmes using different media with a view achieving greater citizen autonomy and a more critical approach to certain press and media programmes; (ii) building the human-resource capacity of all of the involved parties through communication for development training; (iii) the support for research in the specific field of communication for development.

To achieve those objectives, several strategies have been formulated. One of them has designated the *Institut de Formation aux Techniques de l'Information et de la Communication* (IFTIC, Institute for Training in Information and Communication Techniques) as the national centre for all communication training. The I.F.T.I.C. is a public administrative establishment created on 8 December 1989. Prior to that date, it existed as the *Centre de Formation aux Techniques de l'Information* (C.F.T.I., Centre for Training in Information Techniques), created in December 1977. Since its establishment, the Institute has received students from several African countries, including Benin, Burkina Faso, the Central African Republic, Cameroon, the Comoros Islands, DRC, Gabon, Chad, and Togo.

In this age of globalisation, the impact of information technologies is considerable in all areas, particularly those related to communication. Given the constant demand for capacity-building for coordinators in the field, the IFTIC will need to obtain the appropriate human and material resources to remedy the country's outdated and inadequate audiovisual production and telecommunications infrastructure. This can only be achieved with the support of partners, since the Institute lacks sufficient financial resources to facilitate, alone, generalised access to communication for balanced development in various sectors of activity. It is within this framework that his project is being submitted.

2. DESCRIPTION OF THE TARGET GROUP:

The students and trainees at the IFTIC.

3. IMMEDIATE OBJECTIVE:

To train trainees in digital audio and video editing techniques, and in document management, with a view to building their capacity for the daily use of techniques acquired during the initial course of training.

4. DEVELOPMENT OBJECTIVE:

To contribute to the process of economic and social development by building media capacity, as recommended in the *Politique nationale de communication pour le développement* (PNCD, National Policy on Communication for Development).

5. PROJECT INPUTS:

- Two trainers capable of providing training in digital audio and video editing techniques;
- The appropriate software and training modules;

- Stationary and supplies for the training programme;
- Three document-digitisation technicians capable of digitising the documentary resource base;
- Three documentalists capable of assisting the document-digitisation technicians;
- Digitisation equipment including 2 DSR, U-Matic player, one VHS player, 20 DVDs, one record player, magnetic audio tape, equipment for duplicating 16 mm film, 10 VCDs;
- Equipment for use during the courses: 5 computers, 2 laser printers, 5 UPSs, photocopying machine, scanner and broadband Internet access.

6. **PROJECT OUTPUTS:**

- Two modules in digital audio and video editing techniques;
- Forty trainees proficient in digital audio and video editing techniques and document management;
- Twenty-five trainees proficient in document management methods and Internet search techniques, and have access to ICTs;
- Improved conditions for the conservation and management of the Centre's audiovisual documents.

7. **ACTIVITIES:**

- Train 40 trainees in digital audio and video editing techniques;
- Train 25 trainees in document management techniques;
- Acquire equipment;
- Put in place a system for the digitisation of audiovisual documents.

8 **WORK PLAN:**

ACTIVITIES/MONTH:	1	2	3	4	5	6	7	8	9	10	11	12
Acquisition and installation of equipment												
Selection of trainers												
Train 40 trainees in digital audio and video editing techniques												
Train 25 trainees in the use of WINISIS and GENESIS												
Put in place a system for the digitisation of audiovisual documents												
Set up and operation of the cyber-school												

9. **INSTITUTIONAL FRAMEWORK:**

Formerly the *Centre de Formation aux Techniques de l'Information* (C.F.T.I), established in 1977, the IFTIC is a prestigious higher-education institution which provides training in all information- and communication-related professions. The Institute became a Public Administrative Establishment (EPA) in December 1989, and since its creation has received students from various African countries, including Benin, Burkina Faso,

the Central African Republic, Cameroon, the Comoros Islands, DRC, Gabon, Chad, and Togo. To date, the IFTIC has placed on the market more than 800 graduates, including journalists, specialists in documentary information, sound recording engineers, video recording engineers, digital video editors and maintenance and operations technicians.

The IFTIC offers two types of training programmes: long-cycles programmes (3 years) and short-cycle programmes for introductory vocational training, refresher training, specialist training and reclassification training. Courses are delivered by highly experienced permanent and temporary university lecturers, journalists, producers, directors, specialists in documentary information and specialists in radio and TV maintenance. The training programmes are designed in collaboration with Information and Communication Sciences and Technology professionals from Africa and Europe, notably the IUT of Tours, in France, to ensure that they meet international standards.

10. SUSTAINABILITY:

To achieve the long-term sustainability of the project accomplishments, several strategies will be adopted:

- Exploitation of the digitised documents will be easier and could give rise to financial resources through the development of on-demand copying services.
- The beneficiaries of training will contribute to the sustainability of the project by transferring knowledge to young trainees in the course of periodical meetings organised by the IFTIC or training-related internships.

11. FRAMEWORK OF MONITORING:

To ensure the success of the project activities, the IFTIC will establish a Technical Committee with responsibility for evaluating the various activities undertaken and monitoring the progress of the project with a view to mitigating any difficulties that may arise. To that end, monthly meetings will be organised to review results and implement any necessary corrective measures.

12. EVALUATIONS:

In 2007, the IFTIC received support from the French Embassy in Niamey, in the form of technical equipment for graphics courses. The acquisition of that equipment forms part of the effort undertaken by the Institute since 2001 to renew its programmes and equipment. The IFTIC has also benefited from technical assistance from the French Embassy since 2003.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Every four months, the IFTIC will submit a project implementation report to the UNESCO Office in Bamako.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/13NER/01 352-NER-31	100,000	Niger Development of the National Publishing and Press Office : Le Sahel (daily) and Le Sahel-Dimanche (weekly)	<i>1993 - 1995</i>
PDC/14NER/01 352-NER-41	40,000	Assistance to radio clubs (rural radio)	<i>1994 - 1996</i>

PDC/16NER/01 352-NER-61	40,000	Equipment and training for DTP and computerized management	1996 - 1999
PDC/49 NER/01 354-NER-5051	19,000	NAFOUTA COMMUNITY RADIO	2006 - 2007
PDC/51 NER/01 354-NER-5061	28,000	CREATION OF COMMUNITY MULTIMEDIA CENTRE BY EXTENDING RADIO FARA'A	2007 - 2008
PDC/52 NER/01 354-NER-5071	14,300	NIGER: COMPUTER SKILLS TRAINING FOR "LA GRIFFE" JOURNALISTS AND ACQUISITION OF APPROPRIATE EQUIPMENT	2008 - 2009
Total Niger: US\$ 253,300			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training in digital audio editing	
Trainer (10 days of training + 5 days of preparation @ USD 100/d.):	1,500
Catering for participants (20 pers × 10 days @ USD 15 /d.):	3,000
Training equipment and hiring of teaching aids (video projector, trainee kit, consumables):	100
Training in digital video editing	
Trainer (10 days of training + 5 days of preparation @ USD 100/d.):	1,500
Catering for participants (20 pers × 10 days @ USD 15 /d.):	3 000
Training equipment and hiring of teaching aids (video projector, trainee kit, consumables):	100
Training in WINISIS and GENESIS management	
Trainer (10 days of training + 5 days of preparation @ USD 100/d.):	1,500
Catering for participants (25 pers × 10 days @ USD 15 /d.):	3,750
Training equipment and hiring of teaching aids (video projector, trainee kit, consumables):	100
Digitisation of the audiovisual resource base	
Digitisation equipment (equipment for duplicating 16 mm film, VCDs, DVDs, record player):	2,250
Training equipment	
5 XP computers @ USD 1,300 each:	6,500
2 laser printers @ USD 500 each:	1,000
5 UPSs @ USD 180 each:	900
Photocopying machine:	1 000
Scanner:	400
Broadband internet access and 1-year subscription:	3 000
<u>TOTAL:</u>	<u>29,600</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Rental of training venues (3 rooms × 10 days @ USD 60/d.):	1,800
Rental of technical rooms (1 studio and 2 editing rooms × 20 days @ USD100/d.) :	2,000
Project monitoring (12 monthly meetings of the 5 members of the Monitoring Committee; quarterly reports, secretarial tasks):	1,600
Digitisation technicians (3 pers × 40 days × USD25/d.):	3,000
<u>TOTAL:</u>	<u>8,400</u>

RWANDA

A. PROJECT IDENTIFICATION		
1.	TITLE	BUILDING THE CAPACITIES OF THE PHOTOLAB OF THE HUYE SCHOOL OF JOURNALISM AND COMMUNICATION
2.	NUMBER	PDC/53 RWA/01
3.	CATEGORY OF MASS MEDIA	Written press
4.	IPDC PRIORITY AREA	Development of human resources
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment
7.	TOTAL COST OF PROJECT	US\$32,000
8.	AMOUNT REQUESTED FROM IPDC	US\$29,000
9.	BENEFICIARY BODY	School of Journalism and Communication of the National University of Rwanda B.P.117, Huye Tel : 0250 530210 – Fax 0250 530210 Contact : M. Dominique NDUHURA Directeur – Email : dguez2001@yahoo.fr
10.	IMPLEMENTING BODY	Mr Hezekiel Dlamini UNESCO Office in Nairobi
11.	PROJECT LOCATION	Huye district, Southern province
12.	PROJECT PREPARED BY	Mr Dominique NDUHURA, Director of the School of Journalism and Communication
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Pre-colonial monarchical Rwanda was characterized by the possibility to express oneself relatively freely orally and allowed some space for very limited criticism of the authorities, as in any feudal system. Print and audiovisual media were inexistent. The colonial period was for its part marked by the absence of democratic values, which gave way to authority and State coercion. From the post-colonial period up to 1994, the country went through a dictatorship which intoxicated the press, despite a legal framework guaranteeing press freedom. In 1994, more than a million innocent citizens were killed in a genocide organized by the authorities with the support of the « *hate media* ». A great number of journalists, from both the public and private media, were among the victims.

Since the genocide in 1994, Rwanda has launched a process of reconstruction in all fields, including the press. Despite the efforts made, the challenges remain considerable: in 2006, 77 newspapers and magazines recorded by the High Press Council, but it is difficult to determine the exact number of written press outlets and whether they are printed regularly or are short-lived. After 1994, Rwanda proceeded to the progressive liberalization of the media sector. Besides a public radio with three community branches, Rwanda has a total of about ten private and community radios. Currently, the country only has one public television.

Concerning journalism training, two Schools in Rwanda are specialized in this area: one is public while the other belongs to the Catholic church of Kabgayi. The major handicaps of the School of Journalism and Communication are the photo and TV studios, and the lack of human resources and of adequate equipments. As far as human resources are concerned, the School has always turned to visiting professors from the sub-region and from Europe to address this problem.

In order to train professional journalists and associate practice to theory, the School needs laboratory equipment. The equipment requested in this proposal will enable students to carry out practical exercises before confronting the job market.

2. DESCRIPTION OF THE TARGET GROUPS

This project is targeting the students of the School of Journalism and Communication of the National University of Rwanda. 150 students were registered in the School for the academic year 2007-2008.

3. DEVELOPMENT OBJECTIVE

The proposed project will contribute to advanced practical training in the field of photojournalism.

4. IMMEDIATE OBJECTIVE

150 students from the School of Journalism and Communication will master the techniques of photo shooting, processing and production.

5. EXPECTED RESULTS

- Teaching material acquired ;
- 150 students trained in photo shooting, processing and production (10 persons per group).
- Capacities of the School of Journalism and Communication strengthened

6. ACTIVITIES

- Purchase of equipment ;
- Preparation of training modules ;
- Training of students by a group of 3 professors.

7. PROJECT INPUTS

- Two technicians responsible for carrying out training on how to use the equipment ;
- 5 professional digital cameras ;
- 2 photo printers and two memory cards ;
- 10 computers for the processing of digital photos and for graphic design ;
- Local network ;
- 800 reams of appropriate paper.

8. WORK PLAN

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase and installation of equipment	■											
Preparation of training material (modules)		■										
Selection and notification of participants			■									
Training of participants (theory)				■								
Photo shooting, processing and printing (practice)					■							
Drafting of the report						■						

9. INSTITUTIONAL FRAMEWORK

The School of Journalism and Communication will be responsible for the implementation of the project. In the first days, the School will receive the support of the supplier (SIE & CTT S.A.R.L) to launch the project. If necessary, it will turn to specialized institutions. It will ask for advice from the National Commission and the UNESCO Office to optimize the activities undertaken.

10. SUSTAINABILITY

The requested assistance corresponds exactly to the needs of the School. The School will also offer short-term courses at an affordable price to external students, as well as to the administrative personnel and to students on holidays. The School of Journalism and Communication will ensure the sustainability of the project.

11. FRAMEWORK OF MONITORING

The evaluation of the project will be carried out by UNESCO's regional Office based in Nairobi, in collaboration with the Director of the Department in charge of Communication within the National Commission.

12. EVALUATION

As well as carrying out mid-term reports, the School will also regularly produce reports on each activity.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The School commits itself to producing activity reports every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/2RWA/01 520-RWA-61 (FIT-France)	159,000	Rwanda	1982 - 1984
		Development of Rural Communication	
PDC/17RWA/01 352-PDC-71	45,000	Strengthening the Capacity of the 'Ecole supérieure des sciences et techniques de l'Information'	1997 - 1998
PDC/17RWA/01 352-PDC-72	50,000	Strengthening the Production Capacity of the Independent Press	1997 - 1998
PDC/51RWA/01 354-PDC-5061	29,000	CAPACITY BUILDING FOR RWANDAN HIGH COUNCIL OF THE PRESS	2007-2008
PDC/52RWA/01 354-PDC-5071	14,300	RWANDA: IMPROVEMENT OF DISTRIBUTION OF PRIVATE NEWSPAPERS	2008-2009
Total Rwanda: US\$ 138,300+US\$ 159,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment	Price per unit	Number of units	Total
5 professional digital photo cameras and 2 memory cards :	2 000	5	10,000
Photo printers (HPA826 with USB entry) :	500	2	1,000
Computers for photo processing and graphic design	1 200	10	12,000
Photo editing and graphic design software (<i>Photoshop, Coreldraw</i> etc.) :	500	3	1,500
Equipment for local network (cables) :	–	–	2,000
Computer training for teachers :	–	–	2,000

Transport and installation :	-	-	500
<u>TOTAL :</u>			<u>US\$29,000</u>

BREAKDOWN OF BENEFICIARY CONTRIBUTION (in US dollars)	
LCD projector:	1,000
Stock of appropriate paper (per year) :	1,000
Reports :	500
Miscellaneous :	500
<u>TOTAL :</u>	
<u>US\$3,000</u>	

SEYCHELLES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE INSTITUTIONAL CAPACITY OF SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER MEDIA TRAINING IN SEYCHELLES.
2.	NUMBER	PDC/53 SEY/01
3.	CATEGORY OF MASS MEDIA	Print Media
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$57,275
8.	AMOUNT REQUESTED FROM IPDC	US\$33,200
9.	BENEFICIARY BODY	Seychelles Institute of Management Ma Joie, P.O Box 678 Mahe, Seychelles Tel: 248 241067 Fax: 248 241725 Contact Person: Mrs. Daniella Larue Chief Executive Officer Email: ceo@sim.sc
10.	IMPLEMENTING OFFICE	Al-Amin Yusuph Programme Officer for Communication and Information UNESCO Cluster Office. Dar es Salaam Tanzania
11.	PROJECT LOCATION	Seychelles Institute of Management P.O Box 678 Seychelles
12.	PROJECT PREPARED BY	Paul Kang'ethe Project Manager Seychelles Institute of Management
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Seychelles media is fairly diverse and plural with nine print media houses of which one is state owned. There is only one broadcasting corporation, also state owned, housing one television and two radio stations. The print media consists of two daily newspapers, (one of which is state owned), four weekly newspapers and three monthly magazines. All publications are in English, French and Kreole. Presently, the print media employs about thirty journalists of which, only six have had some form of formal training in journalism.

Over 70% of print media journalists in Seychelles lack basic journalism skills. This represents an average workforce of 20 journalists in a country with a population of 85,000 people. The industry has the capacity to employ more people but skilled journalists are not readily available locally. The media houses in Seychelles also face a high labour turnover of the few journalists who are in high demand to take over PR jobs in the Government and private sectors.

At present, there is no institution offering media training locally apart from a training unit within the Seychelles Broadcasting Corporation which offers training to its employees only. The only training opportunities available for working print media journalists include enrolling for distance learning courses and attending seminars and conferences both locally and overseas. Lack of a local media training institute coupled with the high cost of pursuing media courses abroad and an acute shortage of foreign exchange have hindered attempts by the journalists to obtain required skills. This has created a shortage of skilled labour force in the media industry and thus affecting the quality and quantity of output of the local print media and makes the work of editors complex and voluminous. There are also many lawsuits in Seychelles which emanates from the lack of training. This is due to journalists not practicing ethically.

The project is proposing to build the capacity of the Seychelles Institute of Management to offer a certificate course in journalism and a diploma in journalism in future. The curriculum of the certificate course being proposed borrows heavily from the Diploma in Journalism course, in the Model Curricula for Journalism Education for Developing Countries and Emerging Democracies endorsed by UNESCO. A certificate course is being proposed initially, as the group targeted lack basic journalism skills. The course will be designed in such a way as to allow the journalists to build a higher qualification on this basic one. This training will contribute to the implementation of the Seychelles Government education policy, to promote training in service skills, to meet the human resources requirements of the economy as envisaged in the strategy 2017 plan.

3. DESCRIPTION OF THE TARGET GROUP:

Twenty print media journalists from nine print media houses in Seychelles.

3. DEVELOPMENT OBJECTIVE:

To equip Seychelles Institute of Management with the capacity to offer media training in Seychelles, a project which will contribute towards accomplishing the Seychelles Education focus as entailed in strategy 2017.

4. IMMEDIATE OBJECTIVES:

- Twenty unskilled journalists from nine print media houses will acquire basic skills in journalism after having participated in a one year certificate course.
- Seychelles Institute of Management to acquire the capacity to offer a certificate course in Journalism.

5. PROJECT OUTPUTS:

- Twenty trained journalists who will have acquired basic journalism skills to enable them to give relevant, reliable and useful information to the society.
- A fully developed certificate course in journalism
- Seychelles Institute of Management will have acquired the capacity to offer basic media training.
- 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.

6. ACTIVITIES:

The project activities include:

- MoU on Cooperation between SIM and SBC
- Course development; curriculum, training material and course structure.
- Recruitment of four local trainers and a trainer of trainers (expatriate).
- Two weeks training of four trainers to be held at the project submitters premises.
- Purchase of equipment and text books
- Admission of trainees
- Course implementation: delivery of 180 contact hours of training.

7. PROJECT INPUTS:

- One consultant capable of developing the certificate course curriculum, using the UNESCO Model Journalism Curricula as a basic reference.
- Four trainers capable of training journalists in journalism skills
- Texts books and training materials
- Two professional cameras capable of taking clear digital photographs.
- Five computers capable of housing Quarkxpress publishing software.
- One A3 colour printers capable of printing sample newspapers.
- 10 digital audio recorders.
- One heavy duty scanner capable of scanning hardcopy data for inclusion in newspaper reports.

8. WORK PLAN:

ACTIVITIES / WEEKS	1-4	5-8	9-11	13-26	27-31	32-66	67-71	75
Signing of MoU between SBC and SIM	X							
Course development	X							
Recruitment of trainers		X						
Training of trainers			X					
Purchase of equipment and text books		X	X	X				
Admission of students					X			
Course implementation						X		
Post implementation review							X	
Submission of project implementation report								X

9. INSTITUTIONAL FRAMEWORK:

The Seychelles Institute of Management is the only management development institution in Seychelles. Today the Institute, which has been in existence for the last 30, years offers a range of training opportunities, consultancy and research services aimed at building personal, professional and managerial capacity of Seychellois managers in both the public and private sector.

The organisation whose affairs are guided by a Board of Directors appointed by the Minister of Education and the day to day running being the responsibility of the Chief Executive Officer is a budget dependent, non profit making parastatal. Its services are delivered by a small full time cohort of competent and experienced professionals and a large complement of experienced, practicing professionals on a part time basis.

This project will be managed by a Project Manager who will be under the supervision of the Training and Development Manager. The course development will be monitored through Faculty meetings. A Course Team will be set up, consisting of the Project Manager and the local trainers. SBC will be involved to monitor the implementation of the course. Quality will be assured by the Academic Board.

10. SUSTAINABILITY:

The Seychelles Institute of Management will be able to offer the course after IPDC input because at the end of the project there will be a fully developed course with all the courseware, books, four trained trainers and equipment. The institute will charge reasonable fees to ensure the sustainability of the training. SIM will be the only Institute offering Journalism training in Seychelles, therefore sustainability of the course is also assured due to the high demand in journalism training in Seychelles for both out –of school and in-service journalists.

11. FRAMEWORK OF MONITORING:

There is no professional media organization in Seychelles. An independent board consisting of three individuals from Seychelles Broadcasting Corporation, Seychelles Nation and Seychelles Institute of Management will be formed to monitor the implementation of the project.

12. EVALUATIONS CARRIED OUT:

A training needs assessment was conducted through a meeting with various media houses. From the assessment it emanated that most journalists lack basic journalism skills which include basic language skills, analytical skills, writing skills and reporting skills. The problem is further aggravated by a very high labour turnover involving the few trained journalists moving to PR jobs. SBC and Seychelles Nation have a trainer each who have been conducting in-house on-the-job training. Other potential trainers include Information Technology, law facilitators, who could be trained to deliver the specific journalism modules. It emerged that a total of about 20 participants would be available for the training.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Progress reports on quarterly basis and one final report will be prepared and submitted by the Institute led by the Institute's Project Manager. Email: paul@sim.sc

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/7SEY/01 350-SEY-71	15,000	Seychelles	1986 - 1987
		Radio monitoring and news service	
PDC/15SEY/01 352-SEY-51	75,000	Reinforcement of the Seychelles Broadcasting Corporation information services (SBC)	1995 - 1998
PDC/21 SEY/01 353-SEY-5011	15,000	Replacement of radio recording and editing equipment	2003 -2004
Total Seychelles: US\$ 105,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Cost of hiring a consultant to design the Basic Journalism Course (\$360 X 10 Days max)	3,600
Cost of hiring external trainer of trainers(\$360 per day X 10 days)	3,600
Air ticket for one trainer of trainers	1,000
2 Professional camera kits (cameras, lenses and tripods)	7,000
10 Recording devices (\$ 250 each X 10)	5,600
5 computers – Windows (\$ 1,120 X 5)	2,500
One A3colour printers	1,500
One Scanner	500
Purchase of Quarkxpress publishing software	1,900
Books and training Materials	6,000
TOTAL	US\$33,200

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

Cost of hiring external trainers(\$50 per hour X 180 hours)	9,000
Accommodation for one trainer of trainers (\$200 per day X 14 days)	1,400
Local travel for one trainer of trainers (\$40 per day X 14 days)	560
Project development costs	2,000
General overheads for the entire course	11,115
Total	US\$24,075

SOMALIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	JOWHAR COMMUNITY RADIO, SOMALIA
2.	NUMBER	PDC/53 SOM/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$36,420
8.	AMOUNT REQUESTED FROM IPDC	US\$25,320
9.	BENEFICIARY BODY	Jowhar Community represented by the Somaliweyn Media Centre (SMC) Nasib Bundo Road, Shibis District of Benadir Region, Somalia
10.	IMPLEMENTING OFFICE	UNESCO NAIROBI OFFICE
11.	PROJECT LOCATION	JOWHAR, MIDDLE SHABELLE - SOMALIA
12.	PROJECT PREPARED BY	SAMME BOGAD Somaliweyn All-Meida, (Kenya Office) P.O. Box 43966, Nairobi, Kenya
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Somalia's media has evolved since it first blossomed in 1991, with private newspapers that were aimed at a rather narrow urban, literate and politicized elite, up to the time when it became a much more populist, commercial and community-based media with a tendency to side with various clans. The increase in the number of media outlets has corresponded with the arrival on the labour market of a generation of journalists, unskilled in either the basics of the profession or its ethical requirements.

May be the largest obstacle to professional reporting remains the lack of education and professionalism among media practitioners. Conceptual understanding and practical skills for objective and independent reporting are weak, particularly after more than 17 years since the collapse of the Barre regime.

The press milieu in Somalia portrays a number of inconsistencies. The lengthened non-appearance of a successful rule of law has resulted in a theatrical increase in the number of media foundations, whereas on the other it has placed journalists in danger from hostage takers, murderers, warring factions and the government concerned with controlling information, and disseminating its individual and institutional standpoints.

The country now has hundreds of journalists operating in a wide range of newspapers, radio stations and Internet sites, but they function in an unsafe situation that weakens both professional journalism and press freedom.

The project therefore proposes to establish a community radio station in Jowhar, Somalia. This region has no any community based radio to work as an interface between the Internet and the communities, by broadcasting relevant information mainly from the Somaliweyn's web service, in local language. This will help the listeners to keep informed, and also to catalyse community participation in their own development. Somaliweyn Media Center (SMC) has already obtained radio license in Mogadishu where it successfully runs an FM radio since 2007. The license for the Jowhar Community Radio has also been issued.

The population that this radio is expected reach in the Jowhar Town and surrounding areas is about 200,000. Jowhar is an agricultural area about 90 km North of Mogadishu and relatively peaceful. The place is neglected because all skilled labour goes to Mogadishu and there are not many international organizations working there.

The developmental issues faced by this area include: word of mouth as the main form of communication; occasional inciting of the population by local leaders to engage in conflict with neighbouring communities; lack of information about issues in the country; many internally displaced persons (IDPs) mainly from Mogadishu; wide spread practice of female genital mutilation (FGM); frequent floods; malnutrition, malaria and tuberculosis.

2. DESCRIPTION OF THE TARGET GROUP:

The target is Somalis living in Jowhar, Middle Shabelle in Somalia with a focus on women, youths IDPs.

3. DEVELOPMENT OBJECTIVE:

Strengthen community access to information to enhance peace-building and address social injustices in Middle Shabelle region of Somalia.

4. IMMEDIATE OBJECTIVES:

Establish in Jowhar, a self-sustaining community radio station with trained staff.

5. PROJECT OUTPUTS:

- Operational community radio capable of producing daily programmes that promotes access to knowledge and citizen’s civic rights.
- Trained journalists and other staff, capable of radio programme management, production and broadcasting

6. ACTIVITIES:

- Organize campaigns to familiarize the Jowhar population with the project and encourage their participation in establishment of the community radio,
- Renovate the community radio building and install electrical fittings,
- Attach radio presenters/producers for 3 weeks to the Somaliweyn Radio in Mogadishu or any other well established community radio for hands-on training,
- Procure and install radio broadcasting equipment and related accessories,
- Commission the community radio

7. PROJECT INPUTS:

- Community Radio equipment
- Other equipment (Computers, Internet, scanner, etc.)
- Training of community radio Personnel
- Community radio building

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Community campaigns	X	X										
Building renovations			X	X								
Attachment for radio presenters/producers					X							
Procurement and installation of radio equipment				X	X	X	X	X				
Commissioning of the radio and final reporting									X			

9. INSTITUTIONAL FRAMEWORK:

Somaliweyn Media Centre (SMC) is a registered media NGO in Somalia delivering information to Somalis within Somalia and in the Diaspora through all forms of media channels. SMC drew from the experience with community radio of its mother SMC NGO based in Sweden to establish a community radio in Mogadishu in February 2007.

The first Somaliweyn Media Centre is a non-profit making radio, licensed under United Africa Riksförbund (UNAFRIK) registered in Sweden (and located at: Garverigatan 2, 41664 Gothenburg, Sweden). In Sweden SMC operates a community radio with 5 volunteers staff. This Somaliweyn community radio was established in September 2003 and is on-air for three hours a week. Most of the 3000 listeners get live transmission on the Internet at www.somaliweyn.com. A further more than 1 million Somali listeners in Scandinavia, USA, Canada, UK and The Netherlands get the radio in replay through the online service.

Somaliweyn also has an office in Nairobi, Kenya, where it operates as a media company. The company publishes a weekly newspaper in the Somali language with a current circulation of 2,000 in Kenya and 1,000 in Somalia. In Kenya Somaliweyn mobilizes funds from the international community and recruit Somali staff to support the radio in Somalia.

Since its establishment in Kenya and Somalia, SMC has implemented two projects with Care international and USA embassy in Nairobi, Kenya. The project with the American Embassy was on “Future of Somalia on democratization and peace” and the project with Care Somalia was on “Peace promotion through media”.

10. SUSTAINABILITY:

SMC will extend its existing cooperation (through the Mogadishu radio) with international NGOs to the Jowhar Community Radio and seek programme sponsorships and material support. Somalis in the Diaspora and local businesses will also make donations, which is already happening for the Mogadishu radio.

11. FRAMEWORK OF MONITORING:

The SMC will follow the monitoring procedures prescribed by UNESCO on this project.

12. EVALUATIONS CARRIED OUT:

A study was conducted by the Somali Socialist Unity Party (SSUP) to assess the communication needs of the population of the Middle Shabelle region along with a feasibility study on the setting up of a community radio in the region. The outcome was that this region has access to media and even though there are many local NGO's in the region most cannot reach the population with information

8 FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Saadig Mohamed, contact person, will undertake to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

The broadcasting license for the Jowhar Community Radio has been issued by the Transitional Federal Government of Somalia

PDC/4SOM/16 350-SOM-41	40,000	Somalia	1983 - 1985
		Training programme to prepare for the inauguration of TV	
PDC/5SOM/07 350-SOM-51 523-SOM-61 (FIT-USA)	40,000 100,000	National Communication Training Institute	1985 - 1988
PDC/49 SOM/02 354-SOM-5052	20,000	SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION IN SOMALIA	2006-2007
PDC/51 SOM/01 354-SOM-5061	25,000	SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA	2007-2008
PDC/52 SOM/01 354-SOM-5071	38,500	SOMALIA: STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTs	2008-2009
PDC/52 SOM/01 354-SOM-5072	38,500	SOMALIA: ESTABLISHMENT OF HARGEISA CAMPUS CMC	2008-2009
Total Somalia: US\$ 202,000+US\$ 100,000 (Funds-in-trust)			

D. BUDGET

Description	Quantity	Unit price	Item total cost
8 channel triple input radio mixing console	1	4,000	4,000
Behringer Headphones	2	200	400
Behringer Microphones with stands	2	300	600
Pair of monitor speakers	1	300	300
Denon Tuner with CD player	1	1000	1000
Digital Telephone interface	1	500	500
DB Elettronica: Compact FM transmitter 0-300W adjustable output	1	4,000	4,000
Anticorrosion omnidirectional dipole antenna, 87.5-108MHz broadband, 2.15 dB gain with 100m Co-ax feed line	1	1,000	1,000
PC with professional audio management software	1	1,200	1,200
News room PCs	3	1,200	3,600

Mast	1	2,500	2,500
350 VA UPS:	1	300	300
On-air studio installation accessories (standing rack for transmitter, cables, connectors, adaptors, etc)	1	2,000	2,000
Reporting equipment (recorder, headset, microphone):	4	300	1,200
Printer	1	300	300
Scanner	1	300	300
Attachment training of staff @ \$40 per person per day x 21 days	3	840	2,520
Internet installation	1	500	500
Internet subscription (1 year)	12	50	600
			US\$25,320

Description	Cost
Staff costs (12 months x 3 staff members x \$100)	3,600
Radio station building renovation	3,000
Local communication and travel	4,000
Reporting	500
TOTAL	US\$11,100

TANZANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY TV
2.	NUMBER	PDC/53 URT/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT SUPPORT
7.	TOTAL COST OF PROJECT	US\$97,180
8.	AMOUNT REQUESTED FROM IPDC	US\$39,980
9.	BENEFICIARY BODY	ST. AUGUSTINE UNIVERSITY OF TANZANIA
10.	IMPLEMENTING OFFICE	SAUT, Advised by: UNESCO DAR ES SALAAM CLUSTER OFFICE
11.	PROJECT LOCATION	THE DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
12.	PROJECT PREPARED BY	Dr. Joseph Matumaini, Dean faculty of Mass Communication. Matumaini@hotmail.com
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The situation of Television Broadcasting Industry

Television, for a long time considered as a dispensable luxury, made its debut in the mainland Tanzania in 1994. The first television station was a privately owned Independent Television (*ITV*). Since then more than 29 television stations have emerged in the country transmitting as either terrestrial or cable channels. The government-owned, *TBC 1*, formerly known as *TVT* (Television ya Taifa) was set up in 2001 and it was transformed into *TBC1* after seven years of operation this year (2008). Television coverage, however, is limited to urban centres. The potential rural audiences are excluded from accessing television largely due to lack of power. Only an estimated 10 per cent of the country's 35 million people have access to electricity.

The Situation of TV Training in Tanzania

TV training became a serious undertaking by most journalism training institutions in the country after the introduction of the first TV station in the Tanzania Mainland in 1994. There are about seven journalism and mass communication universities and colleges offering certificates, diplomas and degrees in journalism and Mass Communication with specializations in radio and TV broadcasting. For a long time political stand on television as a luxurious medium made television broadcasting training before 1994 have no much input in television broadcasting. By then TV training was at most, a unit in radio broadcasting or photojournalism.

St. Augustine University of Tanzania is the only university in North Western Tanzania that offers courses in radio and TV broadcasting. The university has a radio station for training purposes. TV training in the university is not supported by on-air experience because of the lack of transmission studios and other facilities. The University has already set aside the premises which will be used for television production.

Saint Augustine University is also located in Mwanza, a city which is strategically located on the Southern Shores of lake Victoria and near Kenya, Uganda, Rwanda and Burundi. The location of Mwanza City provides a good opportunity for Saint Augustine to serve as a regional Training centre for Television production in the region.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of this project will be journalism and mass communication students from Tanzania and neighbouring countries pursuing certificate, degree and postgraduate degrees in Mass Communication and Media studies at St. Augustine University of Tanzania. The students spend a year, two years and a maximum of three years at the University pursuing journalism courses. Other beneficiaries will be residents in North western regions of Tanzania living within the area of coverage. These are the target audience of *SAUT TV*. The target audience will participate in designing and producing their programs that highlight their development agenda through a participatory approach.

3. DEVELOPMENT OBJECTIVE:

To transform people's decision making capacity and choices taking by making the decisions more informed and useful to the communities through the improved circulation of local content generated by national and East African regional television stations.

4. **IMMEDIATE OBJECTIVES:**

- To introduce more than 400 students between 2009 and 2010 in TV production and programming such as knowledge on writing scripts, editing programs, camera and microphone techniques, lighting techniques and TV presentations techniques.

5. **PROJECT OUTPUTS:**

- More than 400 students will be introduced to TV programs production, programming and transmission for two years.
- 100 students specializing in Radio and TV production, programming and transmission will be trained in producing and reporting rural issues in different TV formats and genres e.g. News bulletin, interviews, panel discussion, magazine, documentary and soap operas annually.
- 100 graduates will be awarded certificates, diplomas, degrees and postgraduate degrees in Mass Communication with a major in Radio and TV Broadcasting annually.
- Information and news content from rural areas will increase the information seeking and dissemination and circulation capacity of the trained journalists. This move will improve the information flow and bridge the knowledge gap between the urban and the rural areas that exists.
- There will be good governance practices, improved human rights record and improved agricultural production and marketing, self employment initiatives, reduction of malaria and HIV/AIDS cases and good performance of rural primary and secondary schools.
- TV stations in Tanzania and East Africa region will improve the amount of local contents through programming.

6. **ACTIVITIES:**

Radio Training Activities:

- Seeking quotations and purchasing equipment
- Training students in TV Broadcasting Announcing Skills and Programming
- Training students in TV news bulletin, interviewing, panel discussion, magazines, documentaries and soaps.
- Training students in editing, lighting and scripting techniques.
- Training students in presentation techniques

7. **PROJECT INPUTS:**

Equipment for TV Training:

SAUT TV needs the following sets of equipment:

A. Production Equipment

- Professional digital video camera (2) Canon GL 2 Camcorder - 410 KP - 20 x optical zoom ,complete with lenses, bags soft, batteries
- Bogen 117B Tripod with 516 Fluid Head and 114 Dolly,.
- Lights set, supports and switch for ENG (1)
- Microphone Radio Tx and Rx (2)
- Tri-caster (Mixer A/V, titles, effects,
- hard disc, recorder, complete keyboard, etc
- TV Monitor 20", LCD, 4:3, with quad
- Video-Audio Matrix 8x4
- Character/graphics generator

- Pro Prompter II LCD Portable Teleprompter PRO-PROMPTER,
- BITTREE / 961497, Audio Patch Bay
- Microphone, directional Dynamic type with a stand base
- Talk-Back (1) system wired
- Studio and control room speakers active (2)
- Headphones (2)
- UPS, power stabilizer (1) and distributor
- ASSEMBLING OF THE ABOVE TV MINI STUDIO
- equipment in kit, cabling, assembling, interconnecting, testing, with racks-bench,
- cables, connectors and schemes etc.
- Macintosh, associated accessories with Final cut Pro licences included

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Price quotation, licensing and ordering of the facilities	X	X	X	X	X	X						
Installation of the facilities and the beginning of training						X	X	X	X	X	X	X
Test transmissions to the public									X	X	X	X

8. INSTITUTIONAL FRAMEWORK:

Saint Augustine University is among the prestigious University in Tanzania that offers Media training. The University is secular and recruits students from all religions and economic backgrounds.

9. SUSTAINABILITY:

- This project will be sustained through fees from students
- Development of TV commercials at a fee. (also broadcasting of commercial later after purchasing of the transmitter). It should be noted that SAUT already has a radio and the radio is currently breaking even from Commercials and adverts from Development Partners and Social marketing Organisations targeting communities around Saint Augustine University.
- Special short course programmes for employed people

10. FRAMEWORK OF MONITORING:

The Tanzania Media Council will be consulted to monitor and evaluate the project’s progress regularly and report back to UNESCO.

12. EVALUATIONS CARRIED OUT:

A baseline study was conducted through the training sponsored by Swedish International Development Agency and Media Council of Tanzania on the need for improved TV content.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Quarterly progress reports and a final project report will be submitted to UNESCO. All reports will be prepared by the project team under Dr. Joseph Matumaini.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	1982 - 1984
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
PDC/19URT/01 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000 (FIT-Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
PDC/49 URT/01 354 URT 5053 (plus France)	30,000	JOURNALISM TRAINING CENTRE	2006-2007
PDC/51 URT/01 354 URT 5061	14,000	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	2007-2008
PDC/52 URT/01 354 URT 5071	27,500	TANZANIA: "SPEAK WITH FREEDOM" TV TALK SHOWS	2008-2009
PDC/52 URT/02 354 URT 5072	24,200	TANZANIA: KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)	2008-2009
Total United Republic of Tanzania: US\$ 447,200+ US\$75,710 (FIT)			

Preparatory Activities completed prior to submission of the project to IPDC

TV training is already in progress. A small studio has been established to cater for TV/Video production classes but it is not enough. A much bigger premises for the TV has already been secured and a competent lecturer has been hired to train students in Video and TV production.

D. BUDGET

Professional digital video camera (2) Canon GL 2 Camcorder - 410 KP - 20 x optical zoom ,complete with lenses, bags soft, batteries	7,000
Bogen 117B Tripod with 516 Fluid Head and 114 Dolly,.	1,700
Lights set, supports and switch for ENG (1)	2,450
Microphone Radio Tx and Rx (2)	2,400
Tri-caster (Mixer A/V, titles, effects, hard disc, recorder, complete keyboard, etc	2,092
TV Monitor 20", LCD, 4:3, with quad	3,000

Video-Audio Matrix 8x4	3,625
Character/graphics generator	2,000
Pro Prompter II LCD Portable Teleprompter PRO-PROMPTER,	2,000
BITTREE / 961497, Audio Patch Bay	1,400
Microphone, directional Dynamic type with a stand base	2636
Talk-Back (1) system wired	395
Studio and control room speakers active (2)	2,636
Headphones (2)	526
UPS, power stabilizer (1) and distributor	132
ASSEMBLING AND IN HOUSE TRAINING IN THE USE OF THE MINI TV STUDIO EQUIPMENT IN KIT, CABLING, ASSEMBLING, INTERCONNECTING, TESTING, WITH RACKS-BENCH, CABLES, CONNECTORS AND SCHEMES, FAMILIARISATION AND IN-HOUSE TRAINING ETC.	988
Macintosh, associated accessories with Final cut Pro licences included (1)	<u>5,000</u>
Total	US\$39,980

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Training costs (Staff Costs @year (4 permanent Staff members))	7,200
Station Building Renovation	15,000
Running Costs @ Year(Electricity, phones, stationeries, transport etc)	25,000
Mackintosh, associated accessories, with final cut Pro licences (2)	10,000
Total Beneficiary's Contribution	US\$57,200

TANZANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PEMBA PRESS CLUB CAPACITY BUILDING PROJECT
2.	NUMBER	PDC/53 URT/02
3.	CATEGORY OF MASS MEDIA	Print Press, Radio, and Community Radio (Press Club serves all categories)
4.	IPDC PRIORITY AREA	Training of Media Professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Trainings Of Media Professionals and Equipment Support
7.	TOTAL COST OF PROJECT	US\$44,080
8.	AMOUNT REQUESTED FROM IPDC	US\$37,880
9.	BENEFICIARY BODY	Pemba Press Club P O Box 129,Chake Chake Pemba. Tel +255 24 2452166,Fax +255 24 2452764 Email:pembapress2002@yahoo.com Contact Person: Ali Haji Hamad Email:hamadson@gmail.com
10.	IMPLEMENTING OFFICE	Unesco Office –Dar Es Salaam, Tanzania. Al-Amin Yusuph-Programme Officer-CI
11.	PROJECT LOCATION	Pemba Island –Zanzibar, Tanzania
12.	PROJECT PREPARED BY	Khatib Juma Mjaja, Chairperson - on behalf of Pemba Press Club Executive Committee
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

As for the level of media development in the country we can say that Zanzibar particularly Pemba island the place we operate is not doing well. Although the law permits the existence of media pluralism but practically still the media area is dominated by government media. These media most of the time is a mouth piece of government and the voice of ordinary people is rarely got chance to be aired.

In addition to that few private FM stations that have been established recently cover very small area and many people remain unserved. Worse enough media professionals in both private and government owned media lack some necessary skills and working tools and equipments for the daily activities. Some media even that owned by government have no transport, no recorders, no cameras and other necessary working tools. At the end of the day it is members of the public that remain unheard and unseen though radio and televisions are there.

That is why Pemba Press Club asks for the assistance to buy equipment that will enable her members from radio, television and newspapers to work professionally. Currently with 52 active members Pemba Press Club has only one computer, one recorder, one digital camera. This is not enough as some of our members are freelancers and depend directly on this organization for working tools. As a media organization Pemba Press Club will devise a means that will enable journalists and other members to make use of these equipment to improve the news and programme production in their respective media. In line with this we think that it will be important for our members to get training in some specialized area in order to keep them in position of serving their audience with news, programme they want as they help the community to raise their voice.

We in Pemba Press Club believe that if we will be assisted to build our capacity in terms of equipment and working tools and trainings in some specialized areas, all our member will benefit.

2 DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of this project are 54 members of Pemba Press Club. The availability of equipment will enable these members to work properly and improve the performance of their radio, newspapers and television. Focus is on communication for development and development issues as treated by the media. Potentially, the Press Club will develop a corps of trainers to train staff and volunteers of the Micheweni Multimmedia Centre.

3. DEVELOPMENT OBJECTIVE:

The projects contributes to the development of Pemba Island, Zanzibar and Tanzania at large by improving the professionalism of journalism in the Pemba island and increasing their access to working tools and hence improve freedom of expression and people's participation through the media.

4. IMMEDIATE OBJECTIVES:

- Equip the Press Club with multimedia workstations and digital media.
- Train the 54 members in digital media and using communication tools for development; train trainers.

5. PROJECT OUTPUTS:

The Press Club digitally equipped for multimedia training; 54 journalists trained; a corps of journalist trainers ready to assist in training in other centres such as the Micheweni Community radio.

6. ACTIVITIES:

Activities to be conducted are:

- To purchase equipment (computers, cameras, recorders, scanners)
- To conduct ten days trainings for Pemba Press Club members. The training will be conducted in Kiswahili language
- Project launching, monitoring, evaluation and reporting.

7. PROJECT INPUTS:

- Two facilitators
- Training materials preparations
- Six computers windows based 2GB/160GB, +2 GHz clock speed, 15 inc screen or better, complete with basic Microsoft software (Windows, Explorer, Microsoft Office 2007 or better, Adobe Acrobat professional, Adobe Photoshop, Adobe Premium and Aftereffects, Illustrator, Designer)
- Four video cameras DV magnetic band, 10 x optical zoom Sony PCE108 or better but not PCE1000 series; or equivalent in Canon, JVC.
- Stock of 100 DV magnetic tapes and 3 sets of batteries per camera • One LCD projector
- 2 multifunction printers (scanner, photocopier, printer) Canon, Epson preferred
- Stock of 100 batteries
- Four digital still photo cameras, bridge type Panasonic Lumix FZ50 or better recommended
- Stock of 3 storage chips and 3 batteries per camera
- Six AVS regulators

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Contracting purchase of equipment and selection of trainers	X											
To receive equipments (Computers, Cameras, Recorders, Scanners) and install them			X	X								
Develop training resources		X	X									
To conduct ten days trainings for media professionals.					X							
Project Monitoring and Evaluation & Final reports.				X	X	X						

9. **INSTITUTIONAL FRAMEWORK:**

Pemba Press Club is a Non Governmental Media Organization. It was established in 2000 and officially registered in 2002. The main sources of fund in the organization are a monthly membership fees. There is also entrance fee for new members. Pemba Press club also get fund from development partners and in country media organizations. These include Union of Tanzania Press Clubs and media council of Tanzania.

At the top of organization structure of this organization there is a governing body of five members. This is highest decision making body in the issues of organization. Then there is an executive committee comprising nine members. This is headed by a chairperson of the organization. Below that there are heads of departments and at the base there are members of the organization. This organization structure has enabled Pemba Press club to conduct its activities effectively as there is a clear mark of separation of power and every problem can be referred to higher authority.

The proposed training will be delivered with the support of the Institute of Journalism and mass Communication of the University of Dar es Salaam and the Zanzibar School of Journalism.

10. **SUSTAINABILITY:**

This project will be sustained in the following ways:

- Equipment that will be purchased will be well monitored and used professionally to enhance working capacity of radio, television newspapers journalists for a long time.
- The fully equipped Press Club will be used for other similar training opportunities, such as experience sharing forums for the sake of continuous professional development of Press Club members.
- Contribution from members and some fees will be used to make some necessary maintenance when it happens that any of the equipment is out of order. This will ensure sustainability without depending funding from outside the organization.

11. **FRAMEWORK OF MONITORING:**

This project will be monitored as following:-

The head of our project department will be overall in charge of this project. He will have a duty of making sure that all steps necessary for implementation of the project are followed clearly and results recorded. In addition to that before implementation of activities the particular thing will be discussed by executive committee.

Apart from this internal monitoring Pemba Press Club will appoint the Union of Tanzania Press Clubs to monitor the implementation of this project.

There will be separate Account for funds granted by IPDC. This will enable person responsible for monitoring and evaluation to make easy follow up financial status of the project.

Project progress and financial reports will be submitted to UNESCO after every four months and at the end there will be a comprehensive evaluation and reporting of all the activities..

12. **EVALUATIONS TO BE CARRIED OUT:**

The UNESCO Communication for development mission paid a visit to the Club in August 2008, and included in its report, its findings about the Club.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The head of Pemba Press Club project department, Mr. Ali Mbarouk will have a task of submitting project progress reports and financial reports. He is a journalists by profession and has skills in project management.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	1982 - 1984
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
PDC/19URT/01 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000 (FIT-Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
PDC/49 URT/01 354 URT 5053 (plus France)	30,000	JOURNALISM TRAINING CENTRE	2006-2007
PDC/51 URT/01 354 URT 5061	14,000	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	2007-2008
PDC/52 URT/01 354 URT 5071	27,500	TANZANIA:"SPEAK WITH FREEDOM" TV TALK SHOWS	2008-2009
PDC/52 URT/02 354 URT 5072	24,200	TANZANIA:KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)	2008-2009
Total United Republic of Tanzania: US\$ 447,200+ US\$75,710 (FIT)			

As for preparatory activities prior to the submission is, we have an office with enough space to keep our equipment. Also the office has electricity and is secure as we have a security guard

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
6 pcs computers windows based 2GB/160GB, +2 GHz clock speed, 15 inc screen or better, complete with basic Microsoft software (Windows, Explorer, Microsoft Office 2007 or better, Adobe Acrobat professional, Adobe Photoshop, Adobe Premium and Aftereffects, Illustrator, Designer) each \$2,500	15,000
Desktop computer MAC – 1 PC with applications	4500
Four video cameras DV magnetic band, 10 x optical zoom Sony PCE108 or better but not PCE1000 series; or equivalent in Canon, JVC. \$500 each	2,000
Stock of 100 DV magnetic tapes and 3 sets of batteries per camera	400
One LCD projector \$800	1,200
2 multifunction printers (scanner, photocopier, printer) Canon, Epson preferred \$165	330
20 digital voice recorders, Newsmy preferred \$70 each	1400
C band Satellite dish and receiver 1 pc	450
stock of 100 batteries	150
Four digital still photo cameras 12 Mpx, bridge type Panasonic Lumix FZ50 or better recommended \$700 each	2,800
Stock of 3 storage chips and 3 batteries per camera.\$150	350
Six AVS regulators \$150 each	900
Wireless CDMA/3G Internet modem	200
Ten days trainings for the 52 Pemba Press Club members; \$10 x 52 pax x 10 days	5,200
Facilitator (University of Dar es Salaam); 200 x 5 days	1,000
Facilitator Zanzibar Journalism Institute 200 x 5 days	1,000
Training materials development \$100 x 5 days x 2 pax days	1,000
	8,200
TOTAL	US\$37,880

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Administrative and other running costs, including local travel and stationery costs	3,800
Office rent	700
Project supervisor	1,200
Project monitoring, evaluation and reporting	500
TOTAL	US\$6,200

TOGO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING IN GOOD JOURNALISM PRACTICES FOR MEDIA PROFESSIONALS
2.	NUMBER	PDC/53 TOG/01
3.	CATEGORY OF MASS MEDIA	Radio, television and print media
4.	IPDC PRIORITY AREA	Human resource development; promotion of freedom of expression and pluralism
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$53,400
8.	AMOUNT REQUESTED FROM IPDC	US\$39,500
9.	PROJECT BENEFICIARY	Journalists, media enterprises, government and civil society
10.	IMPLEMENTING BODY	Union des Journalistes Indépendants du Togo (UJIT), BP 81213, Tel.: (+228) 22146 62, Fax: (228) 221 4663, Email: ujitogo@yahoo.fr
11.	PROJECT LOCATION	Lomé
12.	PROJECT PREPARED BY	Mr TETTEH Adje K. Crédo, Secretary-General of the UJIT
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The independent media in Togo has had an exceptional track record since the launch of the democratisation process in 1990. Despite obstacles to press freedom, and the intimidation it has been subjected to, the Togolese media plays a very important role in the reinforcement of the democratic process in the country. Togo, thanks to the European Union and its external partners, is currently taking steps towards reinforcing the rule of law. The country currently boasts some one hundred newspapers, a dozen or so television stations and around 70 commercial and community radios.

Unfortunately, unlike the evolution in the country's political status, that of its journalists is marked by a lack of training, resulting in an inadequate understanding of the basics of the profession and of their role in the development of good governance. Training and capacity-building have now become crucial issues.

Although one of its foremost missions is to provide training for journalists, the UJIT, due to a lack of adequate resources, has failed to fully meet the challenges of catering to journalists' needs in terms of initial and further training, which are essential for the defence of press freedom and freedom of expression.

Faced with this situation, the UJIT feels that it is urgent to train local journalists and media professionals, and raise their awareness so that they can play their rightful role in the establishment of democracy in our 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.

2. DESCRIPTION OF THE TARGET GROUP:

The project beneficiaries are 65 public- and private-media journalists, from the print and urban and community audiovisual sectors, as well as the population of Togo, which will enjoy more high-quality information on themes of major interest.

3. IMMEDIATE OBJECTIVE:

To organize two 6-day workshops on journalism basics for 40 journalists and media professionals from every corner of Togo, and two 6-day workshops for 25 journalists and media professionals on the theme of "*Journalism and good governance*".

4. DEVELOPMENT OBJECTIVE:

By building the capacities of Togolese media professionals, the project will contribute to the emergence of a strong and independent press. Additionally, the workshops on good governance, which will be held in the period leading up to the 2010 elections, will contribute to the development of democracy and good governance by building journalists capacities.

5. PROJECT INPUTS:

Six trainers capable of providing instruction in the themes addressed during the two weeks of training provided for in the project.

For the training: Training room, trainers, accommodation, catering for the participants, transportation, supplies and stationary, teaching material, communications, coordination, writing up of the report.

Equipment: Recorders for field assignments carried out by the journalists in training; computer for the writing of articles, the archiving of documents and the editing of audio productions; printer of the print out of articles; UPS to prevent damage to hardware following power cuts.

6. PROJECT OUTPUTS:

Forty journalists and media professionals from around the country exercising their profession while observing the basics of journalism; 25 journalists and media professionals contributing to the development of good governance through their publications and audiovisual productions.

7. ACTIVITIES:

Training:

A 6-day course on the fundamentals of journalism will be organised in the conference room of the hotel-headquarters in Kara (more than 400 km from Lomé). It will be attended by 40 journalists and media professionals from the print and urban and community audiovisual media.

A 6-day course on journalism and good governance will be organised at the hotel-headquarters in Kpalimé (120 km from Lomé). It will be attended by 25 media professionals from 25 editorial offices around the country.

The two courses will be conducted by qualified communication and information professionals.

Equipment:

15 recorders for field assignments carried out by the journalists in training; computer for the writing of articles, the archiving of documents and the editing of audio productions; a printer of the print out of articles, and a UPS to prevent damage to the hardware.

8 WORK PLAN

ACTIVITIES/MONTH:	1	2	3	4	5	6	7	8	9	10	11	12
Hiring of trainers			x									
Acquisition of equipment			x									
Acquisition of teaching aids			x									
Selection and notification of workshop participants			x		x							
National Workshop no. 1 on the basics of journalism				xx								
National Workshop no. 2 on journalism and good governance						xx						
Submission of activity reports				R		R	GR					

9. INSTITUTIONAL FRAMEWORK:

The *Union des Journalistes Indépendants du Togo* (UJIT) is an apolitical, non-profit organisation founded in 1993, pursuant to the law of July 1st, 1901. Its mission is to defend the material and moral interests of journalists working for the independent media, and to promote press freedom. It is administered by a 7-member Executive Board comprising a Secretary-General, and Administrative Secretary, a Financial Secretary, a Secretary for Information matters, a spokesperson, a Secretary for organisational matters and two

Advisors. Ultimate responsibility for the UJIT lies with its Secretary-General. The UJIT derives its resources from membership fees, members subscriptions, private, public, national and international subsidies, donations, aid and bequests. The UJIT's resources and expenses are managed by the Financial Secretary, under the supervision of the Executive Board, in accordance with international standards. Each year, the Board submits a financial report to the General Assembly.

For the proper conduct of this project, the UJIT will seek the support of national experts with extensive experience in the training of journalists and trainers. The UJIT's Executive Board meets once a week to discuss matters concerning the life of the Union, and to plan and implement their project activities. In this respect, UJIT's Executive Board, through its secretary-General, will maintain contact with the UNESCO Regional Office in Dakar.

10. SUSTAINABILITY:

In addition to organising the training workshops, the UJIT will support the media in maintaining a high degree of professionalism by drawing on the expertise of its most qualified members. The project will contribute to the development of a greater degree of professionalism among journalist and in the media, which will uphold good journalism practices.

11. FRAMEWORK OF MONITORING:

The implementation of the project will be jointly monitored by the two project partners, namely the UNESCO Regional Office in Dakar and the Executive Board of the UJIT in Lomé. Activity reports will be sent to BREDA on a regular basis.

12. EVALUATIONS:

Since 1993, the *Union des Journalistes Indépendants du Togo* (UJIT), has designed and conducted several training courses in collaboration with its national and international partners, which include the Friedrich Ebert Foundation, the UJAO, the FIJ, and the OIF.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Activity reports will be submitted on a monthly basis, in accordance with the work plan submitted to the UNESCO Regional Office. A final report will be submitted at the end of the project.

The various reports will be drawn up by the UJIT's Executive Board and submitted to BREDA by its Secretary-General.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/6TOG/01 350-TOG-61	60,000	Togo Development of the National Press Agency	1985 - 1988
PDC/8TOG/01 350-TOG-81	30,000	Revival of Radio Kara	1988 - 1991
PDC/17TOG/01 350-TOG-71	40,000	Multimedia Training Project for Journalists and Technicians	1997 - 1998
PDC/21 TOG/02 353TOG5011	10,000	Project in support of training courses for Togolese journalists at the Journalism Centre of Lomé	2003 -2004
		Total Togo: US\$ 140,000	

Preliminary activities

Several meetings have been held by the UJIT to determine the priority needs of Togolese media professionals in terms of training.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshop no. 1

Accommodation for the 40 participants (5 d.):	18,600
Fees for the 3 trainers (5 d.):	600
Accommodation for the 3 trainers (5 d.):	1,400
Accommodation for the 3 speakers (5 d.):	1,400
Participants' trips (46 persons):	1,750
Teaching material (46 units):	140

Workshop no. 2

Accommodation for the 25 participants (5 d.):	11,650
Fees for the 3 trainers (5 d.):	600
Accommodation for the 3 trainers (5 d.):	1,400
Accommodation for the 3 speakers (5 d.):	1,400
Participants' trips (31 persons):	465
Teaching material (31 units):	95

TOTAL: **US\$39,500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Personnel (3 agents × 3 months):	4,600
Coordinator (3 months):	2,000
Communications:	1,000
Computer (copy-writing, archives and audio-production editing):	1,745
15 audio recorders:	1,305
Printer:	780
UPS:	170
Reports:	300
Unforeseen costs and expenses:	2 000

TOTAL: **US\$13,900**

UGANDA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF NGORA COMMUNITY MULTIMEDIA CENTRE, KUMI DISTRICT, UGANDA
2.	NUMBER	PDC/53 UGA/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING
7.	TOTAL COST OF PROJECT	US\$46,300
8.	AMOUNT REQUESTED FROM IPDC	US\$23,500
9.	BENEFICIARY BODY	Ngora Community Development Initiative(NCDI). PO. Box 17, Ngora, Uganda. Contact person: Mr Valerian Ejaulu, Secretary, NCDI. Tel: 256 772640253
10.	IMPLEMENTING OFFICE	UNESCO NAIROBI OFFICE, Contact Person : HEZEKIEL DLAMINI
11.	PROJECT LOCATION	NGORA COUNTY, KUMI DISTRICT, NGORA, UGANDA.
12.	PROJECT PREPARED BY	Ngora Community Development Initiative(NCDI).
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media landscape in Uganda was until the early 1990s a monopoly of government; with one radio and, one television station, one daily government newspaper and one private, in English and one government institution training journalists at diploma level.

The liberalisation policy, in the early 1990s, opened the space for private participation in the media. Today, there are two major daily newspapers and one tabloid in English, one daily in a local language and several weeklies in at least four local languages. There are 195 licensed FM radio stations, 140 of which are operational, 27 licensed television stations, four operational. Journalism and mass media training is offered in several universities and tertiary institutions at diploma and degree levels.

Freedom of the press and media is guaranteed by the Constitution (1995), the Media Act and backed by organs like the Broadcasting Council (1996) and Media Council, which regulate the operations of media houses and protect journalists. Journalists have their own professional associations to champion their causes.

The media boom however, is concentrated in urban areas, it is elitist and commercially driven. The rural poor and illiterate are generally excluded as they don't influence or, participate actively in the programmes; the programmes do not promote their cultural identity, basic developmental needs like, primary healthcare, good governance at local levels, basic public education, agriculture or trade but instead focus on popular global issues.

The establishment of the first Ugandan telecentre at Nakaseke (1997) and later upgraded by UNESCO into a CMC, opened a ray of hope and opportunity for the poor in rural areas to access information and programmes that address their immediate concerns. This project will allow the local community in Ngora to develop and present radio programmes that are culturally relevant to their social-economic needs. It will also connect them to the rest of the world through internet, access to information and knowledge ordinarily not available to them.

2. DESCRIPTION OF THE TARGET GROUP:

The target group is the local community of Ngora county, Kumi District; with a total population of 101,867 (2002 census), 48,755 male, 53,112 female.

The population is essentially rural (98%); 50% of which is children below 15 years; the literacy rate is at 62% of population above ten years; only 6% live in housing units with permanent roof materials; 57% of households receive information by "word of mouth", and 39% have a radio set; and 99% use firewood or charcoal for cooking. The population is dependent on peasant farming and cattle keeping.

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. As life returns to normal, there is need to fight the deprivation and to promote reconciliation with and reintegration into normal co-existence with neighboring tribes.

3. DEVELOPMENT OBJECTIVE:

To contribute to poverty alleviation, promotion of human rights and democracy through empowerment of communities through dialogue and access to information.

4. IMMEDIATE OBJECTIVES:

- To establish within a community multimedia centre (CMC) that will engage the population of the Ngora country, Kumi district in facilitating self-expression, sharing and accessing information, knowledge and skills;
- To train ten (10) fulltime and volunteer community radio producers;

5. PROJECT OUTPUTS:

- A well equipped FM radio station producing local content programmes with the participation of the community;
- Ten radio presenters/producers trained in community radio operation and management;
- Teachers, students and community members acquired skills in the use of computers and Internet.

6. ACTIVITIES:

- Building partnerships with local institutions;
- Recruit core project workers/volunteers;
- Identify buildings for the CMC;
- Refurbish buildings and provide furniture;
- Capacity building:
- Hands-on attachment of CMC core staff at an existing CMC;
- On-site training of CMC volunteers;
- Acquisition and installation of CMC equipment.
- Content production and CMC commissioning

7. PROJECT INPUTS:

- Renovated CMC building with electrical fittings and furniture;
- Training of 10 CMC staff and volunteers;
- Community radio broadcasting and field recording equipment;
- Computer equipment and Internet connection.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify buildings for the CMC and refurbish the buildings and provide furniture	■	■	■									
Building formal partnerships with local institutions				■								
Recruit core project workers/volunteers					■							
Acquisition and installation of CMC equipment					■	■	■	■				
On-site training of volunteers and content production									■	■	■	■
CMC commissioning											■	
Reporting												■

8. **INSTITUTIONAL FRAMEWORK:**

The Ngora Community Development Initiative(NCDI) is a not-for-profit organisation that has been established to mobilize the community towards addressing its development challenges. It was founded in 2006 but has been officially registered in 2008 as a community based organization (CBO). The organization enjoys support from the Ngora local authorities, schools, churches and the general local population. Its programmes have been largely funded through its local partnerships. The NCDI has been involved in community programmes ranging from youth education through drama groups to campaigns on HIV/AIDS prevention.

9. **SUSTAINABILITY:**

The project is built around public private partnerships represented by institutions, not individuals i.e. Local Councils III, schools, religious bodies and NGOs. The NCDI is committed to meeting the recurrent costs as well as (later) replacement costs for equipment. The CMC will also generate income from radio announcements, video shows, internet and ancilliary services. Periodical fundraising drives will be key long-term strategic events of the CMC.

There are several primary and secondary schools in the county, a primary teacher training college, a hospital with a nurses' training school and vibrant trading centres and a township. All these institutions will provide a solid user-base for the proposed CMC services.

10. **FRAMEWORK OF MONITORING:**

While the UNESCO Nairobi Office will monitor implementation of the project, the Uganda Broadcasting Council as the local authorizing body for broadcasting in Uganda will also monitor the performances of the CMC.

12. **EVALUATIONS CARRIED OUT:**

No feasibility studies specific to this project, have been done. However, the project draws from the experiences of 6 UNESCO supported CMCs in Uganda, and from the reports of the process on the **Formulation of A Communication and Information Policy for Uganda** (1998), which noted that there was need to democratise communication by addressing “the present imbalances especially between the rural and the urban, and between the poor and rich and to benefit all the disadvantaged ...”, and that relevant information is collected, processed, packaged and disseminated to all target groups...”

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

The reporting will be carried-out by the project initiator, The Ngora Community Development Initiative (NCDI), Contact person: Mr Valerian Ejaulu, Secretary, NCDI. The NCDI also enjoys the support of the Uganda National Commission for UNESCO regarding this project and where necessary the Commission will monitor the project’s reporting.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5UGA/09 350-UGA-51	45,000	Uganda	1985 - 1987
		Feasibility study and assistance for the rehabilitation of broadcasting	
PDC/10UGA/01 352-UGA-01 352-UGA-31	70,000 20,000	Manpower planning and development for the Ministry of Information and Broadcasting	1990 - 1994
PDC/14UGA/01 352-UGA-41	60,000	Improvement of radio coverage in rural areas	1994 - 1997
PDC/18UGA/01 352-UGA-91	35,000	Uganda Newspapers Editors and Proprietor Association (UNEPA)	1999 - 2000
PDC/51UGA/01 354-UGA-5061	26,900	UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT	
PDC/51UGA/01 354-UGA-5062	12,500	UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT	2007-2008
PDC/52UGA/01 354-UGA-5071	39,600	UGANDA:STRENGTHENING JOURNALISM TRAINING AT MAKERERE UNIVERSITY	2008-2009
Total Uganda: US\$ 309,000			

- As part of the project preparation, the Uganda National Commission for UNESCO sent a mission to Ngora and met Mr. Joseph Ongodia-Okwatum, Local County III Chairman, Ngora sub-county; Mr. Valerian Ejalu, Principal St. Aloysius Primary Teachers' College, Ngora and also engaged with some opinion leaders about the feasibility of the project. The purpose of this mission was to confirm community support and involvement after NCDI had presented the proposal to the Uganda National Commission for UNESCO. There are indications that they would commit financial and material resources to the project. The Uganda NATCOM will also provide technical back up for the project.
- A provisional broadcast licence for one year has been acquired** (copy attached) from the Broadcasting Council. The renewal of the licence is subject to the implementation of this project. We have also approached Kiyita Family Alliance for Development, a local NGO, which is in partnership with a USA agency that has expressed interest in supporting the project. Their further participation will be influenced by the outcome of this request.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Broadcasting Studio and Transmission Equipment	Unit Price	No. items	Cost US\$
Mixing console with w. studio switch, built-in tel. Hybrid:	3,000	1	3,000
Studio 1" capsule condenser microphone	125	4	500
Monitor speakers (pair) built-in amplifier:	500	2	1,000
Headphones:	50	4	200
4-way headphone amplifier:	100	1	100

Soundcard:	100	1	100
Line driver Ultra Di Pro	150	1	150
Microphone stands	50	4	200
Shielded audio cable (100 m.) with 30 XLR male/female connectors and 30 RCA connectors	300	1	300
P4 audio editing computer	1,200	1	1,200
Uninterrupted power supply 350 VA:	100	1	100
FM Transmitter 300 watts	2,000	1	2,000
Antenna bay 4 layers, omni directional:	1,000	1	1,000
Antenna feeder 50 metres:	300	1	300
30 meter antenna mast	2,500	1	2,500
Equipment transportation and installation	500	1	500
Sub-total			13,150
Field recording equipment:			
Portable Recorders	200	4	800
Headsets	50	4	200
Microphones	75	4	300
Sub-total			1,300
Content production	1,000	1	1,000
Training :			
Hands-on attachments of 3 core CMC staff members	3 x \$50	21 days	3,150
Sub-total			3,150
ICT equipment:			
Printers	500	2	1,000
Digital camera	300	1	300
Local area network (hub, cables and connectors)	2000	1	2,000
Internet connection installation	1000	1	1,000
Initial 12 months Internet subscription @ \$50 per month	50	12	600
Sub-total			4,900
Total Contribution Requested from IPDC:			US\$23,500

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

Staff salaries and wages (3 persons x \$100 x 12 months)	3,600
Renovation of building	3,000
Furniture and fittings	2,000
Utilities	700
Report writing	500
Administration, meetings and local transport	1,000
10 x Computers (10 x \$1,200)	12,000
Sub-total	US\$22,800

ZAMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF SAMFYA COMMUNITY RADIO STATION
2.	NUMBER	PDC/53 ZAM/01
3.	CATEGORY OF MASS MEDIA	Community Media
4.	IPDC PRIORITY AREA	Mass Communication
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$23,000
8.	AMOUNT REQUESTED FROM IPDC	US\$16,000
9.	BENEFICIARY BODY	Samfya Community
10.	IMPLEMENTING OFFICE	Zambia National Commission for UNESCO
11.	PROJECT LOCATION	Samfya District
12.	PROJECT PREPARED BY	Samfya Community Radio Steering Committee C/O District Commissioner P.O. Box 720050 Samfya District ZAMBIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Samfya, is a district in Luapula, the North Eastern Province of Zambia. It covers an area of 10,329 square kilometres. Lake Bangweulu, the Luapula river and the extensive Bangweulu wetlands as well as marshes take up huge tracts of land totalling about 75 percent of the District. It is estimated that 180,000 inhabitants live in this district. These live in villages and hamlets dotted across tracks of land on the islands of the wetlands

Samfya is about 700 kilometres from Lusaka the capital city of the country which is also the country's media hub. The national radio signal barely reaches this area and the country's newspapers comprising of a few dailies and rare weeklies, all based in Lusaka, reach this area with stale information and often of less relevance to the people of this district who eke a living as subsistence farmers and fishermen.

Poverty is rife in this district so are problems of the communities' livelihoods. Realising this, communities have united to find common solutions to their very precarious situation. Recognising that their land settlement pattern is itself a hindrance for effective mobilisation for development and motivated by the desire to improve their well-being the community has decided to establish a community radio station that will primarily help them in empowerment and relevant poverty alleviation endeavours hence the submission of this request.

Information to be shared on the community radio will be designed to better respond to the local needs of the community. It is accepted that there is no better medium for this than a community radio station as its establishment means having more local, relevant programmes, active participation and ownership by the community members. Development must start with the people who need it as opposed to that planned by bureaucrats usually away from local realities.

2. TARGET GROUP:

- Samfya District community members
- Samfya surrounding communities including also the islands areas

3. DEVELOPMENT OBJECTIVE:

To empower the marginalised and poor communities of Samfya and surrounding Islands

4. IMMEDIATE OBJECTIVES:

- To provide information needed to empower people in Samfya in order for them to be proactive in confronting the challenges of poverty alleviation.
- To train competent radio reporters and producers
- To set up a Community radio Station.

5. PROJECT OUTPUTS:

- (1) Twenty trained and competent volunteers in news collection, editing and production
- (2) Trained group of community members in radio management techniques
- (3) Production and broadcasting of a series of radio programmes

6. ACTIVITIES:

- Train radio staff and management
- Procure radio equipment and accessories
- Install equipment
- Carry out test transmission
- Formally launch the radio
- Impact evaluation of programmes broadcast

7. PROJECT INPUTS:

- Consultant to undertake feasibility study
- Training of radio management and staff
- Purchase of equipment
- Installation and testing of equipment
- Formal Launch of radio
- Programme production and broadcasting
- Programme impact evaluation.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
▪ To procure radio equipment and other supporting equipment								X				
▪ To install equipment										X	X	
▪ To train personnel in running a community radio station.												X
▪ To carry out test transmission	X	X	X	X								
▪ To commission radio station						X						
▪ To produce and broadcast programmes						X						
▪ Impact evaluation of programmes						X						

8. INSTITUTIONAL FRAMEWORK:

This project will be implemented by the Samfya Community Radio Board Members in collaboration with Zambia National Broadcasting Corporation (Engineering), Zambia Institute of Mass Communication (training) and the Ministry of Information and Broadcasting Services (licensing).

9. SUSTAINABILITY:

This project will be sustained through the collaborative efforts of multiple stakeholders including faith based organisations, associations of farmers and fishermen and others committed to the success of the project. Air time will also be sold to generate some income.

10. FRAMEWORK OF MONITORING:

The project will be monitored by the Zambian National Commission for UNESCO, the UNESCO office in Harare and the Zambian Ministry of Information & Broadcasting Services.

11. EVALUATIONS CARRIED OUT:

- UNESCO Harare provided a consultant to undertake a project feasibility study. His conclusions were that the District indeed deserves a community radio and that civil society organisations could optimise the use of the radio. According to the report, the District needs support in acquiring the production and transmission equipment. UNESCO has commenced some technical assistance by facilitating the election and training of the radio's Board Members. Funds were also provided to assist with the refurbishment of the radio building.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Six monthly reports will be provided to UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/6ZAM/01 350-ZAM-61	60,000	Zambia	1985 - 1988
		School of Mass Communication	
PDC/14ZAM/01 352-ZAM-41	50,000	Computer equipment for type-setting local vernacular newsletters	1994 - 1997
PDC/15ZAM/01 352-ZAM-51	65,000	Mobile video projection units	1995 - 1997
PDC/18ZAM/01 352-ZAM-81	55,000	Rural Media Centre/Community radio	1998 - 1999
PDC/20ZAM/01 353-ZAM-01	55,000	Computerization of Zambia National Broadcasting Corporation Newsroom	2000 - 2003
PDC/23 ZAM/02 354 ZAM 5031	22,000	Mkushi Community Radio Station	2004 - 2005
PDC/49 ZAM/01 354 ZAM 5051	20,000	CAPACITY BUILDING OF A CHILDREN'S NEWS ROOM	2006 - 2007
PDC51 ZAM/01 354 ZAM 5061	20,000	CAPACITY BUILDING OF A CHILDREN'S NEWS ROOM	2007-2008
PDC52 ZAM/01 354 ZAM 5071	24,200	ZAMBIA: TRAINING IN NEW COMMUNICATION TECHNOLOGIES FOR THE COMMUNITY RADIO STATIONS	2008-2009
Total Zambia: US\$ 351,200			

D. BUDGET:**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Transmitting equipment	6,455
500 Watt S/S Stereo Comprising 25 Watt stereo Exciter&500 Watt Amplifier	
Air conditioner	1,000
Antenna tower, brackets, harness and cables	1,500
2-Programme Production Computers	1,700
Audio mixing console 3 mic/line hybrid modules	2,345
Radio Automation software; professional sound card, dual CD player with jog wheel, microphones, on air tally light system etc.	1,500
Radio programmes production course, meals/out-of-pocket allowance (20x5@\$10)	1,000
Air freight and insurance Johannesburg-Lusaka	500
TOTAL	US\$16,000

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

Renovation of building and premises	4,000
Volunteer staff	2,000
Application for Broadcast license	1,000
TOTAL	US\$7,000