



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

**PART I
AFRICA**

**NEW PROJECTS SUBMITTED TO THE
IPDC**

**PART II
ARAB REGION**
(final draft)

IPDC BUREAU
(Fifty-seventh meeting)

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20-22 MARCH 2013

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BENIN

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DES CAPACITÉ EN MATIÈRE D'ÉQUIPEMENT TECHNIQUES D'IMPRIMERIE ET DE FORMATION
2.	NUMÉRO	IPDC/57 BEN/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation
7.	COÛT TOTAL DU PROJET	38 750 USD
8.	MONTANT DEMANDÉ AU PIDC	29 980 USD
9.	BÉNÉFICIAIRE DU PROJET	Mensuel "MADAME AFRIQUE" 05 BP 1914 Cotonou Tél: +229 97682290 Email : madafric@yahoo.fr
10.	MAÎTRE D'ŒUVRE	UNESCO Accra Contact : M. Ronald David Kayanja E-mail : rd.kavanja@unesco.org
11.	LOCALISATION	Benin
12.	PROJET PRÉPARÉ PAR	ZANKLAN G Bernard avec le soutien de Monsieur Ronald D. KAYANJA, Conseiller au développement de la Communication, UNESCO Accra
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

La presse béninoise a joué un rôle de premier plan dans l'avènement du processus démocratique en République du Bénin. Les médias de notre pays continuent d'assumer leur mission de veille depuis l'historique conférence nationale des forces vives de la nation de février 1990 qui a propulsé le Bénin aux premières loges des pays africains les plus stables au plan sociopolitique. Le pluralisme politique et surtout la liberté de la presse caractérisée par l'émergence d'une presse dynamique garantit les alternances pacifiques au pouvoir depuis 1991. Ceci est une réalité qui crève les yeux, mettant le Bénin (1^{er}) en tête de peloton des nations africaines et 25^{ème} sur les 167 Etats du monde où la liberté de la presse est la mieux respectée, selon le rapport (2005) de l'Association «Reporters sans Frontières». Une performance qui a enregistré malheureusement une baisse de forme liée à plusieurs facteurs dont le manque de professionnalisme de certains acteurs des médias. Cette situation, loin d'être irréversible, peut être encore très bien améliorée à travers un réel et conséquent accompagnement des différents partenaires intervenant au plan de la promotion de la bonne gouvernance, du développement des médias et de la liberté de la presse. La volonté manifeste du citoyen béninois est de consolider et sauvegarder durablement ces acquis démocratiques et voir la presse pouvoir continuer à jouer sa partition afin de garantir une meilleure stabilité politique et une croissance économique du pays à travers des animateurs professionnellement compétents et outillés, au fait des questions de développement à la base.

Ce boom médiatique a généré au Bénin jusqu'en 2008, le tableau ci-après ;

- 40 journaux quotidiens
- 25 périodiques
- 04 chaînes de télévisions
- 73 radios qui animent le paysage médiatique du pays profond.

Cette situation a très tôt révélé une série de difficultés et de défis à relever pour accompagner un véritable développement des médias en général et particulièrement, le domaine de la femme , dont le mensuel d'informations et d'analyses du nouveau style de vie féminin "MADAME AFRIQUE" s'est fixé pour mission d'informer les populations, notamment les femmes sur leurs devoirs et droits, susciter une réflexion sur les droits et devoirs de la femme et sur son rôle dans le développement de la Nation,. Amener les autorités politico administratives et traditionnelles ainsi que des acteurs locaux à se préoccuper davantage de l'intégration sociale de la femme en leur propre milieu afin de les converger vers des engagements collectifs pour des solutions durables aux besoins de développement.

Le Mensuel "MADAME AFRIQUE" qui reste à la pointe du combat de l'épanouissement de la femme noire, de la santé de la mère et de l'enfant, de sa promotion sociale, de la défense des intérêts de la gent féminine à travers la presse spécialisée féminine, propose également dans chacune de ses parutions un dossier sur un sujet d'intérêt ayant trait à la culture générale.

Seul Hebdo féminin dans l'univers médiatique béninois, "MADAME AFRIQUE" a surtout pour disposition particulière de combler un déficit d'informations, favoriser une interaction avec la population béninoise toute entière, les populations féminines estimées à 55% , la population africaine ,celle du monde entier en générale et de l'appui en matière d'impression à apporter aux organes de presse écrites démunis.

Les responsables du mensuel "MADAME AFRIQUE" reconnaissent aujourd'hui que le journal a du plomb dans les ailes. Parce que confronté à d'énormes difficultés dans la finition des travaux d'imprimerie, les

livraisons dans les délais, la qualité des travaux, le traitement des maquettes et d'autres obstacles, tel que le diktat des imprimeurs qui deviennent par la force des choses le dernier maillon de la chaîne de nos parutions.

L'objectif que s'est fixé ce projet est celui d'apporter une plate forme technologique à l'ensemble des bénéficiaires, et un renforcement de capacités pour plus de maîtrise afin qu'ils puissent offrir en retour aux populations locales, des prestations et des services informationnels.

Les actions entreprises pour y parvenir se sont traduites par la formation et la remise à niveau en perfectionnement de trois (3) jours par semaine sur deux (2) mois, dans des modules appropriées à chaque discipline, à savoir :

- Perfectionnement de deux (1) techniciens d'imprimerie
- Perfectionnement d'un (1) laboratins
- Perfectionnement de deux (2) graphistes
- Perfectionnement d'un (1) comptable
- Perfectionnement d'un (1) directeur commercial

2. DESCRIPTION DU GROUPE CIBLE :

Le journal d'Informations et d'Analyses du nouveau Style de Vie Féminin "MADAME AFRIQUE" a une vocation régionale. Dans ce contexte, le groupe cible, c'est d'abord le journal "MADAME AFRIQUE", les animateurs et techniciens, et puis les organes de la presse écrite au Bénin.

3. OBJECTIF DE DÉVELOPPEMENT :

- Implantation d'une machine imprimerie de presse.
- Renforcement des capacités du personnel,
- Améliorer les conditions de travail
- Améliorer la qualité de la production par une plus grande implication de professionnels
- Accroître le rendement
- Apporter une contribution au développement de la presse écrite béninoise.
- Apporter un appui substantiel en matière d'impression aux organes de presse écrite qui souffrent des dicta des imprimeurs par une bonne qualité de prestation et de réduction de coût d'impression.

4. OBJECTIFS IMMÉDIATS :

- Implanter une machine d'imprimerie
- Renforcement des capacités en technique d'édition
- Création d'un site internet

5. RÉSULTATS ATTENDUS :

- Doter le mensuel d'Informations et d'Analyses du Nouveau Style de Vie Féminin « MADAME AFRIQUE » d'une machine d'imprimerie performant pouvant servir à l'édition des journaux et magazines.
- Renforcement des capacités intellectuelles et techniques des animateurs du mensuel
- Accroître la production en quantité et en qualité.
- Implanter des correspondants dans tous les départements et progressivement dans des pays africains et d'ailleurs
- Réduire les coûts de fabrication des journaux

- Contribuer au développement de la Communication en mettant ce puissant outil de développement de la presse, qu'est l'imprimerie au service du paysage médiatique béninois.

6. ACTIVITÉS :

- Acquisition d'une machine d'imprimerie G T O et accessoires
- Installation - Essai- mise en marche -
- Perfectionnement de UN (1) techniciens d'imprimerie
- Perfectionnement de UN (1) graphistes
- Perfectionnement de UN (1) comptable
- Perfectionnement de UN (1) directeur commercial

7. INVESTISSEMENTS :

- Acquisition d'une machine d'imprimerie G T O et accessoires
- Acquisition d'un insoleur
- Acquisition d'un perforateur manuel
- Acquisition d'un MASSICO ouverture 70
- Acquisition des agrafeuses géantes
- Acquisition des produits – solution de mouillage- correcteurs-lait- plaques positives
- Création d'un site Internet

8. PLAN DE TRAVAIL :

ACTIVITÉS / MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Prospection : Recherche-Etude du marché	■											
Acquisition d'une machine d'imprimerie et accessoires		■										
Installation-Essai- Mise en marche			■	■								
Perfectionnement de technicien d'imprimerie (trois cours par semaines sur deux mois)				■	■	■						
Perfectionnement d'un directeur commercial				■	■	■						
Perfectionnement de graphistes en 24 cours sur deux mois				■	■	■						
Perfectionnement d'un laboratin d'imprimerie en 16 cours sur deux mois				■	■	■						
Perfectionnement d'un comptable								■	■	■		
Rapports d'activités				■				■				■

9. CADRE INSTITUTIONNEL :

L'imprimerie du mensuel "MADAME AFRIQUE" emploiera un responsable administratif et financier, deux imprimeurs professionnels à plein temps. Les ouvriers contractuels appuieront les activités de l'imprimerie. L'implantation des équipements, leurs mises en service ainsi que la formation du personnel de production seront assurés par des techniciens professionnels de talent expérimentés nationaux dont certains ont servi dans les réalisations d'envergure nationale. Le commercial déjà formé, travaillera avec le responsable administratif et financier.

10. VIABILITÉ A LONG TERME :

La décision d'implanter une imprimerie fait suite à une étude prospective qui a fourni les resultants pour la prise de décision et à la formulation du projet. Le projet est conçu pour accroître les rendements, améliorer la qualité de production et faire bénéficier les organes de la presse écrite du paysage médiatique béninois. L'idée d'implanter une imprimerie de presse a été bien accueillie dans le monde des médias. Cela s'est vérifié aussi bien auprès des organisations des professionnels que du patronnât de la presse. L'implantation d'une imprimerie de la presse digne de nom, au service des organes de presse, est un véritable outil de promotion et de développement de la presse écrite et, celui de la communication.

11. SUIVI DU PROJET :

Le Conseiller au Développement de la Communication UNESCO Accra et le Conseil National du Patronnât de la Presse et de l'Audiovisuel au Bénin (CNPAB) sont habiletés a suivre la réalisation du projet.

12. ÉVALUATIONS EFFECTUÉES :

A la lumière de l'étude de faisabilité effectuée sur l'étendue des départements, les plus consommateurs de la presse écrite, il s'est révélé que l'implantation d'une imprimerie performante apportera à coup sûr une amélioration dans la production du journal "MADAME AFRIQUE" Les coûts de fabrication seront réduits. Le travail de l'impression sera suivi. Le renforcement des capacités apportera des améliorations dans la qualité de la production.

Dans cette étude, il est ressorti que l'implantation d'une imprimerie sera pour les organes de la presse écrite une opportunité de réduire les coûts de fabrication étant donné que l'imprimerie se consacrera spécialement à l'impression des journaux.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Le mensuel d'Informations et d'Analyses du Nouveau Style de Vie Féminin "MADAME AFRIQUE" s'engage à produire tous les quatre mois, un rapport d'activités.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Un machine d'imprimerie G T O et accessoires	16 000
Un (1) Insoleuse	3 410
Un perforateur manuel	1 810
Un (1) Massicot	2 030
4 Agrafeuses géantes- 4 numéroteurs -10 solutions de mouillage- 10 correcteurs à pattes de 500grammes - 10 laits	1 150
Monitoring	2 860
Sous total: Acquisition de machine d'imprimerie et accessoires	27 260
Formation:	
Deux (2) techniciens d'imprimerie	580

Un (1) Laborantin	570
Deux (2) graphistes	390
Un (1) comptable	500
Un (1) directeur commercial	680
Sous total: Formation	2 740
Total PIDC	US\$ 29 980

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Prix en charge des salaires des stagiaires:	
Deux imprimeurs (US\$210 x 2 x 3)	1 260
Un laborantin (US\$170 x 1 x 2)	340
Deux graphistes (US\$ 170 x1 x 2)	340
Un comptable (US\$ 230 x1x2)	460
Directeur commercial (US\$ 420 x 1 x 2)	840
La location du siège abritant l'imprimerie	3 750
Frais d'installation - Mise en service	1 780
Total	US\$ 8 770

CÔTE D'IVOIRE

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DES CAPACITES DES ASSISTANTS DE MONITORING DES ORGANES DE REGULATION ET D'AUTOREGULATION DES MEDIAS EN PERIODE ELECTORALE
2.	NUMÉRO	IPDC/57 IVC/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Appui financier et matériel
7.	COÛT TOTAL DU PROJET	US\$ 32 188
8.	MONTANT DEMANDÉ AU PIDC	US\$ 20 788
9.	BÉNÉFICIAIRE DU PROJET	Conseil national de la presse (CNP) Côte d'Ivoire, Abidjan Cocody Les-Deux-Plateaux, BP V 106 Abidjan Tél. 22 40 53 53 Fax. 22 41 27 90 www.lecnp.ci conseilnationaldelapresse@yahoo.fr
10.	MAÎTRE D'ŒUVRE	UNESCO, Bureau d'Accra Contact : Ronald David Kayanja E-mail : rd.kayanja@unesco.org
11.	LOCALISATION	Abidjan-Côte d'Ivoire
12.	PROJET PRÉPARÉ PAR	Konaté Doh, sous-directeur chargé du développement de la presse
DECISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Depuis 1990, les périodes d'élection en Côte d'Ivoire, comme en témoigne l'élection présidentielle de 2010, constituent des moments d'extrêmes tensions, de violence et de conflits armés dont les victimes se comptent souvent par milliers.

Les faits de violence constatés pendant ces périodes sont largement imputables aux politiques qui manipulent leurs militants et les populations. Mais, il est indéniable que les médias jouent un rôle important dans l'amplification de ces crises, de par leur inféodation, pour la plupart, aux politiques dont ils se font l'écho des discours incendiaires ou à défaut s'y substituent.

Ce comportement non professionnel de la majorité des médias ivoiriens qui n'est pas lié à la seule période des élections porte, malheureusement, atteinte aux droits individuels des citoyens et biaise le jeu démocratique qui impose aux médias privés d'assurer aux citoyens et aux candidats un accès équitable à leurs colonnes et aux médias publics un accès égal.

Les instances de régulation et d'autorégulation, garant du bon fonctionnement du secteur médiatique en Côte d'Ivoire en charge La régulation et l'autorégulation des médias, qui sont des activités relativement récentes dans la sphère médiatique ivoirienne, et comportent encore des lacunes qu'il est impérieux de combler par le renforcement des capacités des personnes en charge de la surveillance et de l'encadrement des médias.

2. DESCRIPTION DE LA POPULATION CIBLE :

La population cible est composée des assistants de monitoring des organes de régulation et d'autorégulation. de la presse et de l'audiovisuel.

3. OBJECTIF DE DEVELOPPEMENT :

Le projet de renforcement des capacités des assistants de monitoring vise à garantir le respect des règles du jeu démocratique par les médias afin de les amener à contribuer davantage à la préservation la paix et au respect des droits des citoyens.

4. OBJECTIF IMMEDIAT :

Affiner l'expertise des assistants de monitoring des médias dans le domaine de la régulation de sorte qu'ils soient en mesure de réguler de façon efficiente les médias, notamment à l'occasion des élections.

5. RESULTATS ATTENDUS DU PROJET:

- Les assistants de monitoring maîtrisent mieux les techniques qualitative et quantitative du monitoring des médias en période électorale
- Les médias sont mieux régulés en période électorale
- Les droits des citoyens sont davantage respectés par les médias ivoiriens
- L'information électorale est traitée suivant les normes professionnelles requises
- Les médias contribuent davantage à la consolidation de la paix et de la démocratie

6. DESCRIPTION DES ACTIVITES DU PROJET:

Le projet se déroulera pendant deux (2) jours sous forme d'un séminaire, en deux phases. La première phase consistera en des conférences suivies d'échanges entre les participants. La seconde partie du séminaire consistera en des ateliers au cours desquels les participants seront confrontés à des cas pratiques.

7. RESSOURCES NECESSAIRES A LA REALISATION DU PROJET:

- Deux (2) formateurs
- Documents d'analyse quantitative et qualitative du contenu des médias
- Local
- Intéressements des formateurs
- Transport des participants
- Restauration des participants
- Communication médias sur le projet
- Location de projecteur

8. PLAN DE TRAVAIL:

ACTIVITES/ MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Identification et sélection des formateurs	■											
Mise en place de la logistique		■										
Invitation des formateurs		■										
Invitation des participants		■										
Communication médias		■										
Formalités d'hébergement des formateurs		■										
Accueil des participants		■										
Déroulement du séminaire		■										
Confection du press-book		■										

9. CADRE INSTITUTIONNEL:

Le Conseil national de la presse (CNP) est l'organisme public chargé de réguler le secteur de la presse écrite en Côte d'Ivoire. Il a été créé il y a 8 ans par la loi n° 2004-643 du 14 décembre 2004 portant régime juridique de la presse. Le CNP emploie une cinquantaine de personnes réparti dans les cinq (5) directions que compte son administration dirigée par un Secrétaire général qui exerce sous l'autorité d'un président. Outre, ce personnel administratif, il dispose de douze (12) conseillers dont la mission, sous l'autorité du président, est de statuer sur les cas d'abus ou de manquements dont se rendent coupables les entreprises de presse et les journalistes, et de prendre à leur encontre les sanctions qui s'imposent.

L'essentiel des ressources du CNP proviennent du Trésor public. Il peut aussi recevoir des dons et des legs. Son budget annuel est d'environ huit cent (800) millions.

10. VIABILITE DU PROJET

A l'issue de la formation, les assistants de monitoring bénéficiaires du projet, tout en consolidant les

connaissances acquises, assureront au sein de leurs administrations respectives leur transmission aux absents et aux futurs agents, par démultiplication.

11. PLAN DE COMMUNICATION ET SUIVI-EVALUATION DU PROJET

Un plan de communication média et hors médias sera élaboré autour du projet. Ainsi les actions suivantes seront entreprises :

- Confection de banderoles à poser sur le lieu des travaux
- Encarts publicitaire dans la presse
- Avant-papiers dans la presse
- Spots publicitaires sur les médias audiovisuels publics
- Couverture média par les journaux
- Réalisation d'un press-book
- Diffusion des images (films et photos) sur le site internet du CNP
- Rédaction des rapports d'activités et financier relatifs au projet

Un groupe de travail regroupant des assistants des organismes bénéficiaires sera mis en place pour le suivi-évaluation périodique afin de s'assurer de la bonne application des connaissances reçues.

12. EXPERIENCES ANTERIEURES

Le CNP a acquis depuis sa création une somme d'expérience en matière d'organisation de séminaires, notamment à l'intention des journalistes et aux professionnels de la communication, tous animateurs du secteur de la presse et impliqués dans la fabrication du journal.

Depuis sa création, le CNP organise chaque année au moins un séminaire ou un atelier à l'intention des journalistes et professionnels de la communication.

13. RAPPORT DE L'ORGANISME BENEFICIAIRE

Le rapport du CNP sera rédigé par Konaté Doh, sous directeur chargé du développement de la presse

C. INFORMATIONS COMPLEMENTAIRES

La soumission de ce projet a été précédée par la tenue de plusieurs réunions au sein du CNP et entre agents du CNP et les autres structures de régulation et d'autorégulation.

D. BUDGET

DECOMPOSITION DE LA CONTRIBUTION DU PIDC (en dollars US)

Manuels de formation à l'analyse quantitative et qualitative	
Transport des formateurs (billets d'avion et déplacement dans la ville)	2 000
Hébergements des formateurs (150 x 3 x 2)	900
Intéressements des formateurs (2 400 x 2 x 2)	9 600

Restauration formateurs (40 x 3 x 2) + (8 x 3 x 2)	288
Location de la salle des plénières (800 x 2)	1 600
Location de deux (2) salles pour les ateliers (600 x 2 x 2)	2 400
Restauration des participants	4 000
Total PIDC	US\$ 20 788

DECOMPOSITION DE LA CONTRIBUTION DE LA STRUCTURE BENEFICIAIRE (en dollars US)	
Transport des soixante (60) participants (20 x 60 x 2)	4 800
Location de matériel didactique (projecteur) (300 x 2)	600
Communication médias (communication médias et hors médias)	6 000
Confection des diplômes de participation	
Total	US\$ 11 400

GHANA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF AN INSTITUTE FOR COMMUNICATION AT KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
2.	NUMBER	IPDC/57 CHA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training
7.	TOTAL COST OF PROJECT	US\$ 184 480
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 480
9.	BENEFICIARY BODY	Regional Institute For Communication And Development Studies, Kwame Nkrumah University of Science and Technology
10.	IMPLEMENTING OFFICE	UNESCO Accra Cluster Office Contact: Ronald David Kayanja E-mail rd.kayanja@unesco.org
11.	PROJECT LOCATION	Kumasi, Ghana
12.	PROJECT PREPARED BY	Kwasi Opoku-Amankwa, Senior lecturer KNUST (Tel: 233-208-164325) E-mail: kopokuamankwa@gmail.com; And Ronald D. Kayanja, UNESCO Accra
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Ghana has a liberal policy towards the media, which has fostered the development of media pluralism and diversity. Since 1992 when Ghana resumed multiparty democracy, there has been a phenomenal expansion in the country's media industry. Currently, Ghana boasts 198 public and private radio stations, 25 public and private television channels, and The National Communications Authority (NCA) has registered 300 newspapers (including nine dailies) and magazines. The online media, too, is a growth sector, with considerable potential for further development. The media may have increased in number, but this is not always matched by the quality, variety, or relevance of their content. With regard to reliable archive sources, the Ghana media suffers from a lack of specialist professionals coupled with insufficient national coverage. Currently, skills are acquired either on the job, or through more or less informal *ad hoc* courses, delivered by development partners. Insufficient knowledge of the basic principles of the profession among media professionals is therefore a major problem. Additionally, the proposed reform of the higher-education system provides for the implementation, in the near future, of the LMD (Licence, Masters, and Doctorate) system. Thus, new knowledge and skills will need to be acquired in the development of training curricula, course organisation and training equipment and materials. The following issues need to be addressed: The lack of course-design specialists for the development of learning / teaching programmes; The insufficient training among communication practitioners; The lack of data to measure the impact of Right To Information Programmes; The lack of equipment required for practical work, training and research.

The purpose of this project is therefore to:

- Organise consultative meetings to articulate the gaps in communication;
- Reinforce the trainer training in the area of communication for Peace and Development.
- Develop and set up the framework for research and develop quantitative and qualitative assessment of media indicators;
- Develop instructive insight to any initiative to define indicators of media development. For example, the availability of newspapers or other printed media may be of little relevance to democratic development in a rural area with widespread illiteracy, formal equality of men and women before the law may conceal differences in actual equality, women's voices must be integrated from the start of developing a system of monitoring and evaluation, and, similar considerations apply to making indicators pro-poor: much attention needs to be focused on how the poor access information, especially in rural areas where communication systems may be inoperative and illiteracy levels are high. The major objective of the project is to support the Institute to design and hold workshops, seminars and conferences inspired by the UNESCO model curriculum. The focus will be on Peace building and engendering a spirit of understanding and tolerance in the delivery of communication and information across various platforms and cultures. The results of the exercise will be of immense value in not only evaluating the model but in accessing its impact and future development
- Set up, in collaboration with UNESCO, a documentation resource centre for research and training.

2. DESCRIPTION OF THE TARGET GROUP:

This Institute will avail its resources to current and future students of Mass Media, Journalism, or Publishing Studies, wishing to specialize in Communication tracks. Heads of Media houses and practitioners wishing to upgrade their skills will benefit tremendously. The immediate beneficiaries of the project will be the media practitioners recruited into the programme on the basis of merit, who will become trainers at the new Regional Institute for Communication and Development. Since the cornerstone of any communication tool is empowerment, groups and individuals will also benefit from seminars and workshops to sharpen their advocacy skills and become educated consumers in the democratic dispensation.

3. DEVELOPMENT OBJECTIVE:

By strengthening capacity of the Institute, the project will contribute to the development of national institutions capable of providing professional training for media professionals and civil society. To use a new tool of teaching as a change agent to achieve important social goals is exciting. If the method is properly carried out and monitored the possibilities of further refining the tools should yield big dividends.

4. IMMEDIATE OBJECTIVES:

The immediate objective is two-fold. The first is to put out a new idea of propagating information through innovative techniques to professionals. The second is to enable the populations to be the active participants in their process of change in an acceptable manner.

5. PROJECT OUTPUTS:

- Communication practitioners from media houses, students and civil society advocates trained with theoretical and practical knowledge forming a nucleus of communication and development professionals and providing training in professional practices.
- The Institute is equipped with appropriate structural resources and infrastructure.
- A research and documentation resource centre set up.
- The results of the exercise will be of immense value in not only evaluating the model but in accessing its impact and future development

6. ACTIVITIES:

- Development of a trainer training programme using the UNESCO Model:
- Consultative meetings to articulate gaps in prevailing notions of communication training
- Consultative meeting on UNESCO curriculum designs
- Consultative meeting on interfaces and adaptations of training programs
- Consultative meeting on delivery and flow of information and set up framework for research and archiving
- Assemble background and materials related to the curriculum
- Assemble relevant materials on minorities and on women in society and on the discriminatory practices in our sub region.
- Acquisition and installation of equipment.
- Organize Terminal Workshop of stakeholders to wrap up work
- Publication of finding and drafting of project report

7. PROJECT INPUTS:

- Personnel: 4 Consultants and 40 participants to be trained on the modules designed for training.
- Equipment for practical training: (Radio-in-a-box, video cameras, recorders, computers etc.);
- Conference and Training space and utility cost - provided by KNUST
- Partnership with West Africa Media Foundation and other public and private institutions and organisations, to complement *de facto* membership in the academic network.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and recruitment of candidates and trainers	■	■	■									
Purchase and installation of equipment	■	■	■	■								
Elaboration of the training curriculum			■	■								
Training of trainers				■	■	■	■	■				
Evaluation			■					■	■	■	■	
Submission of reports			■				■					■

9. INSTITUTIONAL FRAMEWORK:

At the initiative of the university, the Regional Institute for Communication and Development Studies is established, with the support of media professionals and the Ministry of Communication, the ministry of Information, the National Center for Civic Education (NCCE), and the Ghana Journalists Association. The project will be implemented by the Institute in collaboration with the UNESCO office in Accra.

10. SUSTAINABILITY:

Collaboration, cooperation and partnership are the three pillars on which the implementation and sustainability of the project are based. The University will offer courses recommended by the Institute during the 2013/2014 academic year. The Institute will run seminars, discussion forum, certificate courses and ad hoc classes for groups, communities and individuals using the UNESCO model curricula. The Institute has secured the collaboration of a number of organisations, including nongovernmental organisations and civil society, the United Nations Information Centre (UNIC), universities, and bodies promoting good governance, the alleviation of poverty and the prevention and management of conflict. The Institute will be working with Bosomtwe fm (community Radio) and Focus fm (KNUST campus radio) to keep local communities and civil society engaged. These partnerships will remain in place after the end of the project activities, and will contribute to its long-term viability. Annual refresher courses, developed together with the development partners, media practitioner network and other partners, will also contribute to the viability of the project. Follow-up and ongoing upgrading of skills will be provided by a team of lecturers and trainers representing all media specialities. National training institutions will implement and monitor the training in accordance with established standards, and will set up areas of expression, including: a Centre for Documentation and Exchange--operating as a Media Centre; an Information and Meeting Centre in each region, a permanent information and exchange unit at the community level, and the publication of a regional and/or local newsletter. The proposed project will contribute to finding out the results of the Model UNESCO Curriculum tested in a real life situation. The results will also contribute to making the Model Curriculum a more relevant document for all to use.

11. FRAMEWORK OF MONITORING:

Utilizing the KNUST internal structures for monitoring and evaluation, the project activities will be monitored by an independent board in consultation with the UNESCO office in Accra in accordance with the work plan and benchmarks set for the project.

12. EVALUATIONS CARRIED OUT:

The Institute has conducted an evaluation of the media landscapes in Ashanti region and the four regions north of Ghana (Brong Ahafo, Northern, Upper East and Upper West regions). The preliminary study focussed on the number of media outlets, their operation and their audiences.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Utilising the university's internal structures for monitoring and evaluation, The Regional Institute for Communication and Development Studies will submit three activity reports to the UNESCO Office.

- Report of the consultative meeting, covering existing gaps and recommendations.
- Report of the consortium meeting with 40 participant, covering activities and recommendations.
- Cumulative final report.

C. ADDITIONAL INFORMATION

KNUST is strategically positioned and resourced to host a Regional Institute for Communications and Development Studies. KNUST is in Kumasi, the second largest city in Ghana after Accra, the national capital. Accra, in southern Ghana, is saturated with various training programs. There are ten regions in Ghana and most students and media practitioners, (especially from Ashanti and four other regions), find it difficult to access any training or research facility. The geographical location of Kumasi in the middle belt of Ghana facilitates movements to and from any part of the country. Kumasi is also accessible to the neighbouring West African countries. The social, economic and cultural life of Kumasi makes the city and hence KNUST the ideal location for a Regional Institute for Communications and Development Studies; students and trainees from both the southern and northern sectors of Ghana as well as the West African sub region can easily access the facility by road and air transport.

The Institute is seeking this partnership with UNESCO to strengthen the capacities of communication institutions, to improve the training of media professionals and to raise awareness among the public in making best use of communication resources. This assistance from the IPDC will enable the Institute hold consultative meeting on Media Training, Journalism Education and Gender Equality, which will explore and identify significant gaps in curriculum development, institutional policies and capacity building needs of media practitioners, as well as in the development of resource materials and curriculum design. In line with UNESCO General Conference Resolution 25C/104, "To encourage the free flow of information, at international as well as national levels, to promote the wider and better balanced dissemination of information, without any obstacle to freedom of expression, and to strengthen communication capacities in the developing countries in order to increase their participation in the communication process", the Institute would appreciate any modification that would enhance the project proposed.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

4 Consultants	4 880
40 Media Practitioners for Consultative meetings	28 000
Equipment for training:	
COMPUTERS (650 x 4)	2 600
LCD PROJECTORS (1200 x 1)	1 200
LASER PRINTERS 750 x 2	1 500
DIGITAL CAMERAS 650 x 2	1 300
Total IPDC	US\$ 39 480

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

VENUE (SPACE) 12 months	45 000
INSTITUTIONAL STAFF 12months	--
FURNITURE	--
2 OFFICIAL VEHICLES (running costs – fuel and drivers)	60 000
Administrative Support (coordination and monitoring)	24 000
Utilities (electricity, Water etc)	16 000
Total	145 000

LIBERIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	LIBERIA MEDIA DEVELOPMENT ASSESSMENT BASED ON UNESCO'S MDIs
2.	NUMBER	IPDC/57 LIR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Pluralism in the media
4.	IPDC PRIORITY AREA	Freedom of expression, pluralism and diversity in the media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 42 030
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 000
9.	BENEFICIARY BODY	Liberia Association of Research Fellows, LARF
10.	IMPLEMENTING OFFICE	Accra Cluster Office Contact: Ronald David Kayanja E-mail: rd.kayanja@unesco.org
11.	PROJECT LOCATION	Monrovia, Liberia
12.	PROJECT PREPARED BY	Weade Kobbah-Wureh/Coordinator Liberia Association of Research Fellows
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Liberia experienced a civil war which spanned fourteen years. Peace was brokered in 2003 and in 2005 an elected Government was installed. Since then a proliferation of print and electronic media institutions have developed in the capital Monrovia and other parts of the Country. Currently, there are more than thirty FM radio stations in Monrovia and about forty community radio stations strewn all over Liberia. There are five television stations and over twenty-five newspapers.

The national broadcaster, Liberia Broadcasting System, which transmitted radio and television programs nationally and internationally, prior to the war, was destroyed. The system is being restored and currently covers Monrovia though it relays radio programs through local community radio stations.

To feed these media institutions, three institutions of higher learning, the University of Liberia, the United Methodist University and the African Methodist Episcopal University offer courses in journalism. This is in addition to specialized journalism training offered by some international and national Non-Governmental organizations on short term basis.

Despite these developments, the actual state of the Media in Liberia is unknown. An audience survey has not been conducted for the last thirty years and no studies have been done on the status of the media taking into consideration the quality of media reports, impact of legal, national and external factors affecting the growth and development of the media and the extent of media influence on good governance.

This project seeks to assess the media environment in Liberia utilizing UNESCO's Media Development Indicators. An assessment of the media environment in Liberia will provide information on the current status of the media and assist media practitioners, policy makers, institutions of learning; and, civil society organizations in promoting international standards of the profession. Specifically, it will assist academics in providing the relevant courses necessary for media practitioners in today's world.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups of this project primarily include policy makers; development partners; and media practitioners, including: owners, managers, editors, and journalists desirous of operating in a media environment best suited for democratic governance and national development.

3. DEVELOPMENT OBJECTIVE:

Freedom of information and expression is a fundamental right upon which all other democratic rights and freedoms depend. It is intrinsic to political participation, the rights to association, to hold and express opinions, and question the rights of public officials. The free flow of ideas, examination of public officials, reporting corruption and bad administration are bases of governmental transparency, democratic governance and national development. Good governance in any country depends upon the ability of the media to promote transparency and accountability in government by the quality of reports and information provided to the public. It also affords policy makers the opportunity to take stock of their responsibility to the populace and to tailor policy options for the benefit of the people. This assists civil society and national stakeholders to understand the workings of their government and hold them accountable to the people.

An assessment of the media environment will showcase achievements in the media and gaps to be addressed if the media must operate in an atmosphere of professionalism, trust and responsibility. Addressing these

gaps in the media environment will help promote economic competence, respect for pluralistic values and social and ethnic diversities.

4. IMMEDIATE OBJECTIVE:

The specific objective of the project is to assess the media framework which supports freedom of expression as well as the political, institutional and legal systems which contribute to media pluralism and diversity. The project will identify areas of weaknesses in Liberia's media environment and provide information on areas which need to be strengthened.

5. PROJECT OUTPUTS:

- A report on the Assessment of the Media environment in Liberia using UNESCO's Media Development Index (MDI);
- Identification of media development indicators necessary for good governance and development in Liberia; and,
- Provide guidelines for the development of instructional Communication programs at institutions of higher learning, particularly the University of Liberia, targeted at strengthening the capacity of communication practitioners for increase participation in national development.

6. ACTIVITIES:

Activities to be undertaken by the project are literature review of existing media related regulations, policies and programs as well as institutional and legal frameworks of media environment in Liberia. These will include conventions to which Liberia is signatory such as the Universal Declaration of Human Rights; Table Mountain Declaration, etc. The project will examine the political and infrastructural framework which impact freedom of expression and the pluralistic media in Liberia. We will also conduct interviews with key media, governmental, civil society non-governmental actors and other stakeholders.

Site and field visits to various media outlets, for purposes of direct observation, will be undertaken for information and data corroboration. The findings from these interactions will be analyzed and appropriate recommendations made to the responsible authorities.

7. PROJECT INPUTS:

- Project Coordination
- Consultative meeting with researchers
- Consultative meeting with stakeholders
- Development of research instruments
- Field Work
- Data Analysis
- Report writing
- Validation Workshop
- Reproduction of Report

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project team identification	■											
Consultative meeting with Researchers		■										
Consultative meeting with Stakeholders		■										
Development of Research instruments			■									
Field work				■	■							
Data analysis						■	■					
Report Writing								■	■			
Validation/Evaluation Workshop										■		
Report Revision Reproduction											■	
Report Submission												■

9. INSTITUTIONAL FRAMEWORK:

The Liberia Association of Research Fellows (LARF) is a University based research and consultancy organization comprising professionals in various disciplines. The Liberia Association of Research Fellows has considerable experience conducting research and analyzing data for various United Nations Organizations and the Government of Liberia. These include the Mapping of Communication Resources for Development; A Communication Resource Directory and Communication map of Liberia for UNICEF, Liberia. LARF conducted research on the “Street Children of Primary School Age” to determine causes of lack of participation in the Government of Liberia free primary education project. Research studies on Traditional Communication systems and the History of the Liberian Media are ongoing. LARF’s activities are administered by a Coordinator who is a faculty of the University of Liberia. Its current Coordinator is the Chairperson of the Department of Mass Communication. The Organization works closely with the statisticians from the Liberia Institute for Statistics and Geo-Information Services (LIGIS) for data analysis.

10. SUSTAINABILITY:

The Study will serve as a guide for media development in Liberia and will be subjected to periodic updates. It will also serve as a guide to for the development of a more relevant communication curriculum for institutions teaching journalism education in Liberia.

11. FRAMEWORK OF MONITORING:

Project monitoring will be done by the UNESCO Cluster Office in Accra and the Antenna Office in Monrovia.

12. EVALUATIONS TO BE CARRIED OUT:

The Project will be guided by existing publications on the state of the media in Liberia. A final project Draft document will be presented to stakeholder, policy makers, media professionals, civil society leaders and media owners for discussion, evaluation and validation. The final project report will take into consideration inputs from the validation workshop.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Project evaluation will be carried out through periodic progress reports. These reports will be narrative and financial.

C. ADDITIONAL INFORMATION

Project Coordinator: Weade Kobbah-Wureh, Asst. Professor & Chairperson Department of Mass Communication & Coordinator LARF; University of Liberia; Capitol Hill, Monrovia, Liberia.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
In-depth interviews questionnaire development and reproduction	1 000
Statistician	1 550
Research and fieldwork costs: \$100 × 21 days × 2 Senior Researchers	4 200
Research and fieldwork costs: \$80 × 21 days × 5 research assistants	8 400
Two consultative workshops (one in Monrovia another in countryside)	10 000
Validation workshop in Monrovia	5 000
Stationery and supplies	1 400
Transportation : vehicle hire (\$60 × 30/day)	1 800
Communications	600
Editing and design	2 050
Total IPDC	US\$ 36 000

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
Office and working space used	2 000
Office staff & assistants	2 000
Project reporting	530
Contingencies	1 500
Total	US\$ 6 030

NIGERIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING SAFETY OF JOURNALISTS IN NIGERIA
2.	NUMBER	IPDC/57 NIR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 46 527
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 527
9.	BENEFICIARY BODY	Nigerian Union of Journalists (NUJ) Victory Plaza, Plot 1490, Gimbiya Street, Area 11, Garki, P.O. Box 4350, Abuja. Contact person: Mr Seyi Adekeye. Tel. +234 903 3256 114. E-mail: seyi.adekeye@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Abuja Contact person: Oluseyi Soremekun
11.	PROJECT LOCATION	Akure (North Central, North West and South West states) Owerri (North East, South East and South-south states)
12.	PROJECT PREPARED BY	Seyi Adekeye Assistant National Secretary Nigerian Union of Journalists (NUJ) Victory Plaza, Plot 1490, Gimbiya Street, Area 11, Garki, Abuja. UNESCO contacts: Ronald Kayanja & Oluseyi Soremekun
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In 52 years of post-independence Nigeria, the military establishment has ruled for 29 years while civilians have ruled for 23 years out of which only last 13 years were uninterrupted by military coup d'état. The long rule of the military has affected the psyche of Nigerian rulers, even the civilians, who see closure of media houses, threat of withdrawal of broadcast licences, arrest of journalists and general impunity against the press as instrument of governance. The situation continued unabated under the civil rule. These are few of the latest instances:

- 18 June 2012 - Bashir Abdullahi, a journalist with the 'Daily Trust', was covering a seminar at the Federal Secretariat in Port Harcourt, in Rivers State, when officials of the Rivers State Environmental Task Force, escorted by military personnel, assaulted him, he told CPJ. "One of them slapped me twice on the face, hit me on my shoulder, and seized my phone. I complained to the soldiers, who told me to solve the problem myself,"
- June 13, 2012--A Nigerian journalist, Joshua Uma, of the 'Daily Leadership' was assaulted by an immigration officer in Abuja while covering a protest by retirees over non-payment of pensions.
- 5th April, 2012 - The Chairman of Peoples Democratic Party (PDP) in Taraba State Chapter, Mr. Victor Bala, yesterday attacked a LEADERSHIP reporter and confiscated his professional tools, including a camera, phone set and tape recorder while the reporter was trying to discharge his duties during a protest.
- 07 February 2012 - Soldiers seized cameras belonging to the AIT and Capital TV reporters who attempted to take shots of the Kaduna blasts
- 19 January 2012 - The lifeless body of Mr. Nansoh Silas, a journalist with the Highland FM (FRCN), was found along Zaramagada-Rayfield road in Jos
- Jan 20, 2012. Islamist militants operating in Kano have shot dead a reporter- Enenche Akogwu -with Lagos based private television-Channels TV.
- 16 January 2012 – State Security Service (SSS) raids CNN, BBC Lagos office to stop them from further reporting on the street protests over the removal of fuel subsidy by the Nigerian government.
- 23 December 2011 - Police detains wife, kid over fleeing Journalist, Mr. Henry Ibya, the Premier Correspondent in Benue State, North East Nigeria.
- 14 Nov. 2011 - A journalist in Nigeria, Olajide Fashikun, editor of the National Accord newspaper in Abuja has been arrested and will be sued for libel over an article he wrote revealing alleged corruption in the Nigerian Football Federation.
- October 23, 2011. Zakariyya Isa, a reporter with the state-run Nigerian Television Authority (NTA), was shot dead around 7:30 pm in front of his house in Bulunkutu area of Maiduguri, Borno state
- 11 Oct. 2011 - The Lagos and Abuja offices of publishers of 'The Nation' came under siege. 4 senior editors and other employees were arrested by security operatives from the Force CID, Alagbon, Lagos without any warrant of arrest. They were the Deputy Editor, Mr. Lawal Ogienagbon, News Editor of the newspaper's weekend titles, Mr Dapo Olufade. The Managing Editor in charge of Northern Operations, Yusuf Alli and the Abuja Bureau Chief, Mr. Yomi Odunuga
- 1 Sep. 2011 - A reporter for People's Daily newspaper in Nigeria, Bayo Alabira, was allegedly beaten by Special Task Force (STF) soldiers and prevented from seeking medical assistance for two hours on Tuesday.

The above chronicle of events gives credence to the fact that the safety of journalists in Nigeria is not safeguarded by the authority and its law enforcement agencies. It also shows that most of the impunity against the press is carried out by agents of the State.

This proposal seeks support for the conduct of a national seminar to foster the safety of journalists and build a monitoring network for that purpose. The seminar will be conducted in two locations: Akure, south west Nigeria to host participants from South-west, North West and North central regions (comprising of 19 states plus FCT), while Owerri will host North-East, South East and South-south (comprising of 17states). This, surely, will raise awareness amongst stakeholders, support the establishment of a national monitoring network and reinforce the consciousness of journalists to ‘safety in the line of duty’.

2. DESCRIPTION OF THE TARGET GROUP:

- Agents of the state such as the Police, Military, State Security Service, Civil Defence Corps, Customs, Immigration, the Executive, the Legislature and the judiciary; These are the groups used by the government and the political class to harass, intimidate and emasculate the press.
- The civil society organisations and the journalists who will form the core of the monitoring network.

3. DEVELOPMENT OBJECTIVE:

This project contributes to promoting respect for the journalistic profession and supporting media practice that reflects and represents the diversity of views and interests within the Nigerian society.

4. IMMEDIATE OBJECTIVE:

140 representatives of target group across the 36 states and the FCT, will acquire knowledge on the sanctity of press freedom; respect of journalistic profession, tolerance of diversity of views on issues and adherence to the rule of law in handling grievances after their participation in a 2-day seminar in their geo-political regions.

5. PROJECT OUTPUTS:

- 140 government agents and civil society members have acquired knowledge on the safety of journalists and danger of impunity and apply it in dealing with journalists in the course of their duties.
- A national network of civil society organizations and media partners, specialized in monitoring and reporting on safety of journalists and impunity against the press in Nigeria.

6. ACTIVITIES:

A 1-day seminar held each in Akure and Owerri, to impart knowledge of and raise awareness about safety of journalists, sanctity of rule of law and establish a regional network of monitors comprising of journalists and members of the civil society organizations. The two locations of the seminars are:

- Akure, Ondo state, will host 70 participants from the South-west, North West and North central (comprising 19 states plus FCT),
- Owerri, Imo state, will host 70 participants from the North-East, South East and South-South (comprising of 17 states)

7. PROJECT INPUTS:

- A lead paper shall be presented on the safety of journalists and danger of impunity by an expert
- Two other resource persons will present papers under the sub themes.

- One multimedia projector rented for three days in each of the three implementation zones.
- NUJ will provide a laptop for all presentations
- Public Address System and venues hired for the duration of the seminars in the three venues

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting of resource persons	■	■										
Preparation of Seminar materials		■	■									
Selection and notification of seminar participants				■	■							
First Seminar held In Akure						■						
Reporting and coverage of first seminar monitored							■					
Planning for the second seminar								■				
Second seminar held									■			
Reporting and coverage monitoring										■		
Project reporting											■	

9. INSTITUTIONAL FRAMEWORK:

The birth of the Nigeria Union of Journalists at the premises of St Paul’s School, Lagos on March 15, 1955, marked the Zenith of years of silent revolution for the actualization of a common front by some early nationalists who formed the core of a call for an independent Nigeria, via the power of the pen. Since inception, the NUJ has had sixteen Presidents, including the incumbent, Mohammed Garba. Similarly, the Union has produced an array of experienced and seasoned journalists as career National Secretaries between the period and now with Shu’aibu Usman Leman as the current National Secretary. Presently, the regular staff strength is (32) thirty-two while we have (8) eight (NYSC) youth corps members. The Nigeria Union of Journalists (NUJ) is not a profit-making organization. The Union’s sources of income are dues, subventions, check-off system and gifts.

Our Mission is to project “Good Governance and Protection of Human Rights” in all its ramifications. The Union operates at the National, Zonal, State and Chapel levels. There are eight (8) zones with state councils numbering thirty-seven (37), each in every state of the federation and Abuja. Chapels are formed in a media establishment where there are ten (10) or more members. The National Executive Council (NEC) is the highest decision making body of the Union while the National Delegates Conference is the supreme organ. There is also the Central Working Committee (CWC) which with the chairman of thirty-seven state councils made up the National Executive Council (NEC) of the union. The Union has two established associations namely Sportwriters Association of Women Journalists (SWAN) and Nigeria Association of Women Journalists (NAWOJ), both associations are headed by National Chairmen. The Nigeria Union of Journalists (NUJ) is affiliated to the West Africa Journalists Association (WAJA), Federation of African Journalists (FAJ) and International Federation of Journalists (IFJ). The Union has an established training wing, the International Institute of Journalism (IJ) based in Abuja.

10. SUSTAINABILITY:

The NUJ has a sustainability plan for this project. The NUJ will provide the national secretariat for the regional monitoring networks for safety of journalists, established at the end of the seminars. The NUJ will be

the coordinating Organisation of monitoring reports and these reports will be shared with UNESCO Abuja office for records and possible programming intervention.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Affiliate media organizations will provide media coverage for the activities. This is in addition to an integrated communication strategy where communication tools will be harnessed and deployed for maximum impact. It is expected that the Abuja Field office of UNESCO will be part of the monitoring group.

12. EVALUATIONS CARRIED OUT:

The NUJ through its nationwide network of chapters was able to establish that there have been a sustained impunity against the Nigerian journalists, especially by the ruling class as well as agents of the state. Most of the attacks on the journalists were perpetrated by the police, the military or the para-military establishments. This is the reason why the core of prospective participants in the seminars is the afore-mentioned group.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The NUJ undertakes to provide quarterly reports on the progress of this project to the UNESCO implementing office. The Assistant National Secretary, Seyi Adekeye, as the focal person will prepare the reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Hall hire (\$373.36 per day x 1 day x 2 seminars)	747
Participants’ accommodation (\$38 per day x 70 participants x 2 days x 2 seminars):	10 640
Resource persons’ accommodation (\$50/day x 3 persons x 2days x 2 seminars = \$600)	11 240
Reduced DSA : \$17 x 70 participants x 3 days x 2 seminars	7 140
Transportation	
Local flight @ \$312 x 2 resource persons	624
Terminals @ \$32 x 2 legs x 2 resource persons	128
Transportation @ \$90 x 1 resource person x 2 seminars	180
Transportation @ \$83 x 70 people x 2 seminars	11620
Sub-Total: Transportation	12 600
Catering	
Lunch & tea break @ \$20 x 70people x 2 seminars	2 800
Documentation	
PVC Banners, Photocopying, Stationery and digital documentation	2 000
Total IPDC	US\$ 36 527

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

Project Coordinator cost (8 months)	2 000
Staff cost (3 staff members x 8 months)	4 500
Communication cost	1 000
Project reporting	1 000
Vehicle maintenance and local transportation	1 500
Total	US\$ 10 000

SIERRA LEONE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE CAPACITY OF RADIO BINTUMANI
2.	NUMBER	IPDC/57 SIL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Broadcast equipment
7.	TOTAL COST OF PROJECT	US\$ 25 965
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19 965
9.	BENEFICIARY BODY	Radio Bintumani
10.	IMPLEMENTING OFFICE	UNESCO Accra Cluster Office
11.	PROJECT LOCATION	Kabala
12.	PROJECT PREPARED BY	Kemoh K Daramy
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The level of media development in Sierra Leone has over the years improved significantly. Media pluralism and liberalization of the media landscape in Sierra Leone has given rise to the establishment of several local news papers and radio stations nation-wide.

There are about eighty registered newspapers in the Western Area even though not all are operational. In Sierra Leone there is only one public service broadcaster (SLBC) and about Fifty Private/Community radio stations including Radio Bintumani. These radio stations have various types of programming and format based on their locations and target audience. Radio Bintumani is one such station established as a community station to serve the koinadugu district. As the only radio station in that district, there is a dire need to ensure that the capacity of the radio station is developed to enable the station meet the informational needs of the community.

Sierra Leone is one country that enjoys Freedom of Expression in its daily information dissemination and hope to realize the enactment of the Freedom of Information (FOI) Bill before the house of Parliament. The category of Media requested for support by this project is our rural community in Koinadugu District.

The purpose of the project is to upgrade the standard of the community radio station (Bintumani Radio) that is serving the entire Koinadugu District so that the voices of the people in that district will be brought to the national platform through the Independent Radio Network, IRN of which Radio Bintumani is a member.

2. DESCRIPTION OF THE TARGET GROUP:

Koinadugu District is situated at the northern province of Sierra Leone—Two hundred and forty kilometers from the capital city Freetown. It shares boundary with the Republic of Guinea. It is a cosmopolitan community. Observance and practice of some African tradition and culture are prominent and strongly embedded in the community.

This community has been a male dominated community for a long time but through education and other awareness raising programmes and activities women's participation is gradually increasing. Women can now take part in decision making processes, talk about issues freely on radio and also contest for different positions in the community. As one of the districts in Sierra Leone with the lowest percentage of girls in school, the radio has been playing a significant role in promoting girl child education and campaigning against early marriage.

3. DEVELOPMENT OBJECTIVE:

To increase the coverage of Radio Bintumani so that more areas within the community would benefit from Radio Bintumani's programming which increase participation in the democratic process, provide information on health and agriculture. These contribute to the overall development of the community and support inclusion.

4. IMMEDIATE OBJECTIVE:

To improve the transmission capacity of Radio Bintumani, a community radio at a border area that has been volatile for long.

5. PROJECT OUTPUTS

- Quality broadcast and better coverage throughout the district.
- Effective radio programmes that increase and promote participation in both local and national democratic processes.
- Community voices will be heard in the fight against poverty and disease.

6. ACTIVITIES:

- Purchase and installation of broadcast equipment
- Radio Bintumani will develop radio programmes that reflect the needs and aspirations of the community
- Radio Bintumani will give airtime to the community for children and youth programmes.
- Produce programmes that promote education.
- Radio Bintumani will bring together views, opinions, and contributions from the community on development programmes in the local languages for the benefit of remote rural communities.

7. PROJECT INPUTS:

- 500 watts Transmitter
- Antenna
- Cables
- 1 mixer
- 4 recorders
- 4 microphones
- 3 desktops
- 1 OB unit

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Receipt of Funds	■											
Purchase of Equipment	■											
Installation of Equipments		■										
Broadcast of Programs			■									
Monitoring and Evaluation				■				■				■
Presentation of final Report												■

9. INSTITUTIONAL FRAMEWORK:

Radio Bintumani started operation in 2003. The mission of radio is to educate, inform and entertain the community people. It has eleven board members representing the eleven chiefdoms in the district. The paramount chief of each chiefdom appoints a member from his chiefdom to be a Board member. These people work with the manager directly and are also responsible to hold meetings quarterly. They oversee the governance of the stations by formulating policies and give direction to the management who are responsible for the daily operations. The management comprises the manager who is the head of the radio station, the production officer, assistant manager, the finance officer and the sales clerk, studio coordinator, broadcasters and technicians.

The radio station has eight broadcasters on staff representing one ethnic group within the community. Part of their duties is to present programmes in their respective ethnic language for the benefit of all in the community. By this, inclusion is promoted. Radio Bintumani’s annual income is in the range of thirty million Leones (approx \$7000). A bulk of this fund comes from partners of the radio station and the rest from income generated through community announcements.

10. SUSTAINABILITY:

Radio Bintumani has been organizing fundraising activities which is often used to run the station. Request forms and charging centre for mobile phone charging whilst the station is on air also generate income. The station does not operate for long hours so running cost is kept on the low side.

11. FRAMEWORK OF MONITORING:

The Independent Radio Network (IRN) together with UNESCO will conduct an evaluation of the completed project to determine the extent to which project activities were achieved.

12. EVALUATIONS CARRIED OUT:

Radio Bintumani has implemented a communications project for FRC - Finish Refugee Council. An evaluation was conducted at the end of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Radio Bintumani will submit reports to UNESCO as required. IRN will provide technical support to the station Manager who will be responsible to compile the reports.

C. ADDITIONAL INFORMATION

Radio Bintumani has already acquired broadcasting license from IMC—Independent Media Commission since 2003.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
FM Transmitting Equipments	
Transmitter 500 Watts (RVR TEX502) 1 x 4250	4 250
Heliac Cable with connectors (1/4) 100 M x 5	500
Antenna 4 Dipoles (ACP1) (4 x 250)	1 000
Coaxial grounding kit (4 x 55)	120
Sub Total:	5 870
Studio Equipment	
Mixer 8 channel (Mackie MM2008)	2 055
Microphones (Mackie SM 90) (5 x105)	525

Microphone stands (5 x 40)	200
Headphones (Behringer HPM 2400) (5 x 50)	250
Headphone preamp (Behringer HPA)	140
UPS 1000W (APC)	300
Sub Total:	3 470
Reporter Recording Kit	
Digital recorders (Tascam602) (4 x 350)	1 400
Headphones (Behringer HPM) (4 x 50)	200
Microphone Mackie SM 90) (4 x 115)	575
PC 4 80GB HD Window XP (Dell) (2 x 1350)	2 700
Sub Total:	4 875
Studio to Transmitter Link Equipment	
Link Transmitter (15W) (RVR)	2 500
Link Receiver (RVR)	2 250
Yagi Antenna (2x 200)	400
UPS 1000 W (UPS) (2 x 300)	600
Sub Total:	5 750
Total IPDC	US\$ 19 965

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Installation of Transmitting equipment	1 000
Installation of Link equipment	1 200
Studio sound proofing (2 x 1450)	2 900
Electrical installations	600
Inland transportation	300
Total	US\$ 6 000

TOGO

A. IDENTIFICATION DU PROJET		
1.	TITRE	PROJET D'APPUI À LA VOIX DES FEMMES (ETINCELLE FM)
2.	NUMÉRO	IPDC/57 TOG/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Radio (Média Privé)
4.	DOMAINE DE PRIORITÉ DU PIDC	Liberté d'expression
5.	SCOPE	National
6.	TYPE D'AIDE DEMANDÉE	Appui institutionnel, Equipements, Formation
7.	COÛT TOTAL DU PROJET	US\$ 38 000
8.	MONTANT DEMANDÉ AU PIDC	US\$ 35 000
9.	BÉNÉFICIAIRE DU PROJET	RADIO ETINCELLE: « La Voix des Femmes » Emettant en FM à BLITTA Rue du Tribunal de 1^{ère} instance BP : 35 BLITTA / TOGO Tel : (00228) 24 45 02 01/ 22 30 76 03 Email : radioetincelle@gmail.com
10.	MAÎTRE D'ŒUVRE	UNESCO Accra Cluster Office Contact: Ronald D. Kayanja E-mail: rd.kayanja@unesco.org
11.	LOCALISATION	Le projet touchera une soixantaine de cantons répartis sur 4 préfectures à cheval sur les Région Centrale et la Région des Plateaux (Préfecture de Blitta, Préfecture de Est Mono, Préfecture de Tchamba et Préfecture de Sotoboua)
12.	PROJET PRÉPARÉ PAR	Mme Apolline Tommotoki YAKE, Directrice, Radio Etincelle
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Le Togo en matière de la liberté de presse, a connu des bouleversements sur le plan médiatique. Malgré les entraves mises en place il y a quelques années dans les différentes lois sur la presse, les organisations professionnelles continuent de défier les autorités. Le pays en 1998, avait connu un code de presse libérale mais cette loi a été modifiée successivement en 2000 et 2002. Les modifications de cette loi sur la presse l'ont rendue liberticide. Après l'abrogation de ces dispositions et le vote d'une nouvelle loi sur les médias, des progrès ont été accomplis. L'essor des médias (presse écrite, radio et télévision, et sites d'information en ligne) a connu un développement spectaculaire.

C'est dans ce contexte que la Radio Etincelle dite la Voix des Femmes est créée en 2007 avec l'aide des volontés féminines soutenue par une ONG internationale. Le groupe de femmes à l'origine de ce projet ambitieux dans le paysage médiatique dominé par la gente masculine, avait pour objectif de :

- lutter pour l'émancipation des femmes
- échanger les idées pour sortir de la pauvreté
- œuvrer pour de meilleures conditions de vie dans les foyers et pour l'éducation de leurs enfants
- créer une radio plus proche des populations rurales
-

De 2007 à 2009, la Radio émettait seulement 8 heures par jour et produisait juste moins de 12 émissions. Après 2009 et jusqu'à nos jours, elle émet durant 17 heures tous les jours avec 27 émissions produites quotidiennement.

La Radio Etincelle, a saisi l'opportunité offerte par l'UNESCO dans le cadre de son programme PIDC pour initier une proposition d'appui à la Voix des Femmes au Togo. Le présent projet intitulé Projet d'appui à la Voix des Femmes (Etincelle FM –Blitta) au Togo est une initiative de la direction de la Radio Etincelle et vise à renforcer les capacités institutionnelles, techniques et éditoriales de la Radio, et à surtout à renforcer son audience et son impact, en la rendant encore plus proche des populations rurales (à majorité féminine).

L'actuel projet, une initiative de la direction de Radio Etincelle, vise à promouvoir la forte contribution des médias à la construction de la démocratie et du développement à travers le pluralisme des opinions, la liberté d'expression, la liberté d'information, la prise en compte des préoccupations des femmes et des communautés marginalisés vivant en grande majorité dans les zones rurales.

La sollicitation actuelle de l'appui du Fonds d'appui du PIDC participe à cette stratégie. Le présent Projet d'appui à la Voix des Femmes (Etincelle FM –Blitta) au Togo, aidera à améliorer les performances institutionnelles, techniques, éditoriales de la Radio, tout en développant la contribution des femmes aux grands débats de développement du pays. Mais en dépit de cette forte volonté, la Voix des Femmes doit affronter divers obstacles et difficultés sur le terrain :

- Problèmes face aux populations qui sous estiment une radio dirigée par une femme
- Problèmes matériels adéquats
- Manque de personnel, personnel non qualifié et formé sur le tas ;
- Manque de personnes ressource pour les émissions
- Problème d'énergie électrique
- Les femmes ont peur de s'exprimer et n'ont pas confiance en elles mêmes.

2. DESCRIPTION DU GROUPE CIBLE :

- L'Equipe de direction de la Radio
- L'Equipe de production de la Radio
- Les nouveaux membres féminins qui rejoindront l'équipe de rédaction et de production
- Les auditeurs de la Radio (les groupements féminins, les groupements villageois de développement et divers groupes y compris des individus)

3. OBJECTIF DE DÉVELOPPEMENT :

Ce projet d'appui à Radio Etincelle vise à promouvoir la contribution de ce média à la construction de la démocratie et du développement à travers divers composants comme la promotion de la liberté d'opinion et d'expression, la promotion du pluralisme des opinions, la promotion des émissions axées sur le développement national. En outre, par ce projet, Radio Etincelle veut encourager les femmes togolaises (plus de 52% de la population) à participer activement et de façon dynamique à diverses initiatives qui concourent au développement du pays.

4. OBJECTIFS IMMÉDIATS :

- L'organisation de trois journées d'information et de sensibilisation sur le rôle et la contribution des femmes dans les médias (comme la Radio).
- Le recrutement et la formation de 5 femmes comme correspondant de Radio Etincelle permettra de renforcer les performances éditoriales de la Radio. Il s'agit aussi de trouver et de former des femmes capables de travailler y compris dans leurs propres langues maternelles (celles en usage sur la radio)
- La diversification des émissions des programmes de la Radio, contribuera à renforcer la contribution des médias au développement ;
- En obtenant un appui institutionnel, la Radio compte améliorer le travail au quotidien et son impact dans sa zone de couverture.

RÉSULTATS ATTENDUS :

5.1. Au plan qualitatif :

A court terme :

- La mise en œuvre du projet d'appui à Radio Etincelle permettra une amélioration du contenu éditoriale par un renforcement des capacités de l'équipe de rédaction et la diversification des programmes d'émissions.
- En outre le recrutement et la formation de nouvelles professionnelles affectées à la rédaction hors siège de la Radio, l'image des femmes dans le travail des médias.

A moyen terme :

- En outre, les auditeurs seront davantage satisfaits du nouveau contenu éditorial.
- La diversification des programmes, devra permettre de rapprocher davantage la Radio et les communautés rurales (y compris les groupes marginalisés) à cause du fait que leur préoccupations en matière de développement sous divers angles (culturels, agricoles, artisanaux, économiques, technologiques,...etc) sont pris en compte.

5.2. Au plan quantitatif :

A moyen terme :

- Le recrutement et la formation de jeunes filles ou femmes comme correspondantes de presse pour le compte de la Radio devra permettre renforcer les capacités éditoriales de la dite radio. Ce faisant avec cette équipe éparpillée sur les zones de couvertures de la Radio, cela rapprochera plus la Radio des communautés rurales.

ACTIVITÉS :

Le Projet d'appui à la Voix des Femmes (Etincelle FM –Blitta) au Togo, permettra à la Radio de mettre en œuvre des activités qui vont concourir à renforcer la présence de la Voix des Femmes dans sa zone de couverture. Dans ce cadre, la Radio compte mettre en œuvre divers volets d'activités : organisation des journées d'information et de sensibilisation sur le rôle des femmes dans les médias (1), Recrutement et formation de 5 jeunes filles ou femmes comme professionnelle des médias pour le compte de Radio Etincelle (2) Appui institutionnel à la Radio Etincelle, (3) Production et diversification des programmes (4).

Ces diverses activités, contribueront à renforcer la présence et le rôle de la Voix des Femmes dans les zones de réceptions de ces programmes riches et variées.

Journées de sensibilisation :

Sur ce volet, Radio Etincelle propose d'organiser trois journées d'information et de sensibilisation sur le rôle et la contribution des femmes dans les médias. Il s'agit de sensibiliser les femmes et les organisations féminines actives dans le développement sur la contribution inestimable que peuvent apporter les femmes dans le développement local. Une journée sera organisée dans chaque préfecture touchée par les programmes de la Radio. Les participants à cette journée proviendront des diverses catégories sociales (associations, comités locaux de développement, comités villageois, ONG, et autres groupes organisés). Il s'agira de montrer comment les femmes professionnelles des médias peuvent faire valoriser le travail des femmes dans les médias, et encourager les groupes féminins à être actives dans le développement et surtout promouvoir leurs initiatives sur les médias locaux. Trois journées seront organisées et toucheront 30 participants par préfecture.

Recrutement et formations de jeunes filles :

Sur ce volet, Radio Etincelle propose de recruter et de former 5 jeunes filles ou femmes comme professionnelles des médias au niveau local. Il s'agit de les doter des moyens et des outils pouvant leur permettre de recueillir, de traiter et d'envoyer à la rédaction centrale à Blitta des informations liées à la vie des communautés ou affectant les mêmes communautés. Le but de cette opération est de repérer des jeunes filles volontaires ou des femmes actives dans les organisations locales de développement, et les intéresser au métier de journaliste. Il s'agit ainsi de renforcer les capacités de personnel de la Radio, souvent peu attirée par les femmes et les jeunes filles. Un appel à candidature sera lancé pour recruter les participants à ce programme. Une première sélection sera faite pour permettre de dégager les candidates potentielles avant la sélection définitive. Il est possible que le nombre retenu dépasse le nombre attendu. Dans ce cas, la Radio, va étudier la possibilité de donner satisfaction aux candidates désireuses de poursuivre l'aventure avec un média local. Un programme de formation sera élaboré et un calendrier de formation décidé.

Appui institutionnel :

Sur ce troisième volet, Radio Etincelle sollicite un appui institutionnel pour renforcer des capacités techniques et renforcer sa rédaction et son service de production. Il s'agit de doter de moyens supplémentaires la Radio en terme d'équipements et matériels. Ainsi sont sollicités dans ce cadre :

- Achat de 3 ordinateurs PC dont deux affectés à la production et l'autre affecté à la Rédaction
- Achat de 3 onduleurs
- Achat de 6 enregistreurs numériques
- Achat d'un générateur de 5KVA (fonctionnant au gazole) et une dotation de 600 litres de gazole pour 12 mois
- Abonnement Internet (ADSL) pour 12 mois
- Ces diverses dotations aideront à renforcer sur les capacités de la Radio Etincelle sur plan institutionnel.

Production et diversification de programmes :

Concernant le dernier volet, Radio Etincelle va renforcer son pool de programmes d'émissions. En ce sens, pour se rapprocher davantage des communautés locales, Radio Etincelle va produire une série de 40 émissions axées sur le développement local en français et en langues locales.

Ainsi les types d'émissions à produire couvriront les domaines suivants :

- 10 émissions axées sur la santé de la mère et de l'enfant
- 10 émissions axées sur les techniques agricoles
- 10 émissions sur les techniques de commercialisation des produits agricoles
- 10 émissions sur les portraits des femmes rurales qui ont réussi dans leurs domaines d'activités dans la Région centrale et dans la Région des Plateaux

Cette série d'émissions se poursuivra même à la fin du projet. Le but est d'étoffer la Banque des programmes de Radio Etincelle.

5. INVESTISSEMENTS :

Pour faire face à ces différentes dépenses, le projet d'appui à Radio Etincelle prévoit une mobilisation de ressources budgétaires d'environ 35.000 \$US. Ces ressources serviront à couvrir les investissements dans le cadre dudit du projet. Pour assurer une allocation effective des ressources aux différentes lignes budgétaires, Radio Etincelle compte mobiliser des ressources propres pour compléter les fonds sollicités auprès du PIDC.

PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Journées de sensibilisation	■		■		■							
Formation des jeunes filles			■	■								
Achats matériels et équipements				■								
Production de programmes		■		■				■				■
Evaluation intérimaire							■					
Evaluation finale et rapport final												

CADRE INSTITUTIONNEL :

La RADIO ETINCELLE « La Voix des Femmes », une radiodiffusion sonore à vocation communautaire dans la préfecture de Blitta doit son salut à son partenaire au développement PLAN TOGO et à l'autofinancement de son association promotrice nommée ASSOCIATION DE REFLEXION SUR L'AVENIR ET LE DEVELOPPEMENT DE LA FEMME EN AFRIQUE en abrégé ARADEF – AFRIQUE en 2007. Déterminé à faire de cette radio un important outil de développement des communautés à la base, les membres de la dite structure n'ont ménagé aucun effort pour que les ressources nécessaires soient mobilisées afin que cette idée de création d'une radio devienne une réalité. Grâce à la collaboration et surtout au soutien sans faille de l'ONG PLAN TOGO à travers son bureau de Sotouboua, la Radio a bénéficié de tout le matériel d'équipement technique indispensable à son installation. Le reste de toutes autres charges ont été supportées par les fonds propres de l'Association mère ; ARADEF – AFRIQUE, promotrice de la Radio. Aujourd'hui grâce aux bonnes relations et coopération et de divers partenariats, la Radio Etincelle « la Voix des Femmes » poursuit son œuvre sur le terrain auprès des communautés de la Préfecture de Blitta, de la Région Centrale. Radio Etincelle fonctionne avec une équipe à taille humaine : 1 directrice ; 1 chef de programmes (1 femme); 1 chef technicien ; 08 animateurs-techniciens (dont 3 femmes) ; 1 secrétaire.

6. VIABILITÉ A LONG TERME :

Le Projet d'appui à la Voix des Femmes (Etincelle FM –Blitta) au Togo, vise normalement à renforcer les capacités de la dite Radio. Le fait qu'il permette de renforcer le personnel féminin de la radio va permettre à la Radio, d'avoir une grande influence sur les sujets qui touchent les acteurs majeurs de développement dans les campagnes des zones couvertes par la Radio (qui sont à majorité des femmes). A long terme, les productions de la Banque de programmes devront permettre à Radio Etincelle de vendre des émissions phares sous forme de collection ou sous forme de partenariats à des banques de programmes radiophoniques au niveau international. La diversification des contenus (programmes) pourra attirer d'autres partenariats au niveau local et international en vue de pérenniser les acquis de la Radio. Ainsi ces diverses actions contribueront à viabiliser à terme l'autonomie financière de Radio Etincelle.

7. SUIVI DU PROJET :

Pour un bon suivi-évaluation du présent projet, les indicateurs des activités menées doivent être mesurables. Ainsi, Radio Etincelle propose de recourir à deux catégories d'indicateurs : les indicateurs quantitatifs et les indicateurs qualitatifs.

Les indicateurs quantitatifs :

Des indicateurs techniques : ils nous permettront d'apprécier l'évolution de l'aspect technique d'une activité. Nous retenons ici : Le nombre de jeunes filles recrutées et formées ; Le nombre de matériels et d'équipements informatiques achetés ; Le nombre de participants sensibilisés.

Les indicateurs qualitatifs :

Ici ces indicateurs sont qualitatifs puisqu'ils ne peuvent pas être quantifiés, appréciés par des jugements de valeurs. Le projet retient les quelques indicateurs suivants : L'impact des changements sur l'auditoire ; La participation des jeunes filles à la formation ; L'amélioration du contenu de la banque de programmes de la Radio.

ÉVALUATIONS EFFECTUÉES :

A cette étape du projet, Radio Etincelle n'a évalué que les besoins nécessaires pour la mise en œuvre de celui-ci. A mi-parcours de l'exécution du projet, une évaluation intermédiaire sera établie par l'équipe du projet. Ce rapport permettra de mesurer le chemin parcouru, et de faire le point par rapport à certains objectifs fixés. Des ajustements peuvent ainsi être apportés pour la suite de l'exécution du projet. Cette évaluation à mi-parcours aura lieu six mois après le lancement officiel du projet.

A la fin du projet, au 12^{ème} mois, une évaluation finale sera faite. Un rapport financier de même qu'un rapport final du projet seront produits et remis aux administrateurs du PIDC. Le rapport permettra d'envisager la nouvelle orientation pour le projet.

8. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE : Disponible sur demande

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

A - Journées de sensibilisation	
sélection & sensibilisation des participantes (3 journées au total) : 2500 \$ x 3	7 500
B - Appui institutionnel	
3 ordinateurs PC : (Pentium IV) 3x 1200	3 600
3 onduleurs : 3 x 100	300
6 enregistreurs numériques : 6x 140	840
-12 mois d'abonnement ADSL (Internet)	500
-1Générateur de 5KVA	5 000
Dotation en carburant : forfait de 900 litres x 1\$	900
Sous-total	11 140
C - Recrutement et Formation de jeunes filles	
Sélection des candidates :	500
Formation des jeunes filles sélectionnées	5 000
Déploiement et soutien	4 860
Sous total	11 360
D- Production de programmes	
Diversification de programmes (réalisation de série de 40 émissions)	6 000
Total PIDC	US\$ 35 000

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Recrutement & formation de jeunes filles : 500 \$	500
Journées de sensibilisation : 400 \$x 3	1200
Production de programmes : 32,5 \$ x 40 émissions = 1300\$	1 300
Total	US\$ 3 000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING THE AFRICAN CHARTER ON BROADCASTING AND ADVOCATING FOR FREEDOM OF EXPRESSION
2.	NUMBER	IPDC/57 RAF/01
3.	MEDIA DEVELOPMENT INDICATORS CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Freedom of expression
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional support
7.	TOTAL COST OF PROJECT	US\$ 51 600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 41 100
9.	BENEFICIARY BODY	AMARC Africa
10.	IMPLEMENTING OFFICE	UNESCO Accra Cluster Office Contact: Mr Ronald David Kayanja E-mail: rd.kayanja@unesco.org
11.	PROJECT LOCATION	Dakar, Senegal
12.	PROJECT PREPARED BY	M. Alymana Bathily, Coordinator, AMARC Africa Tel : 221-77 637 06 44 Alymanab@yahoo.fr, Mr Ronald D. Kayanja - UNESCO Accra Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Freedom of information, freedom of expression and the right of communication have been adopted by most African States in their Constitutions and in international instruments that they are signatories to. Besides, all the African States are signatories to the Universal Declaration of Human Rights which Article 19 states : “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

Since the adoption of constitutional systems of government and the advent of democracy in 1990’s, freedom of information has been implemented in most African States. Publication and distribution of the press is free in all States. Radio pluralism, with public, private and community radios, is a fact. However, in a number of African countries, for the majority of the population freedom of expression is still either not implemented at all, because they are marginalized for being poor or for other reasons (such as gender, illiteracy, ethnicity and/or disability) and they do not have access to the radio which is the only media they could use.

In the countries concerned by this Project (Ghana, Bénin, Côte d’Ivoire, Sierra Leone, Liberia and Togo) even where radio pluralism is a reality, a number of criterias need to be implemented for freedom of expression to be effective. This situation was addressed by the African Charter on Broadcasting which convened in 2002 under the auspices of UNESCO which states in its preamble:

“...Aware of the existence of serious barriers to free, independent and pluralistic broadcasting and to the right to communicate through broadcasting in Africa; Cognisant of the fact that for the vast majority of the peoples of Africa, the broadcast media remains the main source of public communication and information; Recalling the fact that the frequency spectrum is a public resource which must be managed in the public interest...”

The African Charter on Broadcasting was endorsed by the International Summit on the Information Society which regional conference held in Bamako, Mali, on May 2002, issued a declaration requesting the African States to : “Adopt the African Charter on Broadcasting as a framework for the development of policies and legislations on information and communication technologies and broadcasting...”.

It was also referred to by the UNESCO Dakar Declaration on Media and Good Governance issued after the Conference held in Dakar, Senegal on May 1 to 3, 2005. This Declaration was endorsed by the UNESCO member states General Assembly held on October 2005.¹ However, if the African Charter on Broadcasting has won international recognition as an instrument for enforcing freedom of expression and the right to communication, it is still ignored in most African States.

The present proposal for the project “Promoting the African Charter on Broadcasting, Advocating for Freedom of Expression in West Africa” is to promote the exercise of the freedom of expression and right to communicate for all, including for the poor and marginalized in Africa by promoting the African Charter on Broadcasting.

¹ The African Charter on Broadcasting: What impact on Africa, Dakar, February 2011;

2. DESCRIPTION OF THE TARGET GROUP:

The target group of the project is the community media stakeholders of the countries concerned.

3. DEVELOPMENT OBJECTIVE:

- An environment conducive to Freedom of expression, access to information and the rights of communication is created in Ghana, Bénin, Côte d'Ivoire, Sierre Leone, Liberia and Togo with the adoption of the African Charter of Broadcasting.
- Legislations and regulations in accordance with the international standards on freedom of expression enshrined in the African Charter on Broadcasting are adopted in Ghana, Bénin, Côte d'Ivoire, Sierre Leone, Liberia and Togo and community broadcasting is recognized within a three tier system of broadcasting.

4. IMMEDIATE OBJECTIVES:

- An updated African Charter on Broadcasting is produced and disseminated.
- The regular production and broadcasting of programs by community radios in Ghana, Bénin, Côte d'Ivoire, Sierre Leone, Liberia and Togo to advócate the implementation of the African Charter on Broadcasting.
- A coalition of stakeholders' organizations including the national Community Radio associations and networks, AMARC, the West African Journalists 'Association, Article 19 is formed to advocate and lobby the for the adoption of the African Charter on Broadcasting and for laws and regulations permitting the exercise of freedom of expression and access to communication for all.

5. PROJECT OUTPUTS:

- An updated African Charter on Broadcasting taking into account the present situation of the broadcasting.
- A 3 days advocacy conference with the community radio stakeholders from Ghana, Bénin, Côte d'Ivoire, Sierra Leone, Liberia and Togo adopt the updated African Charter on Broadcasting, form an advocacy coalition and adopt a Plan of Action to advocate for the adoption and implementation of the Charter in their respective countries.
- Radio Programs production and broadcasts:
- A total of 18 hours of radio programs will be produced and broadcasted (and rebroadcasted) regularly over 6 months by 2 community radios in each country (12 community radios will thus participate in the project) to inform the citizens and notably the poor on the rationale and objectives of the campaign for a pluralistic and democratic broadcasting environment. The programs will include the voices of the poor-men and women- along with those of members of concerned civil society organizations and of experts, journalists and media academics for example.
- The programs will also be posted in the AMARC Web Page with their scripts to be rebroadcasted by other radios and document the international advocacy campaign for freedom of expression and democracy in Africa.

6. ACTIVITIES:

- Research: to update the African Charter on Broadcasting notably to take into account the present pluralistic media environment in each country, the development of the Internet and also the expected switchover from analogue to digital.

- Advocacy and Mobilization Conference: to discuss and adopt the revised African Charter on Broadcasting and form a Coalition to advocate its adoption and implementation in the various countries and possibly at the ECOWAS level (the Economic Commission of West African States).
- Production and Broadcasting on community radios in Ghana, Bénin, Côte d'Ivoire, Sierra Leone, Liberia and Togo over 6 months of programs to inform on the African Charter on Broadcasting and on Freedom of Expression in Africa.
- Monitoring on the follow up activities of the Advocacy Conference and on the production and broadcasting of programs by community radios: 3 quarterly reports will be produced.
- Final evaluation will be published 3 months after the end of the production and broadcasting period.

7. PROJECT INPUTS:

- A senior researcher to update the African Charter on Broadcasting to make it a document for information on and advocacy for freedom of expression.
- Travel costs, accommodation and other arrangements (including 2 facilitators and interpretation on French and English) for an international 3 days conference for a total of 25 participants from Ghana, Bénin, Côte d'Ivoire, Sierra Leone, Liberia and Togo.
- Contribution to the costs of production and broadcasting of 18 hours of community radios programs.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Research to update African Charter on Broadcasting, publication & distribution of report on recommendations	■	■										
Regional 3 Days Advocacy Conference on the African Charter on Broadcasting			■									
Production and Broadcasting (and podcasting on AMARC Web Site) of programs on the African Charter and on Freedom of Expression				■	■	■	■	■	■			
Monitoring Reports				■			■		■			
Final Report												■

9. INSTITUTIONAL FRAMEWORK:

AMARC is an international non-governmental organization serving the community radio movement, with 4000 members and associates in 110 countries. Its goal is to support and contribute to the development of community and participatory radio along the principals of solidarity and international cooperation. All continents are represented on AMARC's International Board of Directors. AMARC Africa was established in 1997 as the Africa branch of AMARC. It is a member based organization which Board of Directors is elected every 4 years by its General Assembly. AMARC Africa presently has 567 member radio stations-individual radios and networks- in 33 countries. It also has individuals and NGOs as members.

10. SUSTAINABILITY:

AMARC Africa Strategic Plan of Activities 2011-2014 indicates “Promotion of Freedom of Expression and right to communication through community and social media as one of the 6 activities to be implemented in the Africa region with the overall objective of contributing to making community radio a platform for the voices of the poor and the marginalized be heard in defense of their rights and for sustainable development.

AMARC Africa proposes to develop a sustained campaign during this period to contribute to the implementation of freedom of expression throughout Africa.

11. FRAMEWORK OF MONITORING:

Monitoring will be ongoing and will rectify any problems as they occur, allowing for a quick response.

12. EVALUATIONS CARRIED OUT:

AMARC Africa always carries out the evaluation of its projects both for its own institutional information needs and to report back to the donor agency. This has been the case for example recently with the “Promoting Development and Good Governance through Community Radio” which report has been delivered to the Canadian Agency for International Development (CIDA). Likewise, a final evaluation report has been presented to UNESCO on the “Capacity Development Conference “Improving Content, Networks Contribution and Women Empowerment” which its has funded and which was held in 19 to 22, July 2010 in Johannesburg, South Africa.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

AMARC Africa will produce at the end of the project (12 months after the start of the project) a final report based on the quarterly monitoring reports that the project internal will produce. Preparation and submission to UNESCO of the quarterly monitoring reports and of the final evaluation report will be the responsibility of AMARC Africa Coordinator, Alymana Bathily.

C. ADDITIONAL INFORMATION

As indicated, the present project is based on the direction indicated by AMARC Africa’s Strategic Plan of Activities 2011-2014, “Rights and Voices for Democracy and Development”. This document lists “Advocacy” as one of the main 6 activities to be undertaken (with “research and publication, knowledge sharing/ capacity development, program production and development, community radio networks strengthening and service provisions) and “Promotion of Freedom of Expression and the Right to communication through community radio and social media” as one its 5 main themes of work (with “Communication for Development, Climate Change/Agriculture and Food, Women Empowerment and Children and Youth).

D. BUDGET

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

Researcher for updating the African Charter on Broadcasting (150\$ x 50 days)	7 500
Publication and distribution of report on the updated African Charter on Broadcasting	2 000
3 Day Conference on Advocacy for the African Charter on Broadcasting	20 000
Contribution for the production and broadcasting of 18 hours of programs on the African Charter by 12 community radios: 800USD x 12	9 600
Contribution to communication costs over 12 months estimate	2 000
Total IPDC	US\$ 41 100

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

Monitoring and evaluation	7 500
Over head costs (communications, office, equipment etc (1/5 of total =250 USD x 12 months	3000
Total	10 500

BURKINA FASO

A. IDENTIFICATION DU PROJET		
1.	TITRE	PROJET D'APPUI AUX MEDIAS ASSOCIATIFS DANS LA REGION DU SAHEL BURKINABE (PAMAS)
2.	NUMÉRO	IPDC/57 BKF/01
3.	CATÉGORIE DE MÉDIAS	Médias Communautaires
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des médias communautaires
5.	SCOPE	National
6.	TYPE D'AIDE DEMANDÉE	Subvention
7.	COÛT TOTAL DU PROJET	US\$ 54 880
8.	MONTANT DEMANDÉ AU PIDC	\$39 750
9.	BÉNÉFICIAIRE DU PROJET	ASSOCIATION INTER SOLIDARITE SAHELIENNE. BP 10. Tel : 70 30 01 92 Email : voixdusahel@yahoo.fr Gorom- Gorom, Burkina Faso
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Bamako BP : 1763 – ACI 2000 Tél . : 20 23 34 92 Contact : M. Jean-Pierre Ilboudo jp.ilboudo@unesco.org
11.	LOCALISATION	BURKINA FASO / Gorom- Gorom Province Oudalan/Région du Sahel
12.	PROJET PRÉPARÉ PAR	BAKO K. PROMETHEE
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

L'adoption de la Constitution du 02 juin 1991 consacre l'Etat de droit au Burkina Faso. L'avènement de cet Etat de droit va favoriser l'instauration dans le pays de la liberté d'expression de la presse. De 1991 à nos jours le paysage médiatique burkinabè s'est considérablement enrichi avec des centaines de publications et autant de stations de radios libres, œuvres d'individus ou de groupes communautaires. On peut affirmer qu'en droit, la liberté d'expression est une réalité au Burkina. Mais au regard des réalités du terrain, cette liberté demeure une quête perpétuelle au quotidien. L'une des réalités du terrain porte sur les médias associatifs, notamment ceux de la région du Sahel Burkinabè - centre d'intérêt du present projet.

Le journal « La Voix du Sahel »; le journal « le Sahélien »; le journal « Echo du Sahel »; le journal « Annura », le journal « Seyoremen », le journal « Amazone du Sahel »; le journal « cyclone du Sahel » La radio « Dendé Sahel », la radio « la Voix du Soum », la radio « Wald Ejef » sont autant de médias écrits et parlés existant dans la région du Sahel. Ils ont une caractéristique commune: ce sont des médias associatifs.

Il convient de souligner que jusqu'en 1994, soit quatre ans après l'amorce du processus démocratique, la région du Sahel burkinabè ne disposait d'aucun médium d'information et de communication. Nécessité s'imposait donc de remédier à une telle situation. C'est dans ce contexte qu'a vu le jour en 1994, le premier journal associatif décentralisé de toute l'histoire de la presse écrite burkinabè: « La Voix du Sahel ». Œuvre de l'Association Inter- Solidarité Sahélienne (INS.SA) créée à Gorom- Gorom, « La Voix du Sahel » comme son nom l'indique avait une vocation régionale. Depuis sa création, elle s'est donné les moyens de faire de la promotion de la communication associative une réalité sur le terrain dans cette partie du Burkina Faso. Aujourd'hui, « La Voix du Sahel » peut se flatter d'avoir gagné le pari de la promotion de la presse associative dans la région du Sahel. L'existence de radios communautaires et de périodiques en presse écrite témoigne de l'existence d'un pluralisme médiatique dans la région du Sahel.

Cependant, des zones d'insatisfaction demeurent cependant. La bataille pour la qualité du service offert au public demeure une quête perpétuelle, conséquence du faible niveau du professionnalisme du secteur médiatique associatif dans la région du Sahel. Ce manque de professionnalisme se reflète tant au niveau rédactionnel qu'au niveau du management, dans la presse écrite comme dans les médias audiovisuels.

TABLEAU DES MEDIAS PARTENAIRES DU PROJET AU SAHEL BURKINABE :

Nom du média	Date de création	Localisation	Nature du soutien
La Voix du Sahel	1994	Gorom- Gorom	Formation et matériel
La Voix du Soum	2005	Djibo	idem
AKLAR INFO	2012	Gorom	idem
Voix lutte contre la désertification	2005	Djibo	idem
Sahel Hoodeyeeé	2009	Dori	idem
Horizon fm	pm	Dori	idem

2. DESCRIPTION DU GROUPE CIBLE :

Les groupes cibles, ce sont les groupes/entités qui seront positivement et directement affectés par les actions du projet. Dans le cadre du Projet Appui aux Médias Associatifs dans la région du Sahel Burkinabè (PAMAS), l'entité cible est les promoteurs des médias associatifs à savoir les associations qui ont eu la lourde responsabilité de créer et de faire vivre des médias dans une région à faible potentiel économique et où le taux d'alphabétisation pour ne pas dire de scolarisation est le plus faible du Burkina. Une fois les capacités de ces médias renforcés, cela encouragera les promoteurs à plus d'engagement et à plus de responsabilité sociale.

3. OBJECTIF DE DEVELOPPEMENT :

Améliorer le niveau d'accès à l'information des populations sur la gouvernance locale par le renforcement des capacités opérationnelles des médias associatifs locaux.

4. OBJECTIF IMMEDIAT :

Renforcer les capacités d'information et de communication des acteurs de la presse associative dans la région du Sahel. Ainsi, dans l'immédiat six (06) médias communautaires verront leurs capacités opérationnelles renforcées en formation de personnel et en dotation en matériels.

5. RÉSULTATS ATTENDUS :

- Les capacités techniques et rédactionnelles des médias associatifs sont renforcées.
- Les capacités des médias en communication administrative sont renforcées
- Les capacités des médias sont renforcées en plaidoyer sur le genre
- Les capacités d'implication des médias dans la gouvernance locale sont renforcées
- Les capacités des médias en technique de plaidoyer sont renforcées

6. ACTIVITÉS

- Atelier de formation de 30 animateurs de radios et de journaux aux techniques de collecte, de traitement et de diffusion de l'information sur les politiques publiques au niveau local et régional.
- Atelier de formation de 30 journalistes de la presse écrite et radios sont formés aux techniques de collecte, de traitement et de diffusion de l'information sur la gouvernance locale.
- Séminaire de formation de 40 communicatrices aux techniques d'approche d'utilisation des médias dans le cadre de la mise en œuvre des politiques selon le genre.
- Séminaire de formation de 26 communicateurs aux techniques d'accès et d'utilisation des médias dans la mise en œuvre des politiques locales de développement.
- Atelier de formation de 30 animateurs des médias aux techniques d'utilisation des médias pour le plaidoyer

7. INVESTISSEMENTS :

Ressources matérielles : Achat de : 2 ordinateurs PC, 2 ordinateurs portables, une imprimante laser jet, 2 appareils photo numérique pro, 5 enregistreurs numériques, 1 photocopieur-imprimante Canon, rames de papier A3, encre pour la photocopieuse.

8. PLAN DE TRAVAIL :

ACTIVITES / MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Mise en place équipe	■											
Réunion préparatoire de planification	■	■										
Formation de 30 animateurs					■	■	■					
Formation de 30 journalistes en communication financière					■	■	■					
Formation de 40 communicatrices			■	■	■							
Formation de 26 communicateurs							■	■	■			
Formation de 30 animateurs en technique de plaidoyer		■	■									

9. CADRE INSTITUTIONNEL :

L'association Inter- Solidarité Sahélienne (INS.SA) a vu le jour en août 1994 à Gorom-Gorom dans la province de l'Oudalan, dans la région du Sahel Burkinabè. A l'époque, les fondateurs ont voulu, à travers cette première association, jeter les bases naissantes d'une société civile capable de penser autrement le développement en puisant dans les valeurs culturelles du terroir de Sahel. La première action de l'association fut de briser l'isolement médiatique dont souffrait la région et qui nuisait gravement à son image. Cela s'est traduit par la création à Gorom- Gorom du premier média communautaire décentralisé de toute la presse burkinabè à savoir le journal « La Voix du Sahel ». Aujourd'hui, l'association compte deux journaux et se positionne comme le précurseur de la promotion des médias associatifs dans la région du Sahel.

L'association Inter Solidarité Sahélienne comprend deux organes : l'Assemblée Générale qui définit sa ligne générale de fonctionnement et le Secrétariat exécutif qui est chargé de la mise en œuvre des actions. L'association est dotée d'une équipe permanente de gestion à laquelle incombe la gestion technique et financière des projets. Dotée d'une équipe pluridisciplinaire, l'association tire la plupart de ses sources de revenus des prestations de services qu'elle mène sur le terrain notamment dans le domaine de la communication où elle est pionnière et dispose d'un capital d'expérience grâce à sa connaissance du milieu.

10. VIABILITÉ A LONG TERME :

La durabilité d'un projet commence dès sa conception. Que deviendra le PAMAS à la fin de sa phase? Cette question trouve sa réponse à deux niveaux. Il y a sur le terrain l'Observatoire de la presse associative dans la région du Sahel et qui a été consulté durant la conception du PAMAS. En plus, l'OREPAS sera associé à la mise en œuvre du PAMAS. La durabilité du PAMAS reposera sur les médias organisés au sein de l'OREPAS.

11. SUIVI DU PROJET :

Le processus permanent de suivi interne se base sur les résultats escomptés des activités mentionnées dans le Cadre Logique. Le suivi aura trois composantes : (1) mesurer et évaluer les services offerts par le projet aux groupes cibles pour identifier la convergence entre les niveaux des services proposés et l'exécution réelle; (2) la collecte d'information par rapport à l'utilisation des ressources financières; et (3) établir un système de feedback qui permette l'analyse de l'information pour la prise de décision. A ce suivi interne suivra également un suivi externe à travers un organisme indépendant.

12. ÉVALUATIONS EFFECTUÉES :

L'élaboration du PAMAS a été précédée d'une étude d'impact de terrain. La conclusion de l'étude a mis en relief l'impérieuse nécessité de renforcer les capacités des médias associatifs en matériels, en ressources humaines de qualité et surtout de jeter les bases d'un appui institutionnel adéquat. Par ailleurs, l'association Inter- Solidarité Sahélienne a plusieurs fois été l'objet d'évaluation externe à la mise en œuvres d'Actions.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

L'organisme bénéficiaire produira deux types de rapports: techniques et financiers. Les rapports seront élaborés et présentés par M. BAKO Kassoum Prométhée.

C. INFORMATIONS COMPLÉMENTAIRES

Activités préparatoires réalisées préalablement à la soumission du projet : rencontres/échanges avec les promoteurs des médias, quelques élus locaux, des femmes d'association et des responsables d'OSC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
Désignation	Prix Unit	Quantité	
Achat 2 ordinateurs pc de bureau	800	02	1 600
Achat 2 ordinateurs portables	900	02	1 800
Achat d'une imprimante laserjet	300	01	300
Achat 02 appareils photo numériques Pro	1200	02	2 400
Achat de 05 enregistreurs numériques	400	05	2 000
01 photocopieur canon grand modèle	5000	01	5 000
Achat rames de papier A3	20	200	4 000
Achat 20 cartouches d'encre	150	20	3 000
Sous-total			20 100
I. Atelier de formation de 3 jours de 30 animateurs de médias aux techniques de collecte, de traitement et de diffusion de l'information sur les politiques publiques			
Hébergement et subsistance des participants (US\$ 25/j × 30 pers × 3j)			2 250
Formateur (3 jours de formation + 3 jours de préparation à \$ 100/jour)			600
Matériel de formation et location des auxiliaires pédagogiques :			200
Déplacements locaux (US\$ 15 × 30 participants + \$ 100 formateur) :			550
Sous-total			3 600
II. Formation : atelier de 3 jours sur la collecte, le traitement et la diffusion de l'information sur le développement local pour 30 journalistes			

Hébergement et subsistance des participants (US\$ 25/j × 15 pers × 5j)			2 250
Formateur (3 jours de formation + 3 jours de préparation à \$ 100/jour)			600
Matériel de formation et location des auxiliaires pédagogiques :			200
Déplacements locaux (US\$ 15 × 30 participants + \$ 100 formateur) :			550
Sous-total			3 600
III. Séminaire de formation de 3 jours sur l'initiation de 40 communicatrices aux techniques de communication et d'information relatif au genre			
Hébergement et subsistance des participants (US\$30/j × 40 pers x 3 j)			2400
Formateur (3 jours de formation + 3 jours de préparation à \$ 100/jour)			600
Matériel de formation et location des auxiliaires pédagogiques :			200
Déplacements locaux (US\$ 10 × 40 participants + \$ 100 formateur)			500
Sous-total			3 700
IV. Séminaire de formation de 3 jours sur la maîtrise de l'information et de la communication au profit de 26 animateurs des médias de proximité			
Hébergement et subsistance des participants (US\$ 20/j x 30 pers x 3j)			1800
Formateur (5 jours de formation + 5 jours de préparation à \$ 100/jour)			600
Matériel de formation et location des auxiliaires pédagogiques			200
Déplacements locaux (US\$ 15 × 30 participants + \$ 100 formateur)			550
Sous-total			3 150
V. Atelier de formation de 3 jours en technique de plaidoyer pour 30 animateurs des médias			
Hébergement et subsistance des participants (US\$ 30/j × 30 pers x 3j)			2 250
Formateur (5 jours de formation + 5 jours de préparation à \$ 100/jour)			600
Matériel de formation et location des auxiliaires pédagogiques			200
Déplacements locaux (US\$ 15 × 30 participants + \$ 100 formateur)			550
Sous-total			3 600
Frais de mission et d'audit			2 000
Total PIDC			US\$ 39 750

MALI

A. IDENTIFICATION DU PROJET		
1.	TITRE	PROMOTION D'UN JOURNALISME SENSIBLE AUX CONFLITS
2.	NUMÉRO	IPDC/57 MLI/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Formation de médias professionnels
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Renforcement des capacités
7.	COÛT TOTAL DU PROJET	US\$ 56 860
8.	MONTANT DEMANDÉ AU PIDC	US\$ 43 960
9.	BÉNÉFICIAIRE DU PROJET	Association des journalistes pour la paix et la non violence Tél. : (+223) 76 10 09 87 (+223) 65 10 09 87 Bamako - Mali Email : ajpvmali@yahoo.fr
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Bamako BP : 1763 – ACI 2000 Tél. : 20 23 34 92 Contact : M. Jean-Pierre Iboudo jp.ilboudo@unesco.org
11.	LOCALISATION	Bamako
12.	PROJET PRÉPARÉ PAR	Alhassane Maïga, Président AJPV Bamako, Directeur de publication du Journal « Le Matin » Spécialiste UNESCO : Jean-Pierre Iboudo, Conseiller régional pour la Communication et l'Information. UNESCO/Dakar
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

De quelques titres de journaux et deux ou trois radios privées en 1992, le Mali compte aujourd'hui plus de 400 organes de presse (journaux, radios et TV), dont environ 300 radios, plus de 90 journaux, 3 télévisions (02 nationales et 01 privée). Mais, la liberté de la presse au Mali est très souvent victime de ceux qui en jouissent en premier. C'est à dire, les acteurs mêmes des médias. Ceux-là même qui se croient tout permis, allant jusqu'à mettre souvent l'unité nationale en péril par des articles incendiaires truffés de délits de presse, rappelant le tristement célèbre « radio Mille Collines » du Rwanda. Ce qui fait qu'avec la crise actuelle que traverse le Mali, plusieurs journalistes ont déjà été victimes de coups et blessures, très souvent par manque de professionnalisme dans les écrits et autres publications. Les causes endogènes se situent surtout au niveau du manque de formation de beaucoup de journalistes maliens et son corollaire d'ignorance des règles fondamentales de la profession d'une part, et la pauvreté accouplée d'une corruption facile des promoteurs, d'autre part. L'absence ou l'insuffisance de formation des journalistes de la presse privée écrite et audiovisuelle, est réelle. Cela s'explique surtout, par les difficultés d'accès aux établissements et universités / instituts de formation sur la communication et le journalisme. Car le pays ne dispose pas d'une école publique de journalisme. Elle est plus évidente au niveau des radios libres qui utilisent, en outre, des bénévoles auxquels il ne peut être demandé de justifier une quelconque qualification. Les nouveaux médias ainsi créés avec l'avènement de la démocratie, pour se maintenir ont dû recourir aux services de non-professionnels qui ignorent le plus souvent les règles d'éthique et de déontologie. Sur le plan juridique, l'adoption de la nouvelle loi N°046/AN-RM du 07 juillet 2000 portant régime de presse et délit de presse, est considérée comme une avancée. Cette nouvelle loi, contrairement, aux anciens textes, a eu comme mérite de restreindre la pratique de la profession de journaliste. Mais la réalité est tout autre. Et les entorses aux principes d'éthique et de déontologie demeurent au grand dam des instances de régulation. Plus concrètement, que faudrait-il pour amener les acteurs de nos médias à développer, de façon effective, le réflexe de respecter l'éthique et la déontologie de la corporation sur le terrain de la paix voire de façon générale? En d'autres termes, comment amener la profession à veiller au bon comportement de ceux qui la pratiquent ? Comme on peut le constater, il y a tout un arsenal de textes codifiant l'éthique et la déontologie professionnelle au Mali. Tous ces textes mettent l'accent sur l'engagement de la presse pour la paix. De par leur mission d'information, d'éducation et de sensibilisation, les journalistes ont un défi à relever. En s'engageant dans la construction, la consolidation et la promotion de la paix. Pour ce faire, nous pensons qu'il serait intéressant de soumettre les membres de notre association à un processus d'apprentissage modulaire pouvant améliorer la qualité de leurs articles et sensibles aux conflits et à la paix.

2. DESCRIPTION DU GROUPE CIBLE :

Beaucoup de journalistes du Mali travaillent dans les organes de presse mais, n'ont pas fréquenté des écoles de journalisme ni de communication. Beaucoup d'écrits, en période de crise, augmentent la violence ou incitent à la haine. Les bénéficiaires des formations sont donc : - les membres de AJPV ; - d'autres organes de la presse écrite et orale soit au total 60 journalistes de la presse écrite et orale

3. OBJECTIF DE DÉVELOPPEMENT :

Contribuer à la promotion d'un journalisme professionnel, sensible aux conflits / paix

4. OBJECTIFS IMMÉDIAT :

Outils les journalistes en techniques de recherches et traitement d'informations pour une amélioration de la qualité de leurs articles et animations en faveur de la paix.

RÉSULTATS ATTENDUS :

- 60 journalistes de la presse écrite et orale, membres d'AJPV ont approfondi leurs connaissances sur les techniques de recherche d'information et sur leur traitement
- 60 journalistes de la presse écrite et orale, membres d'AJPV appliquent les nouvelles connaissances acquises dans leur travail quotidien
- Les écrits de 17 organes de presse écrite et orale sont sensibles aux conflits et favorisent la paix

ACTIVITÉS :

1-Organisation de quatre (4) formations modulaires sur :

Les techniques de recherches d'information et leur traitement à Bamako et Ségou

- Cette formation permettra aux journalistes et radios d'améliorer leurs méthodes de collecte des informations et leur traitement. Cela aura, à la longue, un impact sur la qualité et la vente des articles écrits par les organes de presse. Cet atelier regroupera 30 personnes pour 7 jours dont une formation à Bamako, à Ségou. Ce sont les organes qui sont membres de l'Association, pour mieux influencer les organes et la qualité de leur produit, il est important de toucher plusieurs personnes en moyenne 4 pers/organes de presse pour les 17 membres. Nous délocalisons une formation pour permettre à un certains maillons qui seront identifiés de se concentrer davantage à la formation. A Bamako, il serait l'assiduité pour ce maillon est difficile à garantir compte du bouclage, reportage, etc). Les participants de deux formations ne sont pas les mêmes mais tous membres organes AJPV. Deux formateurs seront sollicités pour l'animation : le senior serait celui qui a une grande expérience dans le journalisme. Le junior serait celui qui a des connaissances en gestion non violente de conflit, culture de paix ayant aussi travaillé avec les médias.
- **L'écriture journalistique et le lien avec la paix et les conflits**
Cette étape sera la suivante après que le groupe cible ait eu les outils de collecte et les techniques de traitement. Cette formation portera beaucoup sur la qualité rédactionnelle avec un œil conflit sensible. Les techniques de communication non-violente avec la déontologie journalistique. Elle sera faite avec les mêmes participants du 1^{er} atelier pour 7 jours à Bamako et Ségou. Ce sont les mêmes participants au 1^{er} module qui sont concernés par le second. Nous pensons c'est un processus qui est susceptible d'apporter des changements/ effets. Deux formateurs seront sollicités pour l'animation : le senior serait celui qui a une grande expérience dans le journalisme. Le junior serait celui qui a des connaissances en gestion non violente de conflit, culture de paix ayant aussi travaillé avec les médias.

2-Concours meilleur article de presse sur la paix et la non-violence au Mali

Ce concours a pour but de mettre les connaissances acquises en pratique. Les journalistes et animatrices de radio, vont postuler à travers des articles et animation audio pour les animateurs radio. Un jury sera mis en place pour la notation. Il sera composé essentiellement des professionnels de médias avec une connaissance de base en médias et paix.

3-Compilation et publication des articles ayant participé au concours

Les membres de AJPV (bureau d'exécution) sera chargé de la compilation des articles et la publication dans leurs journaux.

4-Suivi et Evaluation des actions

Le bureau exécutif suivra et évaluera à travers l'organisation des visites chez les organes de presse membres ayant participé à l'action en présentant des rapports de suivi

5- Rapportage global des résultats des actions

Une équipe de rapportage sera mise en place pour capitaliser les résultats des actions et les résultats globaux du projet

5. INVESTISSEMENTS :

La mise en œuvre demande la mobilisation des personnes suivantes :

- Un modérateur de processus : qui organise les activités (élaboration des TDR, invitation des participants, la réservation des locaux.
- Un trésorier pour veiller à la qualité des pièces, faire les états et les journaux de caisse.
- Deux (2) formateurs/formation senior et junior: 01 journaliste professionnel formateur avec une expérience en gestion non-violente de conflit et 01 journaliste professionnel junior

Le matériel loué pour les besoins des formations sera retourné à leurs propriétaires

6. PLAN DE TRAVAIL :

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Organisation d'une formation modulaire sur les techniques de recherches d'informations et leur traitement	■	■										
Organisation d'une formation modulaire sur l'écriture journalistique et le lien avec la paix et les conflits						■	■					
Organisation d'un concours de meilleur article de presse écrite et radiophonique sur la paix							■	■	■			
Compilation et publication des articles ayant participé au concours											■	
Suivi des effets et impacts du projet											■	
Rapportage technique et financier				■	■	■	■	■	■	■	■	■

7. CADRE INSTITUTIONNEL :

L'Association des Journalistes pour la Paix et la Non-Violence (AJPV) est une association apolitique à but non lucratif, créée le 20 février 2009 suivant Récepissé N° 111 – G-DB du 20 février 2009. Son siège est à Bamako au Mali. L'AJPV regroupe des journalistes de la presse écrite et orale du Mali. Ses organes sont : l'Assemblée générale des membres et le bureau élu pour 4 ans. Ses ressources proviennent des cotisations, subventions, dons et legs, et toute autre ressource autorisée. Le revenu annuel est essentiellement constitué des cotisations qui s'élèvent à 255 000 F CFA (17 organes/15 000/an). L'AJPV a pour objectifs : Promouvoir la culture de la paix, la démocratie ; sensibiliser, former et informer sur la problématique de la paix. Pour atteindre ces objectifs, l'AJPV a recours à la formation à la culture de la Non-Violence, la production, la collecte, le traitement et la diffusion de l'information. L'AJPV regroupe, une vingtaine d'organes de presse écrite et orale. Les capacités d'une cinquantaine de journalistes, ont, déjà, été renforcées. Avec le soutien

financier et technique du Projet GENOVICO (partenariat entre l'ONG ORFED et EIRENE), l'AJPV a pu organiser des ateliers de renforcement des capacités et de conférence-débats. Ce capital d'expériences, permettra à l'AJPV, de mettre en œuvre ce (présent) projet, en capitalisant ses acquis et en impliquant tous les acteurs des médias à travers la Maison de la presse qui jouera un rôle d'assistance, ou encore le projet Genovico, pour un rôle technique.

8. VIABILITÉ A LONG TERME :

Les participants à la formation travaillent déjà dans la presse écrite et orale, ils sont déjà en activité. Ils ont l'aval des responsables des organes pour participer au processus. L'AJPV se chargera du suivi des effets et impacts pendant et après le projet. AJPV est une association viable avec une reconnaissance juridique et affiliée à l'Association des Editeurs de presse privée (ASSEP). Elle tient des rencontres mensuelles qui permettront de poursuivre le suivi des résultats avec leurs membres et mettre à la disposition des autres non-membres de l'association un canevas de suivi.

9. SUIVI DU PROJET :

L'Association des Editeurs de Presse privée du Mali (ASSEP) sera impliquée dans le suivi en collaboration avec AJPV et le Bureau UNESCO/Bamako.

10. ÉVALUATIONS EFFECTUÉES :

C'est au cours d'une rencontre avec les membres de l'association que les besoins de formation ont été identifiés. Une collecte et études de quelques articles des membres ont été des indicateurs importants pour déceler les insuffisances dans la véracité des informations et la manière dont elles sont diffusées. Le but de notre association est de contribuer à une promotion de la paix à travers les médias et à une diminution des violences attribuables aux médias.

11. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

L'AJPV présentera un rapport de chaque formation à l'UNESCO, deux (02) rapports semestriels et un rapport annuel. Il présentera aussi un rapport financier selon la procédure de l'UNESCO. AJPV s'engage aussi à fournir périodiquement des rapports de suivi après projet à l'UNESCO. De même un Rapport final exhaustif. Personne responsable du rapportage : Alhassane H. Maïga, Président de l'Association des Journalistes pour la Paix et la Non Violence (AJPV)

C. INFORMATIONS COMPLÉMENTAIRES

L'AJPV n'a jamais reçu un appui de PIDC. Le bureau exécutif de l'AJPV a réuni tous les membres pour les informer de l'existence de l'opportunité qu'offre l'UNESCO pouvant répondre aux besoins déjà exprimés. Trois (03) membres ont été désignés pour élaborer le projet. Une autre réunion a été organisée pour présenter le projet (objectifs et résultats attendus) aux autres membres pour validation interne. Les autres organes de presse bénéficiaires des formations ainsi que l'ASSEP ont été informés de la soumission du projet.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des États-Unis)

Désignations	P. Unit	Montant en dollars
Organisation d'une formation modulaire sur les techniques de recherches d'information et leur traitement à Bamako (30 pers x 7 jrs) sur place		5 650
Déplacement des participants (30 persx7)= 210	10	2 100
Restauration (30 persx7)= 210	10	2 100
Honoraires formateurs senior (2 j prép +7jrs atelier + 2j rapport)= 11	100	1 100
Honoraires formateurs junior (7 jrs atelier)	50	350
Organisation d'une formation modulaire sur les techniques de recherches d'information et leur traitement à Ségou (30 pers x 7j)		15 050
Transports des participants (25 persx7)= 175	20	3 500
Hébergement (25 x 8 nuitées)= 200	30	6 000
Indemnités de subsistance (25x8 nuitées) = 200	10	2 000
Restauration (30 persx7)= 210	10	2 100
Honoraires formateurs senior (2 j prép +7jrs atelier + 2j rapport)= 11	100	1 100
Honoraires formateurs junior (7 jrs atelier)	50	350

Organisation d'une formation modulaire sur l'écriture journalistique et le lien avec la paix et les conflits (30 pers x7) à Bamako

	5 650	
Déplacement des participants (30 persx7)= 210	10	2 100
Restauration (30 persx7)= 210	10	2 100
Honoraires formateurs senior (2 j prép +7jrs atelier + 2j rapport)= 11	100	1 100
Honoraires formateurs junior (7 jrs atelier)	50	350
Organisation d'une formation modulaire sur l'écriture journalistique et le lien avec la paix et les conflits (30p x7) à Ségou		15 050
Transports des participants (25 persx7)= 175	20	3 500
Hébergement (25 x 8 nuitées)= 200	30	6 000
Indemnités de subsistance (25x8 nuitées) = 200	10	2 000
Restauration (30 persx7)= 210	10	2 100
Honoraires formateurs senior (2 j prép +7jrs atelier + 2j rapport)= 11	100	1 100
Honoraires formateurs junior (7 jrs atelier)	50	350
Organisation d'un concours de meilleur article de presse écrite et radiophonique sur la paix au Mali		2 560
Motivation des membres du jury pour lecture et notation (3 pers)	100	300
Rafraîchissement pour la rencontre de remise de prix (200 pers)	3	600
Prix pour les meilleurs 5 premiers (une moyenne mais sera par ordre de mérite,)	300	1 500
Location vidéos- projecteur pour 4 ateliers	40	160
Total PIDC		US\$ 43 960

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE
(en dollars des Etats-Unis)

Désignations	P. Unit	Montant en dollars
I- rapportage de suivi		200
II- Modérateur de processus		1 200
Forfait par mois (100 dollars / mois x 12 mois)	1200	1 200
III- comptable / trésorier)		300
Forfait (50 dollars / mois 6 mois)	300	300
VI- communication autour des activités		11 200
ORTM (couverture remise des prix et une formation) = 2 fois	600	1 200
Publication de chaque activité dans 10 organes de presse (4 ateliers + 1 publication de la compilation des articles du concours) = 10x 5pub=50	200	10 000
Total		US\$ 12 900

SÉNÉGAL

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DES CAPACITÉS EN ENVIRONNEMENT DES ÉTUDIANTS DU CESTI
2.	NUMÉRO	IPDC/57 SEN/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation
7.	COÛT TOTAL DU PROJET	54 900 USD
8.	MONTANT DEMANDÉ AU PIDC	41 900 USD
9.	BÉNÉFICIAIRE DU PROJET	Centre d'Études des Sciences et Techniques de l'Information (CESTI) Université Cheikh Anta Diop de Dakar Tél. (221) 33 824 6875 Fax (221) 33 824 24 17 Contact: Ibrahima Sarr, Directeur E. Mail: ibrahima.sarr@ucad.edu.sn
10.	MAÎTRE D'ŒUVRE	UNESCO/BREDA-Dakar, Jean-Pierre Ilboudo, Conseiller Régional pour la Communication et l'Information jp.ilboudo@unesco.org
11.	LOCALISATION	CESTI, Sénégal
12.	PROJET PRÉPARÉ PAR	Ibrahima Sarr, Directeur du CESTI ; Jean-Pierre Ilboudo, Conseiller Régional pour la Communication et l'Information
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

1.1 - Au Sénégal, l'effervescence post-Rio 92 s'est accompagnée d'un regain d'intérêt pour l'environnement qui était apparu comme un concept nouveau. En plus de porter l'estampille de ses origines occidentales, l'environnement était considéré comme une problématique à la confluence des discours scientifiques et des prises de positions politiques. La rupture dans la vision des problèmes du développement durable au Sénégal et les actions politiques dans ce domaine ont marqué l'histoire de la presse sénégalaise qui s'est intéressée depuis cette période à l'environnement comme problématique, mais également comme matière et source d'information à traiter. Malgré cet intérêt et malgré la diversité des supports d'information (presse écrite, radio, télévision et journaux en ligne), les questions environnementales occupent une place marginale dans les médias sénégalais en raison du manque de maîtrise de ce domaine par les journalistes. Le traitement de ces questions s'adosse à l'actualité immédiate. Elle consiste, la plupart du temps, à des comptes rendus de séminaires et de manifestations officielles. Il est rare de voir les médias sénégalais consacrer une analyse approfondie ou des reportages fouillés aux questions environnementales.

1.2 - Ce projet s'adresse à toutes les catégories de médias en raison de sa cible, notamment les étudiants des options presse écrite, radio, télévision et multimédia du CESTI.

1.3- Ce projet vise à renforcer les savoirs et les capacités en environnement des étudiants du CESTI et par delà le savoir-faire des entreprises médiatiques dans leurs relations avec la société pour une meilleure prise en charge des questions environnementales.

2. DESCRIPTION DU GROUPE CIBLE:

Le projet peut être vu comme novateur en ce sens qu'il s'adresse à une cible dynamique (des jeunes étudiants africains en formation initiale dans un domaine leader qui est celui des médias) qui va traiter des questions portant sur l'environnement comme l'impact croissant de changements climatiques et la nécessité d'une prise de conscience des relations de cette question avec les priorités de développement.

3. OBJECTIF DE DÉVELOPPEMENT :

Il s'agit de créer les conditions optimales d'une appropriation des concepts et des problématiques en matière de traitement par les journalistes de la question environnementale au Sénégal et dans les autres pays africains, qui envoient des étudiants en formation au CESTI, ainsi que les pré-conditions pour induire des changements dans les comportements, les contenus thématiques qui vont être abordés.

4. OBJECTIF IMMÉDIAT :

C'est l'acquisition de connaissances pratiques sur tous les aspects liés à cette problématique complexe de l'environnement comme sur les questions relatives à la sociologie et à l'anthropologie, aux évolutions et aux grandes tendances du débat international et national en cours sur les questions comme celles du développement durable, de l'environnement et des changements climatiques, etc.

RÉSULTATS ATTENDUS :

- **Résultat 1:** Les capacités et savoir-faire des journalistes et des communicateurs sociaux seront renforcés de manière à répondre aux exigences nouvelles de traitement de l'information relative à l'environnement, aux variations et changements climatiques.
- **Résultat 2:** Les réseaux des médias et d'organes africains intéressés par le traitement de l'information environnementale et le CESTI échangeront sur les stratégies déjà existantes et celles qui émergent comme réponses aux problèmes de développement durable et sur la manière de les aborder dans leurs journaux et organes respectifs.
- **Résultat 3:** Les journalistes et communicateurs sociaux connaîtront bien leurs droits et responsabilités en matière de traitement de l'information relative à l'environnement et seront capables d'influer par la production journalistique sur les processus de prise de décision politique et les choix de développement aussi bien au plan local qu'international.
- **Résultat 4:** Des communautés de bonne pratique dans le domaine de l'approche journalistique des problèmes d'environnement seront créées et les approches et méthodes reconnues probantes mutualisées afin que puissent être menés les bons plaidoyers et les pressions chaque fois qu'il y aura menace ou risque d'enfreinte sur les questions relatives à l'environnement.
- **Résultat 5:** Les autorités et les collectivités locales et décentralisées à qui sont destinés les messages des journalistes en environnement seront plus attentives devant les communautés et les organisations de la société civile et reconnaitront de façon plus nette leurs droits et rôles dans les processus de prises de décision concernant l'environnement.

ACTIVITÉS :

Phase 1: Préparation

- **Activité 1:** Recherche et revue de la documentation concernant la problématique étalée sur les 20 ans ayant suivi Rio 92.
- **Activité 2:** Numérisation des articles concernant le traitement de l'environnement durant les 20 dernières années, leur mise en commun et domiciliation à la Médiathèque du CESTI.
- **Activité 3:** Création d'un centre de ressources commun où sera domiciliée toute cette documentation numérisée et mutualisée.

Phase 2: Réalisation

- **Activité 1:** Organisation de deux séminaires destinés aux étudiants. Chaque séminaire durera deux jours. Les objectifs visés sont les suivants: exposer des études de cas aux étudiants, leur permettre de tirer profit des expériences de journalistes professionnels et d'experts dans les différents domaines de l'environnement, de renforcer leur culture générale scientifique et d'avoir une meilleure compréhension des enjeux. Ces séminaires concerneront 28 étudiants.
- **Activité 2:** Réalisation de deux livrets pédagogiques illustrés sur: (i) l'Afrique et les changements climatiques et (ii) Les enjeux pour l'Afrique de Rio+20.
- **Activité 3:** Organisation de deux sorties pédagogiques à l'intérieur du Sénégal pour les étudiants et leurs encadreurs (35 personnes au total). Le but de ces sorties est d'amener les étudiants à réaliser des productions journalistiques sur des thèmes en rapport avec l'environnement: changements climatiques, imaginaires, codes culturels et les éco-sciences locales, éco-santé, leadership et gouvernance alternative du développement durable à l'échelle locale, etc. Productions envisagées: audiovisuelle, multimédia (journal en ligne du CESTI, www.cesti-info.net), un journal-école sur l'environnement.

5. INVESTISSEMENTS :

- 6 encadreurs professionnels : Presse écrite (1), radio (1), TV (1), multimédia (1) environnement (1).
- 6 encadreurs techniques : radio (1), télévision (3), presse écrite (2).
- 2 documentalistes et 1 caricaturiste.
- 9 experts nationaux et 3 journalistes spécialisés sur les questions environnementales pour animer les deux séminaires.

6. PLAN DE TRAVAIL:

ACTIVITÉS / MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Phase préparatoire : Recherche documentaire, numérisation des articles, création d'un centre de ressources commun	■	■										
Organisation des séminaires			■				■					
Réalisation des 2 livrets illustrés : sélection des consultants ; Conception et réalisation		■	■	■	■							
Sorties pédagogiques					■			■				
Productions					■	■		■	■	■		
Évaluation et rapport												■

7. CADRE INSTITUTIONNEL :

Le Centre d'Etudes des Sciences et Techniques de l'Information (CESTI) a été créé en 1965. Le CESTI est une école publique, qui forme au Diplôme supérieur de journalisme (DSJ), qui est l'équivalent de la licence. La formation initiale s'étend sur trois ans. Depuis 2009, le CESTI applique le système LMD avec l'ouverture d'un master de recherche en information et communication. Il s'investit également dans la formation continue des journalistes ainsi que dans la formation à la carte, dans des domaines concernant surtout les métiers de la communication.

Le CESTI est l'une des plus anciennes écoles publiques de journalisme en Afrique au Sud du Sahara. C'est une école à vocation régionale, d'où son rayonnement dans plusieurs Etats de l'Afrique occidentale et centrale. Aujourd'hui, il accueille des étudiants venant du Sénégal, du Bénin, de la Côte d'Ivoire, du Gabon, du Mali, de la Guinée, de la Mauritanie, du Togo et du Congo Brazzaville. Ils sont recrutés à partir d'un concours sélectif. La formation repose, en grande partie, sur des productions réalisées par les étudiants. Elle est assurée par des universitaires et par des professionnels, qui ont une longue expérience de la presse écrite et de l'audiovisuel, qui participent à la conception des programmes. Le CESTI fait partie des centres potentiels d'excellence de formation en journalisme en Afrique, identifiés par l'UNESCO.

8. VIABILITÉ A LONG TERME :

Ce présent projet s'inscrit dans la longue durée grâce à son officialisation et son ancrage dans un cursus académique bien défini et au delà de la formation intra-muros, il ambitionne de travailler à la pérennité des échanges dans le cadre de réseaux actifs. La sensibilisation et la responsabilisation des presses locales et des différents responsables des médias dans les différentes parties du continent en constitueront le socle de sa pérennisation. Leurs capacités de plaidoyer seront développées afin que les décisions prises soient en conformité avec les besoins des populations africaines. Ce qui facilite la dimension internationale du projet, c'est le caractère de vivier multinational et multiculturel de l'environnement de son déploiement que constitue le CESTI en tant que creuset de formation de journalistes bien connu en Afrique et à travers le monde.

9. SUIVI DU PROJET:

Le Bureau de l'UNESCO à Dakar assurera le suivi du projet.

10. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Le CESTI s'engage à produire un rapport d'activités tous les quatre mois et un rapport final exhaustif faisant apparaître le degré auquel l'objectif immédiat aura été atteint. Ces rapports seront rédigés par M. Moustapha Guèye, enseignant-chercheur au CESTI, responsable de la Division des projets et de la Formation continue.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Phase I - Préparation	
Activité 1 : Activités de recherche et revue de la documentation (2 personnes x 5 j)	924
Activité 2 : Numérisation des articles par 1 personne pendant 3 jours	831
Activité 3 : Création d'un centre de ressources commun : 1 personne pendant 3 jours	831
Phase II - Réalisation	
Activité 1 : Organisation de 2 séminaires :	
Prestation de 6 experts pendant 2 jours x 2 séminaires	1 108
2 Pauses café (matin et après-midi) pour 60 personnes pendant 2 jours x 2 séminaires	3 103
Déjeuner pour 60 personnes pour 2 jours x 2 séminaires	3 547
Activité 2 : Réalisation de 2 livrets pédagogiques illustrés sur (i) L'Afrique et les changements climatiques et sur (ii) Les enjeux pour l'Afrique de Rio+20.	
2 Consultants pour la conception et la réalisation qui travailleront pendant 4 jours	3 695
Frais de conception graphique, de montage et d'impression des 2 livrets	9 915
Activité 3 : Organisation de 2 sorties pédagogiques et productions des étudiants	
Productions audiovisuelles	2 779
Productions multimédias	1 108
Hébergement et restauration pour 34 personnes (28 étudiants et 5 encadreurs et 1 chauffeur) pendant 7 jours x 2 sorties	14 058
Total PIDC	US\$ 41 899

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Frais de coordination Phase préparatoire du projet	830
Secrétariat	554
Coordination générale	5 542
Communication	739
Location d'un véhicule pour les encadreurs pour les 2 sorties (14 jours)	2 956
Carburant Bus étudiants et véhicule encadreurs pour les 2 sorties	1 640
Divers	739
Total	US\$ 13 000

SENEGAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BAOBABS FM YOUTH COMMUNITY RADIO
2.	NUMBER	IPDC/57 SEN/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$ 79 159
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 459
9.	BENEFICIARY BODY	Baobabs 89.2 FM Contact : Paul Y Sarr Tel: 76.687.0700 Baobabsfm@mermozsacrecoeur.org gndeye@cbao.sn www.baobabsfm.org
10.	IMPLEMENTING OFFICE	UNESCO Dakar Regional Office Jean Pierre Ilboudo, CI Adviser E-mail: jp.ilboudo@unesco.org
11.	PROJECT LOCATION	Dakar, Senegal
12.	PROJECT PREPARED BY	Assane Diallo, Social Entrepreneur ; Jean Pierre Ilboudo, Communication Adviser, Dakar Regional Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The first community radio frequency was licensed in 1996 and the number of stations has grown since then. Community radio stations and most aspects of broadcast are authorized and regulated by the Ministry of Information, despite the constitutional provision of the right to freedom of expression.

Senegalese community radio plays a very important cultural role and is strongly rooted in the supporting a thriving local community. The stations have a strong commitment to providing information, raising local awareness of social and economic affairs and encouraging participation in local life. Some of them have thematic programs campaigns on issues such as HIV/AIDS awareness, prevention of Malaria, adult literacy, women's rights, peace in casamance and care of the environment. The broadcasts will air in the predominant languages of the country, Wolof and French; with other local languages such Pulaar, Serere, Jola and Mandinka widely represented.

In addition to all things that have been done by local community radio to make a difference, Baobabs FM wants to strengthen to these achievements with a youth driven program focused on Training and debate activities in conjunction with civil society, local businesses and local artists. For each training session (3 months) between 15 to 20 students from local schools (Middle School and high school) will be selected to join in a program called Radio Lycee. During the three months students will have lessons on the theory of how a community radio operates. They will organize produce and broadcast their own show. They also will learn about leadership and community service. The group will be divided in three teams and each team will have their own show every other day. Students will be trained as a host, producer, reporter and technician. Each session will be hosted by a Mentor (a Journalist from local radio studio) who will work with students. The Mentors will come from diverse backgrounds and will provide engaging input to the program. Students will be trained by Radio Baobabs staff members as well as other persons who we intend to invite to help us in this educational program.

Through this program five local schools will benefit from this training and over 4411 households will also take ownership of the radio. The station is located in the Mermoz Sacre Coeur District, which has over 35,000 residents. It also important to note the radio signal will go beyond the Mermoz Sacre Coeur District and will reach and offer educational and information to others around Dakar.

3. DESCRIPTION OF THE TARGET GROUP:

The principal beneficiary of this program will be local schools from the district de Mermoz Sacre Coeur (over 35,000 residents) and the surrounding communities.

3. DEVELOPMENT OBJECTIVE:

Baobabs Fm will help the community to define and explore its collective human, social, and political interests through local, live participation in various programming opportunities. It also will provide a forum for discussion of local issues between local officials and the community through the Home town meeting program. Baobabs FM will empower community youth by providing training and a platform to voice their perspectives through the High school and college debate program and the Youth Media program (Radio Lycee).

The primary goals of the program are:

- To empower youth to speak out on political, social, cultural and personal issues.
- To provide a platform for youth to engage in media literacy and public speaking.
- To encourage public service among youth.
- To provide youth with constructive after school activities.
- To enrich and authenticate their school assignments (i.e. papers and projects).
- To give voice and courage to students who have not found the means to express their ideas.
- To expose the community to viewpoints and perspectives not usually heard through electronic media.

It will be open to High school and college students from the district. As a voice of the Community Baobabs FM wants also create a network of people and resources able to care for the community need.

4. IMMEDIATE OBJECTIVE:

To establish an independent community radio station which provides an open, legitimate space for stakeholders to express themselves, to exercise their constitutional right to freedom of expression, and subsequently to strengthen local organizations through raising levels of community awareness and participation.

5. PROJECT OUTPUTS:

Training for Journalists

- Interviews (2 days)
- Field reporting (2 days)
- Writing for radio (3days)
- Magazine (3 days)
- Debates (1 day)
- Inter active shows (2days)
- Ethics and deontology (1day)

Training for Technicians:

- Windows and sound production (2 days)
- Editing and sound (4 days)
- Animation and computer programming (2 days)
- Maintenance and prevention (4 days)

Training for Managers and Office personel

- Job description and mission (2 days)
- Finance management (2 days)
- Ethical and deontology (1 day)

6. ACTIVITIES:

Community radio training session for 5 days for 15 staff members of Baobabs FM and organized at the station.

7. PROJECT INPUTS:

- Radio Production and Transmission equipment (detail available on request)
- Logistic support for the training workshops

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Construction and installation	■											
Purchase of additional equipment				■								
Recruitment and training crew		■	■									
Identifying programs			■									
Inauguration and regular transmission					■							

9. INSTITUTIONAL FRAMEWORK:

Radio Baobabs FM (<http://mermozsacrecoeur.org/>) is a community-based communication structure based in the Mermoz / Sacré Coeur district. It is managed by its members and aims to help the inhabitants of the Mermoz / Sacré Coeur district and nearby neighbourhoods to take control of their social, economic and cultural development thanks to broadcast programmes designed to give community bodies a voice, to inform, instruct, sensitize, unite and entertain.

10. SUSTAINABILITY:

Once the training is done as well as getting a new equipment, the staff members will be able to accomplish their mission with the modern tools. The interest and motivation of students to take part in a radio program is very high. The lack of media access for youth leaves them with few outlets for their opinions. This program will certainly allow them to express their opinion and learn new communications and leadership skills. It also will open their minds about how they can become productive members of the society.

Baobabs FM will seek to achieve the sustainability of its operations with the support of the local community (residents, businessmen) as well as from the Municipal Council and from the residents now living abroad. Additional income will result from radio services, such as people and business events.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be monitored by the UNESCO Office in Dakar

12. EVALUATIONS CARRIED OUT:

Needs assessment sessions designed to gather input from community members and project stakeholders, representative project affiliates, such as leaders of youth Associations (ASC), were led to determine feasibility and best practice. We presented the project to the Municipal Council and obtained several supportive commitments: in addition to hosting the station in their building, the Council will cover the station's electricity costs and award an annual grant to support the station and pay two staff members. The Municipal Council's support validates our ability to carry out this project.

Baobabs FM got its license in M 2011 and can be heard on air at 89.2 in Dakar. The radio is located at the Mairie de Mermoz Sacre Coeur, which is taking care of the electricity bill, water as well hosting the radio in their building free of charge.

It has created a database of schools, business companies, churches, mosques and people from the District to continue the dialogue about how, all together, the radio can benefit the community.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The project will be monitored by the UNESCO OFFICE in Dakar and Guy Member of the Baobabs FM Board who will be in charge to present quarterly reports.

C. ADDITIONAL INFORMATION

The frequency of our radio was assigned to us since May 2011 by the ARTP and Ministry of communication. City Hall Mermoz Sacre-Coeur supports: the shelter of the radio, water and electricity and provides two municipal officers. We didn’t contact any other organizations regarding this project, but have created a database of potential funders for our program. As soon as we are set up and operating this radio on a regular schedule we will invite them to join us to support our mission to to give youth a voice in this local community

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
(1) Transmitter Stereo 250 Watt	3 139
(1) Lightning protector Kit	435
Antenna System	
(2) Dipole FM Wide Band. Aluminium with N connector	640
(1) Antenna Coupler 2 Ways	308
(2) Branch for Coaxial Cable RG 213 LENGTH 2,5 m. with connectors	74
(1) Cable celflex	411
Live Studio	
Dynamic Microphone	78
(3) Microphone arms	119
(3) Headphone	85
(1) Tape reader Tascam	700
(2) CD Player Yamaha	828
(1) Tuner Studio Yamaha	316
(1) Pair of speakers	310
(1) Mixage table	1 550
(1) Insert Telephonique	355
(1) Headphone Amplifier Pro-XL	215
(20) Fiches Canon Male	109

(20) Fiches Canon Femelle	91
(1) Cable audio	240
(20) Fiches jack Stereo (3,5mm)	91
(20) Fiches jack GM Mono (6,3mm)	94
(20) Fiches RCA Professionnelle	57
(1) Selecteur Commutation Studio	1 168
Recording Studio	
(4) Dynamic Microphone	78
(2) Microphone arms	79
(2) Headphone	57
(1) Tape reader Tascam	700
(1) CD Player Yamaha	414
(1) Pair of speakers	310
(1) Mixage table	647
(1) Insert Telephonique	355
(1) Headphone Amplifier Pro-XL	215
(15) Fiches Canon Male	82
(15) Fiches Canon Femelle	69
(1) Cable audio	240
(10) Fiches jack Stereo (3,5mm)	46
(15) Fiches jack GM Mono (6,3mm)	70
(10) Fiches RCA Professionnelle	29
(1) PA Package (For conference, High School debate program)	1 168
(4) Portable digital recorder	2 000
Training (Staff Members)	
Journalists	2 650
Technicians	2 264
Manager and office staffs	944
Handle fee	591
Shipment	3 541
Customs	3 500
Total IPDC	US\$ 31 459

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Training on media management, program production and technical skills	3 000
100 W FM transmitter	3 500
Construction of the station and offices	5 800
Antenna	300

Transmission mask	3 850
One computer	950
Equalizer	800
Noise reduction box	400
2 microphones	100
3 microphone arms	350
Yamaha audio mixer	300
19 iMac computers	20 900
Studio furniture	900
Fax machine	150
2 printers	600
Photocopy machine	350
2 DVD players	80
VCR	70
Digital camera + extra card	300
Office supplies	500
Freight and customs	4 500
Total	US\$ 47 700

CAP VERT

A. IDENTIFICATION DU PROJET		
1.	TITRE	NUMERISATION ET EXPLOITATION DES ARCHIVES AUDIOVISEUELS DE LA RTC (CONTINUATION)
2.	NUMÉRO	IPDC/57 CVI/01
3.	CATÉGORIE DE MÉDIAS	Catégorie 5 : Existence de capacités infrastructurelles suffisantes pour soutenir des médias indépendants et pluralistes
4.	DOMAINE DE PRIORITÉ DU PIDC	
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Financière
7.	COÛT TOTAL DU PROJET	US\$ 47 661
8.	MONTANT DEMANDÉ AU PIDC	US\$ 41 445
9.	BÉNÉFICIAIRE DU PROJET	RADIO TÉLÉVISION DU CAP-VERT
10.	MAÎTRE D'ŒUVRE	UNESCO Dakar Contact : M. Jean-Pierre Ilboudo E-mail : jp.ilboudo@unesco.org
11.	LOCALISATION	Praia Cap-Vert
12.	PROJET PRÉPARÉ PAR	RADIO TÉLÉVISION DU CAP-VERT
DÉCISION DU BUREAU :		

B. PRESENTATION

1. JUSTIFICATION DU PROJET :

État des lieux détaillé sur la situation de la Télévision au Cape Vert

La Radiotélévision Capverdienne, est une société anonyme, à responsabilité limitée, à capital public. Les principes de base établis pour les Entreprises Publiques, sont applicables à la RTC ; des règles légales et réglementaires des sociétés anonymes sont aussi applicables à la RTC, qui gère les chaînes de Télévision et de radio Publiques au Cap Vert.

Le fonctionnement de l'entreprise est assuré par des instruments de gestions annuelles -- Plan d'activités, budget de fonctionnement et d'investissement - élaboré et proposé par le Conseil d'Administration et approuvés par l'Assemblée Générale. L'unité de gestion principale de la RTC est le Conseil d'Administration, nommé par l'assemblée générale; dans un cadre d'une autonomie administrative et financière le Conseil d'Administration qui gère les affaires courantes de l'entreprise.

Competences:

- Administration du patrimoine
- Perception des taxes de la radio et de la télévision
- Acceptation de la politique commerciale
- Réalisation d'investissements selon le plan d'activités approuvé
- Adoption des règlements internes
- Recrutement et nomination des responsables de l'entreprise
- Réalisation des inspections et des audits internes
- Exécution du plan stratégique et de développement

Le Conseil d'Administration est dirigé par un Président, qui, selon la législation, dispose des compétences suffisantes lui permettant d'assurer le fonctionnement efficient de l'entreprise entre les réunions du Conseil d'administration, notamment la coordination des différents services.

La liberté de presse et le pluralisme au Cap-Vert

L'autonomie des médias audiovisuels publics doit être analysée dans le cadre du développement des rapports avec les pouvoirs publics installés. En effet la liberté de presse est entre autre, des éléments fondamentaux dans de la démocratie ; elle est un des piliers de la garantie des droits et des libertés fondamentaux du citoyen. Les médias audiovisuels publics ont joué un rôle important dans le processus de transition politique, en donnant la société de façon intense e varié (diversifié), les communications politiques, a travers les débats radiophoniques ou télévisés, les meetings, etc. Ces faits montrent que même quand l'Etat est titulaire des principaux moyens d'informations et de la communication, il est possible de pratiquer et développer dans les médias audiovisuels publics les concepts de liberté, sans toucher l'autonomie.

C'est dans ce contexte que la Législation Capverdienne cherche à établir le rapport entre les médias publics et le secteur politique – le Gouvernement, les Organes de Souveraineté et les Partis Politiques, sans oublier les autres Organisations de la Société Civile.

Par apport aux Organes de Souveraineté, notamment l'Etat, la RTC doit assurer les fonctions suivantes :

- Assurer l'Existence et le fonctionnement du service public de radio et télévision
- Assurer la libre circulation de l'information
- Préserver la libre circulation du pluralisme de l'idée et favoriser la concurrence
- Fiscaliser l'observation de la loi et des règles que régissent l'exercice de l'activité de l'audiovisuel

Selon la loi, le service public de la communication audiovisuelle peut être aussi assuré par des entreprises de communication sociale - publiques ou privées à travers un contrat de concession.

Dans le cadre du renforcement de l'autonomie des médias audiovisuels publics l'Etat doit faire quelques concessions : appui direct ou indirect, notamment la concession des bénéfices financiers (subventions, exemptions fiscales, etc.). Les appuis indirects sont sous forme de coparticipation dans les coûts d'expédition des équipements, réduction des tarifs, coparticipation dans les frais de transports pour les déplacements, etc.

Pour les partis Politiques, la loi est claire et régit le droit d'antenne et de réponse, gratuitement ; ils ont mensuellement un temps d'antenne dans la programmation des chaînes publiques de radio et de télévision, s'ils ont une représentation au Parlement. Les temps d'antenne des Partis politiques sont identifiés avec des génériques du début et fin de programme, pour chaque titulaire.

Relativement aux droits des réponses, les Partis Politiques de l'opposition ont le droit de réponse sur les interventions publiques du Gouvernement diffusées dans les émissions de radio et télévision publiques. En résumé on considère que la loi sur la presse et les lois électorales confèrent l'égalité de traitement aux forces politiques et aux entités, dans le processus de compétitivité politique.

La fiscalisation de toute l'activité des médias au Cap Vert est assurée par le Conseil de la Communication Sociale, Organe indépendant, qui fonctionne auprès de l'Assemblée Nationale. Cette Institution de fiscalisation de l'activité des médias publics et privés est composée par :

- Un magistrat, qui préside le Conseil
- Trois membres désignés par l'Assemblée Nationale
- Deux membres désignés par le Gouvernement
- Trois représentants de la société civile – opinion publique

Catégorie de média où s'inscrit ce projet

La Télévision du Cap Vert est la chaîne de RTC responsable pour la production et diffusion publique des programmes de TV nationale.

La Télévision du Cap Vert émet 18 heures par jour, ce qui permet une excellente diversification de programmation. Grâce à la numérisation de la production la Télévision du Cap Vert compte aujourd'hui, avec une plateforme numérique VSN, qui assure la gestion des médias (contenus) de la captation, en passant par la collecte, l'édition et jusqu'à la diffusion (encore en analogique). La diffusion en numérique (TNT) est prévue pour 2015 au Cap Vert, ce qui sera un grand défi pour la RTC.

Etat des lieux actuel du système des archives audiovisuelles de la RTC

Un des problèmes auxquels le Développement et la Modernisation de la Télévision du Cap-Vert (TCV) a été confronté pendant plusieurs années, était la numérisation et l'exploitation des archives audiovisuelles. En effet, tous les supports audiovisuels existants à la TCV depuis 1984 sont emmagasinés dans les cassettes U-Matic ou BETACAM. Ces cassettes conservent plus de vingt ans de l'activité de la Télévision au Cap-Vert, c'est-à-dire un grand patrimoine national.

La numérisation de cette archive est le seul moyen de préserver cette richesse culturelle, historique de la TCV et du pays.

Avec l'appui de la France, dans le cadre du Projet PIA « Plan Images et Archives », la RTC a réussi à mettre en place un projet de numérisation des archives audiovisuelles (radio et télévision), pour pouvoir récupérer plus de 13.000,00 heures de programmes stockés en BETACAM SP (8.000,00 heures) et U-MATIC (5000,00 heures) et un nombre inestimable de programmes radio stockés dans les archives de Praia et de Mindelo, conservant des sujets antérieurs à l'Indépendance du pays en 1975.

Avec l'appui de la Coopération Française, suite à un Audit, un Cahier des Charges a été élaboré dans le but de constituer une plate-forme complète, afin de numériser, indexer, archiver et réutiliser le patrimoine audiovisuel et les nouvelles productions de la RTC du Cap-Vert.

Le CIFAP est l'entreprise contractualisée pour la mise en place de ce projet à travers une Convention tripartite (RTC, Ambassade de France et CIFAP). Le projet a permis la formation des archivistes et des techniciens, la fourniture de la Plateforme technique d'OPSOMAI basée sur Media Asset Management et de la fourniture de deux postes de numérisation.

Le coût global du projet a été de 169.120 EUROS (cent soixante neuf mille cent vingt euros) hors taxes.

La subvention accordée par le gouvernement français s'élevé à 113.000 EUROS (cent treize mille euros) dans le cadre du Plan Images Archives et correspond à la prise en charge à hauteur de 66,8% du coût global du projet (prestation de OPSIS média, aux frais d'achats de matériel et de maintenance et aux frais de formation et de logistique).

La participation de la RTC a été de 56.120 EUROS soit 6.187.431 CVE et correspond à la prise en charge à hauteur de 33,2% du coût global du projet.

A ce jour, un nombre considérable des contenus stockés en BETACAM a été numérisé et archivé dans le système OPSYS MEDIA ainsi que toutes les archives audio du Centre de production de Praia. La mise en place de ce projet de numérisation et exploitation des archives a précédé l'exécution des projets fondamentaux pour la Modernisation de la RTC – la Numérisation de la TCV et de la RCV. Ces deux projets installés un an après, sont basés sur les Plateformes VNS (TCV) et NETIA (RCV). Les deux plateformes disposent de fonctionnalités des archives temporaires, qui dans le temps doivent être sélectionnées par l'archivage définitif dans le système OPSYS MEDIA. C'est pour cette raison que le présent projet est élaboré et soumis au financement de l'UNESCO.

Objectifs du présent projet – 2ème phase

- Les supports audiovisuels enregistrés et stockés dans l'Archives temporaires de la Plateforme VSN doivent être sélectionnés et convertis dans le format vidéo du VSN (MPEG2) ; ainsi, tous les continus destinés à l'archivage resteront disponibles dans le système OPSYS MEDIA. L'acquisition de trois Workstations (avec logiciels et moniteurs de 23") pour ce faire, sera nécessaire ; ces stations permettront aussi d'accélérer le processus de numérisation fait avec deux stations seulement.
- Les lecteurs U-MATIC existants à la RTC ne permettent plus la reproduction des cassettes dans ce format pour une numérisation de qualité. Il faudra dans le cadre de ce projet acheter au moins deux lecteurs de Cassettes U-MATIC PAL, low band pour la reproduction du stock existant depuis 1984. D'autre part, avant de faire la reproduction des cassettes, il faudra les nettoyer de façon convenable ; une machine de nettoyage doit être acquise.

- Les contenus archivés temporairement dans la Plateforme NETIA de gestion des archives audiovisuelles de la RCV doivent aussi être transférés dans le système OPSYS MEDIA, une fois sélectionnés pour l'archivage définitif. L'acquisition d'une station avec des logiciels de conversions adéquats constitue un des objectifs de ce projet.

2. DESCRIPTION DU GROUPE CIBLE :

La numérisation de l'archive audiovisuelle de la TCV bénéficie à toute la société capverdienne, compte tenu qu'une partie intéressante de l'histoire du pays (les premiers images du pays indépendant, le passage au pluralisme et au défi du développement du pays dans le contexte de la mondialisation) est stockée dans cette archive de valeur inestimable, qui sera mise aussi à la disposition du public (producteurs audiovisuels, universités, société civile, etc) qui sont les groupes cibles directs de ce projet.

3. OBJECTIF DE DÉVELOPPEMENT :

La numérisation des contenus archivés de la radio et de la télévision depuis l'Indépendance à nos jours permettra une disponibilité des archives pour différentes institutions (universités, chaînes de production audiovisuelles, chercheurs, etc.) et une amélioration du service public quant à la réalisation des documentaires avec l'histoire du pays.

4. OBJECTIFS IMMÉDIATS :

L'objectif immédiat de ce projet est de préserver l'archive audiovisuelle de la TCV, ce qui contribue à l'amélioration des conditions de productions et la conservation de l'histoire du pays.

RÉSULTATS ATTENDUS :

- Système d'archives avec les plateformes de gestions audiovisuel de la RTC, intégré,
- Programmes archivés, recherchés et retrouvés rapidement,
- Temps de préparation des programmes, économisé,
- Archives conservées,
- Patrimoine audiovisuel protégé,
- Capacité du personnel de l'archive (5 personnes) et d'ensemble des journalistes (une vingtaine) de la TCV, renforcée,
- Station développée et modernisée.

ACTIVITÉS :

- Elaboration du projet
- Choix des solutions techniques
- Appels d'offre pour la fourniture des équipements
- Installations des équipements
- Numérisation des archives audiovisuelles

5. INVESTISSEMENTS :

Acquisition des équipements :

Item	Marque	Modèle	Description	Qt.
1	SONY	VO-7630	Lecteur U-MATIC	2
2	RTI	VT-3100	Machine Nettoyage Cassette U-MATIC	1

3	VSN	SVM22009	Workstation équipé avec logiciel Edius	3
4	LG	MONLG22	Moniteur vidéos	3
5	VSN	Share	Logiciels édition et conversion	3
6	ADDERVIE W	AVX1008-EURO	SWITCH KVM CAT 5	2
7	NETIA	LIC-RA	Licence Radio Assit pour la production	
8	DELL	OPTILEX780 OU PRECISON T3500	Workstation	1

6. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Appel d'Offre												
Choix de Fournisseurs												
Acquisition du matériel												
Installation												
Début d'exploitation du système												

7. CADRE INSTITUTIONNEL :

La mise en œuvre du projet est de la responsabilité de la Radiotélévision Capverdienne. Les structures fonctionnelles de l'entreprise directement impliquées dans l'exécution de ce projet sont : le Cabinet des Études et Planification, la Direction Technique, la Direction de la Télévision et la Direction Financière.

8. VIABILITÉ A LONG TERME :

Intégrée dans le développement et la modernisation de la TCV, la numérisation de l'archive est une activité valide à long terme, puisque les supports choisis pour la mise en œuvre du projet sont rapidement configurables. L'avantage de la technologie numérique assure une longue vie au présent projet.

9. SUIVI DU PROJET :

Il s'agit de la continuité d'un projet, avec des activités et opérations en cours ; l'équipe du projet chargé de l'exploitation du système a été formé ; de façon générale les services de programmes sont en charge du suivi des activités courantes ; et toutes les activités de maintenance technique sont gérées par la Direction Technique

10. ÉVALUATIONS EFFECTUÉES :

- Audit avec l'appui du CFI,
- Cahiers des Charges monté avec l'aide de la Coopération Française (CIFAP)
- Mise en Œuvre du Système d'Archives – Ambassade de France, RTC, CIFAP
- Exploitation du Système
- Visite du conseiller régional CI du bureau de Dakar

11. **RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

Voir Rapport Final du Projet

D. BUDGET

**BUDGET CONCERNANT LES APPORTS DU PIDC
(en dollars des Etats-Unis)**

2 Lecteur U-MATIC	3 000
1 Machine Nettoyage Cassette U-MATIC	17 955
3 Workstation équipé avec logiciel Edius	9 792
3 Moniteurs vidéos	780
3 Logiciels édition et conversion	3 750
2 SWITCH KVM CAT 5	1 024
2 Licence Radio Assit pour la production	2 084
2 Worksations	3 060
Total PIDC	US\$ 41 445

**BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE
(en dollars des Etats-Unis)**

Installation	2 072
Maintenance Anuel du systeme	4 144
Total	US\$ 6 216

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CONFERENCE ON POLICY ADVOCACY FOR MEDIA LAW REFORM IN CENTRAL AFRICA
2.	NUMBER	IPDC/57 RAF/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promoting freedom of expression & media pluralism
5.	SCOPE	Regional, Central Africa
6.	TYPE OF ASSISTANCE REQUESTED	Financial support
7.	TOTAL COST OF PROJECT	US\$ 50 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 500
9.	BENEFICIARY BODY	Union des syndicats des professionnels de la presse d'Afrique Centrale (USYPAC) Secrétariat Général Permanence de la FESYTRAC à l'ACI- Brazzaville, Congo Tel. : (+242) 05551 32 07 / 06669 75 91 E-mail : fesytrac@yahoo.fr / adzotsa_edouard@yahoo.fr
10.	IMPLEMENTING OFFICE	UNESCO Office in Dakar Contact: Jean Pierre Ilboudo E-mail: jp.ilboudo@unesco.org
11.	PROJECT LOCATION	Federation of African Journalists Dakar, Senegal
12.	PROJECT PREPARED BY	Gabriel Baglo, Head of Secretariat, Federation of African Journalists; Jean Pierre Ilboudo, Regional Advisor for Communication and Information
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In central Africa, journalists take great personal and professional risks to collect process and disseminate news and information to citizens in 8 states, namely: Cameroon, Central Africa Republic, Chad, Congo, DR Congo, Equatorial Guinea, Gabon, Sao Tome. The media legislations have made it incredibly difficult and unbearable for journalists to do their work in central Africa. Furthermore, being a journalist today in many places in central Africa can often be a deadly pursuit, particularly for those covering conflict and other dangerous assignments. Most countries in central Africa are post conflict areas and the legislations and government practices in these post-conflict areas are predominantly non-conducive environments for journalists.

The number of journalists killed, attacked, or jailed in the line of their duty has been increasing year in year out. In the central Africa region, journalists have been attacked, arrested, injured, kidnapped or detained. These deadly attacks have brought to light that journalists and media houses in central Africa do not have adequate media legislation and court system to protect journalists who are assigned to cover sensitive news assignments on behalf of their news media organizations.

The central Africa region is a post conflict area and is also volatile context with potential civilian unrests, political instability and military coups. In other instances, the lives of investigative journalists are also endangered for exposing the truth without a proper legal framework to protect them. In addition rarely are the perpetrators of heinous crimes against journalists investigated, prosecuted and brought to justice.

In war-torn eastern DR Congo press freedom is not adequately respected, media professionals are targeted by warlords, independent militias, criminal gangs, or corrupt elements Central Africa need the establishment of enduring and effective legal framework that will allow journalists and the media to do their legitimate and much-needed work to keep citizens informed. The protection of journalists by law is a major concern and a key issue for achieving the right to freedom of opinion and expression in central Africa.

The USYPAC intends to work with UNESCO and the ECCAS in organising the conference on media law reforms; and the project design aims to promote and mobilize policy advocacy for media law reform.

The meeting is aiming to sharing experience to having a common strategy to address issue of the legal framework for freedom of expression and media work. It will address the role of governments in ensuring a conducive environment for journalists' work, the role of the ECCAS in promoting the legal protection of journalists, the contributions from civil society, and the best practices in legislation, law-enforcement and judicial instruments to ensure the protection of journalists. It will also prepare a common plan of action.

2. DESCRIPTION OF THE TARGET GROUP:

The project will bring together professional associations, members of the judiciary, and NGO working on the issue of media laws.

3. DEVELOPMENT OBJECTIVE:

The establishment of effective standards on media legislation throughout the central African region so that journalists can do their legitimate and much-needed work to keep citizens informed and therefore promoting freedom of expression in the region.

4. IMMEDIATE OBJECTIVE:

Member States international organizations, professional associations and NGO will have a common regional plan of action on the media laws reform.

5. PROJECT OUTPUTS:

- 30 representatives of central African countries officials, government representatives, members of the judiciary, UN agencies, programmes and funds, journalists’ organisations and the civil society groups participated to the regional Conference on The media laws reform to design a model legislation and harmonised standards
- A comprehensive regional Plan of Action to prevent and lobby for the repeal of repressive media legislations;
- National plan for each country to follow in advocating for media law reforms
- A network to promote the dissemination of best practices on the standards on media legislation.

6. ACTIVITIES:

- Three (3) days conference on the media law reforms 30 representatives of the journalists’ organisations, ECCAS officials, Governments’ representatives and the civil society groups held in Libreville to design a regional plan of action to address the issue.
- Cooperative preparation by main stakeholders of a comprehensive plan of action on the media laws reform to create a conducive environment for the work of journalists and their protection at regional level: this will be input by the national plans for action developed by the national journalists organisations involved.
- Dialogue in regional meetings, measures to promote the knowledge on the best practices and standards in media legislation.

7. PROJECT INPUTS:

- One key note address speaker capable to address an overview of the subject
- Four consultants to deal with the major sub topics of the conference theme
- Compilation of a report on the state of the media laws in the 8 countries
- A multilingual interpreter’s team to be hired.
- One rented overhead projector and a laptop rented for the three days conference
- Necessary documentation that will be needed for the execution of the project

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of the conference (logistics)	■	■	■	■	■							
Preparation of the conference (topics & documentation)	■	■	■	■	■							
Organization of the conference						■						

9. INSTITUTIONAL FRAMEWORK:

The USYPAC representing working journalists of the central Africa region in 8 countries, was launched in 2007 in Brazzaville, Congo. It is the African Regional Organization of the Federation of African Journalists

(FAJ). USYPAC, which is legally registered in Congo, addresses the critical challenges journalists are facing in the region, in particular the attacks, arrests and jailing meted out to journalists and the media, and their fight against impunity and staunch efforts of the member unions to improve services to individual and collective members of the unions, and to maintain solidarity and unity.

USYPAC has engaged itself in the fights for the freedom of the press, improvement of working and living conditions of African journalists and other media workers, recognition and application of trade union rights, democratic principles, conflict resolution, safety of journalists and other media workers, social justice and gender equality, and the fight for high journalism standards. Stanislas Nkundiye (DR Congo) is the USYPAC President, and Edouard Adzotsa (Congo) is Secretary General of USYPAC. Edouard Adzotsa oversees the USYPAC Secretariat and is responsible of this project.

10. SUSTAINABILITY:

Sustainability in this process will be squarely based on the strategy of participatory approach and hence the stakeholders who are mainly USYPAC member unions will quickly develop a sense of belonging concerning the project at national levels. USYPAC hopes to make these activities a yearly event by taking up the programs after the project as part of its core programs mostly by raising funds locally through the national unions, member contributions and support from the IFJ and other stronger unions.

11. FRAMEWORK OF MONITORING:

In relation to the performance monitoring and evaluation plan the USYPAC in collaboration with the IFJ will be supervising and monitoring this Project from the regional office in Dakar, Senegal. IFJ officials will be involved in the implementation of all the activities and will be mandated to issue comprehensive reports (both narrative and financial) on the core activity. In addition to this, the national unions and associations in the targeted countries who are affiliated to IFJ will also be involved in the monitoring process. Prior to the implementation process, a detailed implementation plan will be outlined with the dates and venues for the conference in order to ensure that the monitoring process is easily conducted.

Concerning the evaluation plan, participants to the conference will be expected to fill evaluation forms that will be designed in accordance with the expectations of the participants and the expected impact of the conference.

12. EVALUATIONS CARRIED OUT:

There is no definite survey on the media legislation in central Africa that has been carried out. This notwithstanding, there have been numerous country reports that had been done. Most especially every year there are press freedom reports which give specific evaluation on the number of journalists attacked, arrested and imprisoned, or who face the courts. There have been a number of reports on USYPAC that has successfully implemented programs on trade union development in the media sector in central Africa. FAJ has also done so, and USYPAC will have the capacity to achieve the results of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The USYPAC secretariat based in Brazzaville, Congo will be responsible for the entire reporting process. The IFJ/FAJ secretariat based in Dakar, Senegal will be responsible for monitoring the reporting process and ensure that the reporting is well done. A progress report will be presented every four months and an overall final report will be presented to highlight the achievement of the objectives.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Airfare + visa fees: 30 tickets African representatives x \$1000 (- US\$ 10 000 of which will be covered by the beneficiary)	20 000
Accommodations: 25 participants x \$100 x 3 days	7 500
Per Diems: 30 participants x \$50 x 3	4 500
Venue: 3 x \$500	1 500
Refreshments: 50 x \$3 x 2 x 3	900
Lunch: 50 x \$10 x 3	1 500
Interpretation Costs: 2 interpreters x \$600 x 3	3 600
Stationary & Banners	500
Communications Costs	500
Total IPDC	US\$ 40 500

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

Air ticket	10 000
Total	US\$ 10 000

MADAGASCAR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF LOCAL RADIO STATIONS AND CIVIL SOCIETY TO PROMOTE AND DEVELOP DEMOCRATIC DISCOURSE
2.	NUMBER	IPDC/57 MAG/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 52 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 500
9.	BENEFICIARY BODY	ANDRY-LALANA-TOHANA (ALT) Contact: Hanitra Raharimanana, Director Bâtiment SOMIDA – Esokaka Contact: + 2612 (0) 92 90240 altmg@moov.mg
10.	IMPLEMENTING OFFICE	UNESCO Antananarivo
11.	PROJECT LOCATION	Regions of Androy and Anosy, Southern Madagascar
12.	PROJECT PREPARED BY	ANDRY-LALANA-TOHANA (ALT) UNESCO (Antananarivo) Contact : Irene Ranaivozanany E-mail : i.ranaivozanany@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project aims to train and build the capacity of Malagasy communications practitioners (including radio journalists) and community Radio Listening Groups (RLGs) in Southern Madagascar to produce and develop participatory programmes in local language designed to promote human rights and democratic discourse.

Madagascar has been suffering from an unresolved political crisis since 2009 which has resulted in declining economic and human rights indicators and a widening communications gap between the Malagasy population and its leaders. With no mechanisms to ask for information, or hold their leaders to account, the population remains marginalised and disenfranchised from the democratic process with negative impacts on local governance. In the rural south in particular, where almost three quarters of the population are not literate, poorly educated and isolated, radio is the only source of information and communication. However there is no capacity in local radio media to engage communities to voice their opinions or express their views through open public debate with local authorities and decision makers.² Moreover, there is no law in Madagascar that promotes or protects freedom of the press or information, and the Act of Abolition of Censorship in 1992 is not sufficiently applied. In 2009 the NGO Reporters without Borders put Madagascar 134th place in terms of freedom of the press in the Press Freedom Index and several United Nations reports show restrictions on freedom of expression are still prevalent in the country (e.g. Vision strategic SNU Madagascar 2010-2011).

This project will therefore train a team of communications specialists and radio journalists to train and work with 20 Radio Listening Groups (RLGs) across 2 regions (Androy and Anosy) in southern Madagascar to understand their rights to freedom of speech and access to information, and enable them to prioritise and record for radio broadcast their questions and concerns about development and governance issues, such as the provision of services towards MDGs and government policies. The communications specialists and journalists will then take these recorded questions to the relevant decision makers and record their response. The questions and answers will be edited together in a dialogue format and broadcast weekly through a network of 7 FM radio stations (3 in Androy and 4 in Anosy) to give the impression that a live debate is happening directly between ordinary villagers and decision makers – something that would not normally happen in the hierarchical Malagasy culture. The RLGs will also be trained to use mobile telephony to participate in phone in debates on key development topics on the radio. This approach will not only address communications gaps and create a flow of information and exchange, but will also break down political and social barriers to communications and promote a pluralistic use of the media in promoting rights to freedom of expression and access to information, with positive impacts on transparency and accountability- the building blocks for democratic governance.

One off training will not yield sustainable results so capacity building of RLGs and communications practitioners will continue through experiential learning and mentoring over the course of the project. This will enable all stakeholders to gain the necessary skills and capacity to maintain the programme format in the longer term and to create growing acceptance and willingness of civil society, and decision makers to engage in democratic discourse through the media as a matter of daily life, -thereby contributing to democratic political reform. Radio is the most accessible and popular media in Madagascar, and has demonstrated tangible positive impacts on increasing bottom up monitoring of service provision³ and

² Ref: Oslo Governance Centre, UNDP Communications for Empowerment in Madagascar , An Assessment of communication and media needs at community level ,2008

³ Listen to the Radio- Media and Corruption: Evidence from Madagascar, Francken, Minton Swinnen 2005, World Bank/Cornell

achievements of MDGs⁴. The project will respond to recommendation in the UNDP C4E Madagascar report 2008⁵, building on a feasibility study underway since February 2012⁶.

2. DESCRIPTION OF THE TARGET GROUP:

11 communications practitioners (4 communications specialists and 7 radio station journalists from each of a network of 7 local radio stations in Androy and Anosy regions) trained and supported to train and work with 20 Radio Listening Groups (RLGs) in Androy and Anosy. RLGs consists of 12 members, 6 men and 6 women aged 19- 45, selected to represent their community (20 RLGs x 12 = 240 RLG members) 133,200 listeners (a minimum of 10% of population⁷) will benefit from broadcasts and can participate in phone in debates.

3. DEVELOPMENT OBJECTIVE

This Project responds to Category 3 of the Media development Indicators: Media as a Platform for Democratic Discourse. The capacity development programme will lead to objective and ethical radio broadcasts, will improve awareness of human rights to freedom of expression and access to information and enable local populations to act on those rights by engaging civil society and decision makers in democratic discourse through the radio in southern Madagascar. Local populations will act on those rights by engaging civil society and decision makers in democratic discourse through the radio in southern Madagascar.

4. IMMEDIATE OBJECTIVE:

11 C4E practitioners and radio journalists are trained and supported to empower 20 Radio Listening Groups in rural southern Madagascar to participate directly in radio programme production which engages local decision makers to respond to villagers' questions, views and concerns and thereby, address local communication gaps, reflect and represent diverse views, give voice to the concerns and aspirations of the most marginalised groups, and improve local governance through increased transparency and accountability.

5. PROJECT OUTPUTS:

Search For Common Ground (SFCG)⁸ to provide training (see attached programme) to 11 local media and communications practitioner/journalists in participatory techniques for community engagement radio production including phone in programmes: initially 7 days, followed by 4 days follow up training (11 days)

- Train 20 radio listening groups (240 people) with local human rights NGOs VAM in Androy and TRANO ARO ZO in Anosy, also to ensure contact and access with rights service providers and reinforcers locally
- equip 20 radio listening groups with mobile phones with radio function and solar chargers
- Facilitate 4 focus groups, rural theatre and/or oral testimony per month with Radio Listening Groups to identify themes and record questions and concerns (=2 RLGs per month per 2 regions)
- Monthly capacity building with 11 communications practitioners, and journalists and 4 village RLGs on participatory community engagement techniques for radio programme and phone-in production
- Engagement with 4 local decision makers per month to record answers/ response to RLG questions
- Broadcast of 4 programmes per month through a network of 7 radio stations in the south

⁴ The Contribution of Radio Broadcasting on the Achievement of MDGs in Southern Madagascar, Metcalf, Harford, Myers, 2007

⁵ Oslo Governance Centre, UNDP Communications for Empowerment in Madagascar, An Assessment of communication and media needs at community level, 2008

⁶ ALT Mg Project Village Voices for Development-VVD, Adsum Foundation, Swiss Embassy and MSP funded

⁷ Population in Androy and Anosy = 1,332,000 INSTAT

⁸ <http://www.sfcg.org/>

- Monthly monitoring and feedback loops with 10 stakeholders to deepen understanding of issues, impacts and results of broadcasts to inform capacity building exercises and follow up training
- 9) Monthly capacity building of journalists / practitioners to improve production skills using VVD methods
- including of live phone in programmes (which the stations will broadcast)
- Evaluation over 2 months using most significant change approach - to assess radio production capacity, HR awareness, behaviour changes, service provision etc,

6. **ACTIVITIES:**

- Train 4 local communications practitioners and 7 radio journalists for a total of 11 training days in participatory techniques for community engagement; with monthly capacity building over the project period in participatory techniques for developing programming on human rights, promoting democratic discourse and phone in debates
- Purchase 20 mobile phone with radio function and solar panels for charging them
- Inform the community about the project via the radio and in face to face courtesy meetings
- Contract and network 7 radio stations with agreements on ethical codes and non partisan politics
- Identify and engage 20 RLGs in the respective regions to participate in the project
- Produce and broadcast 4 radio programmes to educate the population about their rights
- Build capacity of the journalists and practitioners in participatory techniques , which enable RLGs to identify key development themes and information gaps and train villagers to record their questions/concerns each month in radio programmes
- Build capacity of journalists and practitioners to engage and record responses to villagers’ questions from relevant decision makers, ministry representatives, senior officials, service providers and NGO project leaders
- Build capacity of the journalists and practitioners to edit Q & A of villagers and decision makers response into ‘dialogue’ format programmes
- Commence broadcast of 4 programmes per month through 7 FM radio stations
- Build capacity of local journalists and practitioners to produce and facilitate phone in programmes in 7 FM radio stations to widen access to the debate (especially in relation to identified villager themes)
- Carry out monthly feedback sessions with villagers, radio stations, and decision makers to identify training gaps and improve capacity of journalists and practitioners
- Evaluate project outcomes /changes (e.g. most significant change, take up of rights etc)

7. **PROJECT INPUTS:**

Purchase requirements: ALT Mg needs to purchase the following inputs for the project:

- 20 x Nokia 1280 mobile phones with 8 hours battery life, 540 hours standby time, dust resistant keypad, built in stereo FM Radio with Toughstuff solar panel chargers at 1w, 5,6 V amorphous, flexible PV cells
- 11 days of training from Search for Common Ground (Tana) for 11 participants: 7 days initial intensive training followed by 4 additional days developed on the basis of monitoring progress of participants and providing additional support in areas of weakness as identified over the course of the project.

ALT Mg already owns and will provide the following resources in the field:

- 2 custom built radio production studios in Anosy and Androy regions for editing local radio programmes.
- 4 vehicles including 2 land rovers and 2 motor bikes to reach isolated communities
- Digital sound recording equipment, cameras, and entire office infrastructure (computers, scanners etc)

ALT Mg also brings a team of experienced communications specialists with a track record of implementing successful C4E and C4D initiatives, in particular ALT Project Radio which increased radio broadcast capacity, trained and networked 40 radio stations across two provinces of S Madagascar⁹ ; also, long standing and successful partnerships with village communities, local authorities, local FM radio stations and NGOs.

ALT will negotiate airtime with local FM radio stations partnered to the project in exchange for training and VVD programmes. The training and capacity building will enable the stations to produce phone ins.

ALT has established a partnership with SFCG (based in Tana) who will provide a trainer – but all associated costs (travel, accommodation, per diems of trainer and participants) will be covered by the project

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase 20 mobile phones with radio function	■											
Contract SFCG for radio production techniques and phone ins	■											
Training of 11 Comms Practitioners and radio stations, on participatory techniques for community engagement initial 7 days plus 4 follow up days		■		■		■		■		■		
Identify and mobilise 20 RLGs in Androy and Anosy	■	■	■									
Produce and broadcast radio programmes on Human Rights	■			■			■			■		
Train 20 RLGs in human rights and participatory radio production	■	■	■									
Undertake focus groups and rural theatre to help RLGs identify key development / governance themes			■	■	■	■	■	■	■	■		
Train RLGs to record issues/questions/concerns of villagers			■	■	■	■	■	■	■	■	■	
Play villagers questions and record responses of decision makers, ministry representatives, services providers, NGO's leader			■	■	■	■	■	■	■	■	■	
Edit and mix programme (Q&As)			■	■	■	■	■	■	■	■	■	
Copy and distribute programmes to 7 radio stations in androy			■	■	■	■	■	■	■	■	■	
Broadcast via 7 networked radio stations across the 2 regions			■	■	■	■	■	■	■	■	■	
Capacity build to facilitate Phone in programmes			■	■	■	■	■	■	■	■	■	■
Build capacity to monitor programme feedback/improve programming with RLGs, 4 comms practitioners and 7 radio stations			■	■	■	■	■	■	■	■	■	■
Evaluation of project impacts											■	■
Quarterly reports				■				■				■

⁹ See <http://www.andrewleestrust.org/radio.htm>

9. INSTITUTIONAL FRAMEWORK:

ALT" Andry-Tohana-Lalana is a Malagasy NGO, non-profit organization founded in 2009. It is currently comprised of 17 Malagasy team members who received 11 years of training and experience under the auspices of Andrew Lees Trust, a British NGO¹⁰. Its mission is to reduce poverty and improve living conditions of local people through participation and communication for empowerment in rural development¹¹. It is managed by an Executive Board (Hanitra Raharimanana, Director of ALT, Claudia RAKOTOVOAVY, Director of External Relations, Sosthene ROBSON, Chief Financial Officer), and applies best practice standards acquired through implementing field programmes for donors such as: European Commission , UN agencies (UNICEF, FAO, UNDP, UNFPA), WFP, IFAD, USAID, World Bank (CNLS¹²).

ALT Mg employs a participative approach using focus groups, oral testimony, role play, community theatre, and visual techniques to ensure the most marginalised, non literate groups (who are its focus target audience) are engaged in its projects. Since 2009 it has delivered projects to a value of over half a million Euros. UNESCO regional offices were contacted about the project (Mr Yusuph Al Amin) who encouraged ALT Mg to submit this proposal.

10. SUSTAINABILITY:

Capacity of local communications specialists and radio journalists to produce and broadcast this format/type of public service broadcast programming. Radio stations and journalists, maintain programming and broadcasts, recognising benefits of relevant and stimulating broadcast content with increased listenership. ALT Mg continues to expand the VVD project in other regions, training other radio journalists and RLGs (e.g. with the European Commission- proposal submitted, and in partnership with national agencies/NGOs).

Wide participation and resultant acceptance of regular, phone ins and public debates via local media (radio) between the local population and decision makers/local authorities about key development issues. Villagers understand their rights and gain confidence to pursue their information needs and air their views, Decision makers become accepting and responsive to answering questions in public through the media with resultant improvements in development initiatives, service provision and local governance. Solar powered radios, and mobile phone/radios remain with the villagers

11. FRAMEWORK OF MONITORING:

- Practitioners and radio journalists will be skills assessed at the start and end of the project
- A research protocol and M & E plan has been designed with Media Support Partnership UK.
- Journalists and practitioners trained by the project will participate in monthly feedback loops to identify gaps in training, improve capacity and deepen skills in all aspects of the methodology
- Baseline surveys were carried out in March/April 2012 with RLGs and decision makers.
- Monthly monitoring of broadcasts began in May 2012 and take place regularly on a monthly basis.
- Monthly Feedback mechanisms for Villagers, decision makers and radio stations are already in place.
- Evaluations will take place in September 2012 (feasibility study) and end of the IPDC funded phase.
- Methodologies will be adapted throughout the feasibility study and the UNESCO IPDC funded project will benefit from lessons learnt and a scaled up M and E component.

¹⁰ See <http://www.andrewleestrust.org>

¹¹ <http://www.andrewleestrust.org/andry.htm>

¹² Committee National de Lutte Contre le Sida – HIV Awareness Committee for Madagascar rated ALT a best practise partner

12. EVALUATIONS CARRIED OUT:

A full evaluation of the VVD project's feasibility study will take place in August –September 2012 and results shared with IPDC. Early feedback monitoring suggests that the project is welcomed by listeners, radio stations and key leaders/decision makers. Key impacts already noted include: Villagers complained they were being made to pay for what are supposed to be free hospital services (corruption); through VVD radio broadcasts villagers were able to question the hospital on this matter and, after further pressure, the hospital agreed to broadcast all the hospital service prices via the radio and to place public notices informing the population about their services and costs, thereby eliminating opportunities for corruption and exploitation of the impoverished sick.

The first, *unprecedented* radio phone in programme took place in Androy region. Three Leading security and police officers answered questions from more than 10 RLG and members of the public about security provision. Local people said they had '*never called the station except for song dedications*' and were very keen to have more phone ins but wanted them to last longer and have more time for exchange.. The radio station was also enthusiastic saying that the programme made their broadcasting more interesting; they suggest that villagers SMS questions in advance so that decision makers can prepare better and have information ready for the phone in. The station also asked why the VVD project was only due to 6 months and want it to continue – hence this application for funding Villagers reported that the phone in programmes which are entirely new to them have brought a significant benefit, by enabling them to speak publicly and directly hold decision makers to account. (+ impacts on self efficacy, confidence and governance).

An evaluation at the end of the IPDC funded phase will measure significant changes such as wider awareness and take up of human rights by civil society with improved civic engagement in development discourse; improved service provision, understanding and take up of development initiatives.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Training reports provided by trainers and summarised in the Project Manager's overall report. Monthly field reports will be undertaken by ALT Mg communications field team, and Regional Coordinator. Researchers, journalists and practitioners collect monthly feedback and evaluation data from radio listening groups, radio stations and decision makers and report to the Regional Coordinator and Project Manager. The Director of Finance maintains monthly monitoring of expenditure and prepares six monthly reports. Mme Hanitra Raharimanana will prepare the quarterly progress reports and a final report for UNESCO.

C. ADDITIONAL INFORMATION

The project is 1) adapted from a successful model in Malawi, 2) responds to recommendations in the UNDP Comms4Empowerment study 2008 for increased mechanisms in the media to allow local people to express their views and opinion, and 3) benefits from a six month feasibility study 4) have the support of Communication Ministry, the HCDH/PNUD and the Chief of Region Androy (letters attached). ALT has demonstrated professional capacity to improve communications for development using radio over fifteen years and significant impacts of radio in achieving MDGs in southern Madagascar.¹³

¹³ The Contribution of Radio Broadcasting on the a Achievement of MDGs in Southern Madagascar, Metcalf, Harford, Myers, 2007

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (IN US DOLLARS)

Training of 11 practitioners and radio station journalists over 7 days with follow up mentoring (total 11 days), includes travel, accommodation and per diem rates of trainer from SFCG Tana Per diem 11 practitioners and radio station journalists(training) at 25 \$ x 7 days = 1925\$ Per diem 11 practitioners and radio station journalists(mentoring)=11 x 4 days at 25\$ = 1100\$ Per diem and accomodation SFCG= 13 days including travel= 13 days x 300\$=3900\$ SFCG travel= 775\$	7 700
Equipment purchase of 20 mobile phones with radio function 20 mobiles x 75\$	1 500
Training of RLGs: 6 conferences x 5 days x 20\$	600
Participative Programme Production with RLGs, communications practitioners /journalists (includes practitioners day rates, travel costs , focus group research and recording with RLGs,) Travel: 1000 \$ + (Focus group: 11 practitioners x 2 days x 8month x 25\$)	5 400
Hands on practice on recording of answers and response from local Decision makers includes all travel (Editing cost= 45 hours x 20\$=900\$ + Travel= 1600\$)	2 500
Edit the Q and A material into programmes in local studio- includes costs of studio time, CDs and producer/editor rates: (Studio Rent = 45 hours x 20\$ = 900\$; Editing costs = 45 hours x 20\$ = 900\$; CD = 700 x 1\$= 700\$)	2 500
Monthly capacity building of journalists and practitioners in facilitation of phone in programmes with stations 10 phone in x 300\$	3 000
Monitor impacts of monthly programmes – costs of comms practitioners and radio station journalists in the field, including travel and per diems – Per diem practitioners/journalist= 11 x 8 days x 25\$= 2200\$ + Travel 800\$	3 000
Monthly assessments and capacity building of journalists and practitioners, based on feedback from programmes and experience during the production cycle Per diem practitioners/journalist= 11 practx 8days x 25\$ + Travel 300\$	2 500
Evaluation of impacts –including researchers, field travel cost and per diems: (Per diem= 2 months x 10 days x 4 researchers x 25\$=2000\$; Researchers rate= 4 researchers x 150\$= 600\$; Travel 800\$)	3 400
Analysis of results – local consultant time and translation costs (10 days x 140\$)	1 400
Monitoring and Reporting financial and technical activity 10 days x 50\$	500
Share results with local stakeholders and disseminate to national partners Travel	500
Total IPDC	US\$ 34 500

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

Value of radios with listening groups (20 wind up radios)	800
Value of edit studios	10 000
Cost of 6 month Feasibility Study	6 700
Total	US\$17 500

TANZANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING GENDER EQUALITY IN TANZANIA COMMUNITY MEDIA THROUGH THE APPLICATION OF UNESCO GENDER SENSITIVE INDICATORS
2.	NUMBER	IPDC/57 URT/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment/Training support
7.	TOTAL COST OF PROJECT	US\$ 52 976
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 916
9.	BENEFICIARY BODY	Gender and Media in Southern Africa – Tanzania Network (GEMSAT) Uhuru Road/Nkrumah Street, Clocktower Building, First Floor Room No.3 P.O.Box 17782 Email: gemsa.tanzania@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO Tanzania Office Contact: Al Amin Yusuph E-mail: a.yusuph@unesco.org
11.	PROJECT LOCATION	United Republic of Tanzania with activities undertaken in 14 Community radio stations in different parts of Tanzania
12.	PROJECT PREPARED BY	Ms Gladness Hemedi Munuo, GEMSAT Country Coordinator
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The political transformation in the 1990s in Tanzania led to the new development in the media sector – with the increased number of both print and electronic media. Twenty years after the country can boost itself for being one of the counties with the most of the media concentration in the region.

The way journalism has grown in Tanzania in the past decade is truly phenomenal. From the five state –party owned newspapers and one radio station in 1992, the industry now boasts of 20 daily papers, 53 weeklies and 42 other regulars. There are also 26 radio stations, 15 television stations and 20 cable operators scattered throughout the country. Also, it is good to note that, 99.9% of the private media houses owned by males. Currently, the public media houses are only two, these are Tanzania Broadcasting Corporation (TBC) and Tanzania Standard Newspapers (TSN) while the rest are either private or religious media houses.

The new and most recently development is the increased number of community media from zero to almost 25 radio stations to date.

The number of working journalists has also increased tremendously due to the increased number of colleges and other training institutions providing journalism training. Journalists working with all other Media houses from 230 in 1990 to around 3,000 today, while the labour force in the booming industry is now estimated at 10,000. But it was only recently when the government recognized media sector by establishing Faculty of Journalism and Mass Communication at the University of Dar es Salaam (School of Journalism and Mass Communication). Other Universities offered Mass Communication and Journalism are St. Augustine – Mwanza and Tumaini University with two campus in Iringa and Dar es Salaam with Department of journalism. Other Journalism colleges which produced certificate and Diploma are such as Time School of Journalism, Dar es Salaam School of Journalism, Royal School of Journalism, all these have been accredited by the National Accreditation Council of Tanzania. Other colleges for journalism currently have been scattered almost in every region in Tanzania.

Despite this development, media freedom is still limited by the existence of media laws which hinder access to information by media professionals. And, most of media laws and regulations are silent on the community media development and media and gender in general.

This state of affairs has led to Community Media to be left behind in almost everything, including the existence of data gap on how they promote gender equality within news and current affairs content. The proposed project intends to address this gender equality gap through the following undertakings:

- Using the UNESCO Gender Sensitive Indicators for Media, conduct an assessment to establish the level of gender mainstreaming in 14 community radios in Tanzania.
- Use the findings to propose community radio policy update to consider issues of gender equality within the 14 community radios.
- Monitor progress on how community media adhere to the newsroom policy descriptions.

Together with the above explanations, GEMSAT in collaboration with Gender Links a regional NGO based in Johannesburg have been conducted several studies which revealed that women sources still is in very low rate. And this is according to the Gender and Media Baseline Study (GMBS) 2003 found that women constituted 16 percent of news sources in Tanzania; that the only topic category in which women's views predominate is gender equality; and that women's views are least heard in mainstream topic categories like sports, politics

and economics. The GMBS was repeated in late 2009/2010, with added in-depth sections on HIV and AIDS and Gender Violence. The findings of the sequel Gender and Media Progress Study (GMPS) shown that at least there is a little improvement whereby women sources increased to 5% and made it 21% of women sources in Tanzania.

According to the findings of Gender Media Monitoring Project (GMMP), supervised by World Association of Christian Communication (WACC) based in Canada and in Tanzania done by GEMSAT on 10th November, 2009 worldwide and the report launched officially worldwide on 29th September, 2010, also shown that media has a long way to work on gender and to practice gender in line with what they preach to the community.

All in all, Tanzania is among the SADC countries whereby the State leaders signed the SADC and Gender and Development Protocol on 17 August, 2008. Apart from that, Tanzania has gone further by ratified that protocol.

2. DESCRIPTION OF THE TARGET GROUP:

The target group in this project is approximately 60 decision-making and practicing staff members of 14 community radios who will be able to use the updated newsroom policies to produce gender-responsive activities in community media work.

3. DEVELOPMENT OBJECTIVE:

The project is in line with Category 3 of the Media Development Indicators that seek to promote Media as a Platform for Democratic Discourse. The project will contribute to community radios being more gender responsive which will promote gender equality in Tanzania and build the capacity of community media to promote a gender responsive society.

4. IMMEDIATE OBJECTIVE:

- The community media will be able to identify the existing gender equality gaps within the content production and all the other aspects of their operations.

5. PROJECT OUTPUTS:

- 60 community media staff will be more gender aware to promote gender equality through community radio work.
- 14 community media decision-makers understand the existing gender equality gaps in content production and in their day to day operations.
- 14 community radios will apply the UNESCO Gender Sensitive Indicators.
- The communities from 14 districts where the community media are located benefit from the improved gender sensitive responsive news and current affairs content.

6. ACTIVITIES:

- Develop the assessment working tool with local context in consideration (Translation of the UNESCO Gender sensitive indicators into Kiswahili and developing an assessment tool);
- Pre-testing the assessment working tool in at least 2 community radios for one week;
- Conduct the assessment in 14 community radio stations; The existing community radio women's groups will be used as much as possible to conduct the assessments.
- Data analysis and report writing;
- Two days meeting to present report findings to the managers of the Community Radios;

- Two three days workshops to impart the UNESCO Gender Sensitive Indicators content to the staff of the community radios (Managers with a few selected other community radio staff). Considering the wide geographical location of the community radios, it is not very easy to arrange workshop of 60 participants at one place, two workshops are therefore proposed.
- Monitoring the progress of community radios to apply the proposed gender-sensitive indicators in their operations.

7. PROJECT INPUTS:

- Two Researchers to assess the existing gender equality gaps within the news and current affairs content of community media.
- Two Local Facilitators to facilitate the implementation of the daily activities of the project
- 60 identified participants from the community media to be involved during the research, consultations and workshops.
- Watch the Watchdog Manual for community media content development references.
- Two entry level laptop computers for data analysis and report writing
- One HP Laser Jet Printer for day to day secretarial activities during the project implementation
- Digital Camera for video and still picture taking in order to documents the implementation of project activities
- Two voice recorders for data collection and gathering during the research
- Two Modems for internet access during the implementation of the project

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Develop the Assessment (Translating work)	■											
Pretesting the Research Working Tool			■									
Conduct the Assessment				■	■							
Data analysis and report writing						■						
Meeting to present report findings to the main stakeholders						■	■					
Consultation meeting with the main stakeholders								■				
Workshops to impart the GSIM content to the staff of the community media										■	■	
Monitoring the progress of community media adherence to the GSIM											■	■

9. INSTITUTIONAL FRAMEWORK:

Gender and Media in Southern Africa-Tanzania Chapter (GEMSAT) was registered on 13 March 2006 under Non-Governmental Organizations Act, 2002 with Registration No.OONGO/0708.

GEMSAT is an individual and institutions membership organization. Members are needed to contribute an annual membership fee. It is operated with the secretariat and a Country Coordinator under the supervision of the Board of members.

Teh GEMSAT office is located in Dar es Salaam. GEMSAT is governed by the Board constituting of six members, among them one is chairperson, secretary and treasurer who is also a financial expert. The Board

meets every three months and it is accountable to Annual General Meeting attended by all members in a meeting organized once after every one year on August/September. The vision of the Gender and Media Southern Africa Tanzania Network (GEMSAT) is to form a network of a media in Southern African region in which women and men are equally and fairly represented both within the media and in its editorial content.

10. SUSTAINABILITY:

This project is expected to be sustainable in many ways. But the most important is that GEMSAT planned activities are geared to support the improvement of content of community media especially on making sure that news and current affairs content are gender sensitive. The sustainability is also assured by the nature of the proposed project. The updated policy which will form an integral part of newsroom policies and which will play a great role to improve media content and hence increased audience; is not expected to be left out by the community media soon after the completion of IPDC project.

11. FRAMEWORK OF MONITORING:

The Media Institute of Southern Africa-Tanzania Chapter (MISA-TAN) will help to monitor the organization.

12. EVALUATIONS CARRIED OUT:

Since its inception in 2004, GEMSAT has been involved in undertaking various projects such as Gender Media Monitoring Project (GMMP), supervised by World Association of Christian Communication (WACC) Gender and Media Progress Study (GMPS) held on Mid October-to Mid November, 2009 which is a follow-up of Gender and Media Audience Survey (GMAS) in Tanzania of 2004 and 2005. During these studies, the results show that there is a lack of gender balance in reporting, whereby male reporters dominate in all topic categories, with no women reporting at all on the impact of all important issues be it health, social, economic and political as well.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

During the implementation of this project, Gladness Hemedi Munuo, The Country Coordinator of GEMSAT will be responsible to submit reports to UNESCO field office in a quarterly basis and the final report respectively.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Translation of the UNESCO GSIM to Kiswahili (32 pgs x \$4)	128
Development of an assessment tool for the gender sensitive indicators (2 pax x 1 day x \$140)	280
Pretesting the Assessment tool in two Community Radios (DSAs: \$85 x 2 pax x 8 days = \$1360; Fees \$140 x 2 pax x 4 days = \$1120)	2 480
Conduct assessment (using women groups members on the ground) in 14 community radios (2 pax x \$30 (transport refunds) x2 Days x 14 Radios)	1 680
Data analysis and report writing (2 pax x 10 days x \$140)	2 400
Workshop to present findings: DSAs CR Managers: \$51x14pax x5 days (including 2 transit days) = \$3570;	6 876

Bus fares return tickets \$94x14 pax = \$1,316; Conference package \$20x16 pax= \$320; Facilitator fees: \$140 x 2days x 2=\$560; facilitators airtickets \$300x2= \$600; facilitators DSA: \$85x3Days x 2pax= \$510	
Two workshops to orient the application of UNESCO Gender Sensitive Media Indicators: DSAs: 30 Pax x \$51 x 3days x 2 workshops = \$9180 Bus travel return tickets: \$94 x 60 pax = \$5640 Conference packages: 62 pax x3 days x \$20 x 2workshops = \$7440 Facilitators DSA: \$85 x 2pax x 4days = \$680 Facilitators airfare =\$300X2paxX1 workshops = \$600 Facilitator's fees = \$140X2 pax X 3 days 1 workshop each = \$180	23 720
Equipment: Two Laptop computers: \$500 x 2= \$1000 One HP Laser Jet Printer: \$450 Digital Camera for video and still picture: \$250 Two voice recorders: \$140X2= \$280 Two Modems for internet access: \$30X2= \$60 Bandwidth: \$13per monthX2 modems x 12 months= \$312	2 352
Total IPDC	US\$ 39 916

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project officer prorated time input (\$800X12 months)	9 600
Accountant prorated time (\$200X 12 months)	2 400
Airport transfers and other local transportation to upcountry locations estimates	500
Communication (\$20x12 months)	240
Paper, toner replacements etc	300
Total	US\$ 13 040

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING COOPERATION BETWEEN MILIMANI RADIO IN TANZANIA AND SIREN FM. UK IN SUPPORT OF JOURNALISM TRAINING AT THE UNIVERSITY OF DAR-ES-SALAAM
2.	NUMBER	IPDC/57 RAF/03
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Equipment / Training Support / Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 36 349
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 749
9.	BENEFICIARY BODY	School Of Journalism And Mass Communication University of Dar Es Salaam P. O. BOX 4067 Dar Es Salaam TANZANIA Tel: +255 (22) 2700756 Email: sjmc@udsm.ac.tz
10.	IMPLEMENTING OFFICE	UNESCO Dar es Salaam Cluster Office Tel: +255 22 2666623, 22 2667165 Contact: Al Amin Yusuph E-mail: a.yusuph@unesco.org
11.	PROJECT LOCATION	Mlimani Radio, University Of Dar Es Salaam
12.	PROJECT PREPARED BY	Dr Tony Daniels and Dr Ola Ogunyemi
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

A research summary report of the African Media Development Initiative (AMDI)¹⁴, indicates that literacy rates for urban areas of Tanzania average 35.4% and that the country has some of the lowest rates of access to Television and Newspaper based media across sub-Saharan Africa, with only 34% watching TV and 31% reading a newspaper at least once a week.

Community radio is therefore an important news delivery mechanism and empowerment tool for local communities across sub-Saharan Africa although Tanzania has seen limited growth over recent years. The following table shows growth/decline in the number of radio stations over a 5-6 year period:

Commercial National		Commercial Regional		State National		State Regional		Community	
2000	2004-6	2000	2004-6	2000	2004-6	2000	2004-6	2000	2004-6
0	2	8	32	2	1	0	2	0	2

The AMDI report highlights low levels of professional, ethical, management and technical standards among media practitioners, which is attributed to: insufficient or poor-quality training institutions; rapid expansion of media outlets (further straining resources); low salaries and status (with the resulting prevalence of “bribery based / brown envelope” journalism); and a skills exodus. Tanzania is also shown to have one of the lowest number of University media/journalism training courses and a very low penetration of internet users and mobile subscribers. Future priorities suggested by AMDI include: support for the development of a local production skills base, creating a body of content focused on social and development issues, and addressing the lack of audience research and monitoring.

This project seeks to deliver interventions linked to the IPDC core theme: *‘Lack of professional capacities of media workers and capabilities of media associations’* by ‘strengthening cooperation between Siren-FM (a Community Radio Station supported and hosted by the University of Lincoln) with Mlimani Radio (hosted by the School of Journalism and Mass Communication at the University of Dar-es-Salaam). Along with equipment for hands-on training of community journalists, there will be a series of activities aimed at improving the professionalism and quality of community radio education at the University of Dar-es-Salaam including: staff exchanges and professional production training.

The project will also indirectly contribute solutions to the following theme: *‘Problems hindering the development of community media’*. Academics and professionals from the University of Lincoln and SirenFM will strengthen and extend the scope of media output from Mlimani Radio via the guided development of

¹⁴ Research Summary Report, African Media Development Initiative, Published by the BBC World Service Trust, 2006 (ISBN 1-906086-17-6)

community radio programme content as part of the week long training course and subsequent exchange visits. The University of Dar-es-Salaam will also be supported to embed aspects of Mlimani Radio into the curriculum by University of Lincoln academic mentors and new equipment.

2. DESCRIPTION OF THE TARGET GROUP:

The Primary Target Group will be media academics, media professionals and/or volunteers working across community media outlets in the city of Dar-es-Salaam (including Mlimani Radio which is located at the School of Journalism and Mass Communication of the University of Dar es Salaam). Longer term, the project will support students at the University of Dar-es-Salaam via improved professionalism of academic courses and embedding of hands-on skills training within Mlimani radio. Audio recording and edit/playlist equipment and software will be supplied to Mlimani Radio in order to accommodate placement students from the University of Dar-es-Salaam. This will initially be used to deliver a 5-day intensive training course for the target group, including classroom and practical sessions. The project will also see academics (from the University of Dar-es-Salaam) and community media professionals (from Mlimani radio) take part in exchange visits with Siren-FM and the University of Lincoln in the UK. The purpose of this will be to ensure that best practice developed by Siren-FM is successfully transferred and future collaborative projects discussed as part longer term sustainability plans.

3. DEVELOPMENT OBJECTIVE:

Primary Development Objective: Project activities (see Section 6) will have significant impact in the area of ‘*Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity*’ (UNESCO media development indicator: Category 4). Improvements in the training and professionalism of those working across the community media sector (specifically radio) will be achieved by twinning Mlimani Radio (hosted by the University of Dar-es-Salaam) with Siren-FM (hosted by the University of Lincoln, UK). Mlimani Radio is currently detached from regular journalism teaching activities at the University, which contrasts sharply with Siren-FM where academic and broadcast activities overlap significantly. For Siren-FM, this leads to enhanced professionalism of staff/volunteers, many of whom are also academic staff at the University. The twinning of Siren-FM and Mlimani radio will be accompanied by the supply of additional resources (equipment and software), an intensive training course and staff knowledge-exchanges (to facilitate transfer of best practice to Mlimani Radio and the University of Dar-es-Salaam). The proposed project will also contribute to increased plurality and diversity of media in and around the city of Dar-es-Salaam. This will be achieved via supported development of targeted programming (by those attending the training course) for the city’s rural economic migrants. In addition, there will be opportunities to engage with disenfranchised diaspora living in and around Dar-es-Salaam, many of whom have arrived in search of work from surrounding African nations. A key aspect of Siren-FM’s programming focusses on minority communities, including local Eastern European communities, making it an ideal long term partner to promote and support development of services for minorities in Tanzania. The project’s (indirect) **Secondary Development Objective:** will therefore: ‘*enhance opportunities for these often forgotten communities to use community media as a platform for democratic discourse*’ (UNESCO media development indicator: Category 3).

4. IMMEDIATE OBJECTIVE:

The project’s Immediate Objective will be to support the University of Dar-es-Salaam and improve the quality of its community radio training.

5 PROJECT OUTPUTS:

- An agreement signed between Mlimani Radio and Siren-FM detailing future collaborative activities, to be delivered as part of a formal ‘twinning’ of both community radio stations.
- Successful completion of an intensive 5-day ‘Community Radio Training’ course by 15 professionals. Course content will provide attendees with the skills to record, edit and produce their own community radio shows.
- 2 successful staff exchanges between the University of Lincoln and the University of Dar-es-Salaam in order to transfer best practice in the development and management of a high-quality and sustainable community radio station.
- Completion of 20 hours of programme content for Mlimani Radio targeted at minority groups in and around Dar-es-Salaam. The station’s broadcasts currently reach some parts of Dar-es-Salaam, Iringa, Tanga, Zanzibar, Coastal and Morogoro regions. The medium term plan is to expand coverage to all parts of Dar-es-Salaam, including refugees stationed in Kagera and Kigoma regions. Production of this content will be started by those attending the 5-day intensive course.
- Embedding of practical training at Mlimani radio into existing courses delivered by the University of Dar-es-Salaam including:
 - Radio Broadcasting (JO 108)
 - Special Radio Production (CO 207)

5. **ACTIVITIES:**

- An initial ‘training needs assessment’, to be carried out by academics at the University of Dar-es-Salaam and remotely (via Skype calls) by academics at the University of Lincoln. This will also include discussions about twinning Mlimani and Siren-FM. The assessment will investigate training needs for academics at the University of Dar-es-Salaam and those involved in programme production at Mlimani radio.
- Delivery of a 5 day intensive ‘Community Radio Training’ course for 15 academics and community radio professionals. Attendees will be selected from: Mlimani Radio, academics at the University of Dar-es-Salaam and community media professionals in and around the city. Course topics will include:
 - Use of recording equipment and playback technology/software
 - Interview and questioning skills
 - Quality Control
 - Audience Research and Monitoring
 - How to engage with minority communities
 - Cultural sensitivities
- Mentoring of volunteers from the training course described above, to research, produce and broadcast 20 hours of programme content by Mlimani Radio targeted at minority groups in and around Dar-es-Salaam.
- 2 successful staff exchanges between the University of Lincoln and the University of Dar-es-Salaam in order to transfer best practice in the development and management of a 24 hour sustainable community radio station that embeds practical training into existing academic courses.

6. **PROJECT INPUTS:**

- 1 UK trainer capable of training community radio personnel and University academics in community radio production techniques, quality control, audience research, etc.
- One rented overhead projector to support the 5 day intensive training course.

- Two high specification desktop computers with at least 4 MB memory and play list software capable of managing broadcast play-out and archiving media content. The equipment will be retained by Mlimani community radio station to help support future practical educational placements by students studying at the University of Dar-es-Salaam.
- 4 portable audio recorder kits including:
 - Marantz PMD661 Portable SD Recorder
 - 2 x 32GB Class 10 SD Cards
 - 4 x Rechargeable AA batteries
 - 1 x Charging unit
 - 1 x USB cable
 - 1 x XLR Microphone

The equipment will be retained by Mlimani community radio station to help support future practical educational placements by students studying at the University of Dar-es-Salaam.

- General travel and subsistence expenses for:
 - 5 Day intensive training course
 - Staff exchanges

7. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of Community Radio trainer	■											
Selection of equipment		■										
Purchase and installation of the equipment			■									
Preparation of training materials				■	■							
Selection and notification to course participants				■	■							
Knowledge exchange visit #1 (UK - Tanzania)						■	■					
In-country training course (5 day)							■	■	■			
Production and broadcast of Programmes									■	■		
Knowledge exchange visit #2 (Tanzania - UK)											■	■
Submission of implementation reports				■					■			

8. INSTITUTIONAL FRAMEWORK:

This project will be managed jointly between the School of Journalism and mass Communication at the University of Dar es Salaam (SJMC) and the University of Lincoln. The main beneficiary institution will be the School of Journalism and mass Communication at the University of Dar es Salaam. A small project team constituting staff from the two Universities will be set to oversee the delivery, monitoring and reporting of the project. Prof. Akpabio from SJMC will oversee the team from SJMC.

The School of Journalism and Mass Communication (SJMC) is a teaching and research School at the University of Dar es Salaam that focused on journalism training. The mission of the School is to offer training for professionals in the media and its related industries. The University of Lincoln will host the proposed collaborative project by establishing a project team led by a senior academic from the College of Arts' (Ola

Ogunyemi) Ola will work with the College’s Business Development Manager (Dr Tony Daniels) to work with SJMC in delivering the project according to the work-plan presented in section 8, above.

9. SUSTAINABILITY:

The project’s short term objectives will see ‘up-skilling’ of academics at the University of Dar-es-Salaam involved in delivery of the following courses: Radio Broadcasting (JO 108) and Special Radio Production (CO 207). This embedded knowledge will be retained and exploited by the University and Mlimani radio after the project’s completion. Additionally, the associated knowledge exchange visits and twinning of Siren-FM and Mlimani radio will see practical aspects of work within Mlimani embedded within the courses mentioned above. This will follow a similar model to the embedding of specific aspects of Siren-FM work within Journalism and media courses at the University of Lincoln. This will see long-term improvements in the practical skill base for Community radio.

Equipment purchased by the project will be retained by Mlimani radio for use by students from the courses listed above, as part any placement during their studies.

Mlimani radio and Siren-FM will remain twinned after project completion with a view to a long term sharing of programme content and knowledge. Academics at the University of Lincoln will also use this ‘established relationship’ to bid for follow on funding in order to facilitate future research projects and knowledge exchanges.

10. FRAMEWORK OF MONITORING:

The University of Lincoln’s Schools of Media and Journalism have very close links with national media organisations in the United Kingdom including the BBC, local radio stations, community radio stations and independent radio stations. If this project is funded by UNESCO the University will approach some of these organisations to investigate the possibility of one (or more) of them collaborate in project monitoring.

11. EVALUATIONS CARRIED OUT:

The University of Lincoln’s School of Journalism has been working closely with Eno Akpabio, a professor at the University of Dar-es-Salaam. This link was established by Dr Ola Ogunyemi, following a meeting at the UNESCO funded Africa-UK Journalism Education Exchange Network at the University of Bedfordshire, UK. Subsequent discussions have taken place in order to identify areas the University of Lincoln and Siren-FM can support the University of Dar-es-Salaam and its community radio station: Mlimani radio. The University of Lincoln’s School of Journalism has supported a number of projects with Siren-FM, including a recent project funded (\$54,000 - equivalent) by MediaBox (www.media-box.co.uk). This required submission of 2 interim reports and a substantive final report, all of which were delivered on time.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Reports will be prepared and submitted by: Dr Tony Daniels, Business Development Manager, College of Arts, University of Lincoln.

C. ADDITIONAL INFORMATION

Since establishing contact with Eno Akpabio (Professor at the University of Dar-es-Salaam), Dr Ola Ogunyemi and Dr Tony Daniels have communicated on a number of occasions via Skype, telephone and email.

Project ideas were also discussed at an initial meeting during the UNESCO funded Africa-UK Journalism Education Exchange Network at the University of Bedfordshire, UK.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
5-day intensive community radio training course	
Participants' accommodation and meals (\$ 30 per day x 15 participants x five days):	2 250
One international trainer (five days training at a rate of \$140 per day):	700
Training material and rental of training aids:	800
Participants' Travel (\$30 x 15 participants):	450
Trainer's Flights (London to Dar-es-Salaam – return):	1 316
Trainer's Accommodation and Meals:	975
Sub-total	6 491
Equipment	
2 x Dell Optiplex Essential 790 PC (4MB RAM, 500MB HDD): 2@\$1083	2 167
ProTools editing software (www.digigram.com):	-
Marantz PMD661 Portable SD Recorder: 4@\$696	2 787
32GB Class 10 SD Cards: 8@\$49	396
Rechargeable AA batteries: 16@ 3.72	59
Charging unit: 4@38.71	155
USB cable: 4@7.74	31
XLR Microphone: 4@ 85	341
Equipment installation costs:	1 500
Equipment transport costs:	1 500
Sub-total : equipment	8 936
Other costs	
Flights for Exchange visits (2 people x 2 visits): 1316 x 4	5 264
Internal Transfers (Airport to Hotel): 120 x 4	480
Hotels and Subsistence (Dar-es-Salaam, Tanzania): 162 x 10	1 625
Hotels and Subsistence (Lincoln, UK): 195 x 10	1 950
Sub-total: other costs	9 320
Total	US\$ 24 749

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

Staff Time (UK – IN KIND) – administration and support.	4 500
Staff Time (Tanzania – IN KIND) – administration and support:	3 500
General Consumables:	600
Contingencies:	1 000
Project Reporting:	2 000
Total	US\$ 11 600

MALAWI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ADAPTATION FOR LOCAL USE OF THE UNESCO MODEL CURRICULA FOR JOURNALISM EDUCATION IN MALAWI
2.	NUMBER	IPDC/57 MLW/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity building and Training support
7.	TOTAL COST OF PROJECT	US\$ 22 350
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16 950
9.	BENEFICIARY BODY	Malawi Institute of Journalism P.O. Box 30165, Chichiri, Blantyre 3 Phone: 265 01875 154 Fax: 265 01879 343 Email: mij@journalist.com
10.	IMPLEMENTING OFFICE	UNESCO Harare Cluster Office Contact: Hezekiel Dlamini E-mail: h.dlamini@unesco.org
11.	PROJECT LOCATION	Malawi Institute of Journalism
12.	PROJECT PREPARED BY	Mrs D. Nkunika, Acting Executive Director, Malawi Institute of Journalism
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Journalism training in Malawi has progressed in leaps and bounce since the country's return to a multiparty system of government. Apart from the degree programme at the Malawi Polytechnic and the Malawi Institute of Journalism there are several other institutions offering journalism and/or communication and media studies. Some of these are Chancellor College, which like the Malawi Polytechnic is a constituent college of the University of Malawi; Share World Open University; ABC African Academy; and Blantyre International University.

Historically, the media training institutions have approached journalism training from a traditional perspective in keeping with the way journalism has been practiced in the country and the region. In terms of curriculum standards, each institution pursues its own. While this is generally a norm in most training institutions in the world, including Malawi, it is preferable to have certain bench marks for all institutions. But media in Malawi is responding to changes in technology and embracing the new media. This requires a re-examination of the curriculum that the media training institutions have been offering to bring them at par with the best practices elsewhere. Consequently, there is need to review the curricula being taught at these institutions and revise them to respond to new demands and to reflect the UNESCO model curriculum for journalism education. The justification is that while each institution pursues what is most relevant to its target trainees, certain minimum or core standards should be common across all courses. This is important because the role of journalism in promoting democracy and development is well established and this has created the need for well trained journalists. Between them, the targeted journalism training institutions have more than 500 students who form the primary constituency for this project. A revised curriculum will result in their getting instructed using an up to date curriculum.

As part of reviewing the curriculum, there is need to upgrade the teaching capacity of the trainers in the participating institutions to deliver on the new curriculum. The proposed training is for the purpose of enabling them to deliver better training to these nascent journalists. Most lecturers in these institutions have already been trained in journalism but they need refresher training in the new dynamic journalism and exposure to the new trends, new technology, and instructions on how to use them and enable them become familiar with their use. Increasingly, their students are becoming better oriented at the use of technology than their lecturers. Familiarization with new media is more than just exposure and understanding of modern technology, but rather the combination of that technology and the appreciation of the new dynamic way of news processing, dissemination and interaction with audience. This is what the media industry in Malawi is embracing.

Given that most journalists are increasingly using multimedia technologies to inform the public, scrutinise the way power is exercised, stimulate democratic debate and thus aiding political, economic, social and cultural development. One way of ensuring that this is achieved professionally, is by making sure that journalism has a core education structure with a balance between the practical and the academic. This project's aim is to strengthen multimedia journalism training and initiate a gradual migration to the UNESCO Model Curricula for Journalism Education in Malawi.

2. DESCRIPTION OF THE TARGET GROUP:

The project will target at least 15 journalism lecturers and over 500 journalism students at: Malawi Institute of Journalism, Malawi Polytechnic, Chancellor College, Share World Open University, ABC African Academy and Blantyre International University.

3. DEVELOPMENT OBJECTIVE:

This project contributes to professional capacity building in journalism training institutions by aligning the training programs to the accepted best practices as well as in upgrading the trainers’ skills in the field of multimedia Journalism.

4. IMMEDIATE OBJECTIVES:

Equip the participating journalism training institutions with the capacity to offer model journalism curriculum based on UNESCO’s model curricula for Journalism Education and upgrade journalism training skills among lecturers.

5. PROJECT OUTPUTS:

- At least 2 participating media training institutions review their journalism curriculum based on the UNESCO model curriculum for journalism education.
- At least 15 journalism education lecturers from the participating journalism schools are exposed to the UNESCO model curriculum for journalism education
- At least 15 journalism education lecturers from the participating journalism schools are equipped to teach multimedia Journalism
- At least 500 students to receive a good quality education in journalism and the training delivered also using both the traditional and the new media channels.

6. ACTIVITIES:

- 3-day training of trainers workshop on “Multimedia Journalism” for at least 10 journalism education lecturers
- 2 days seminar on curriculum revision based on the UNESCO model curriculum for journalism education.
- Institutional curricula review by at least 2 participating institutions

7. PROJECT INPUTS:

- Training workshop facilitator
- Training costs (accommodation, meals and stationeries)
- Seminar facilitator
- Seminar costs (accommodation, meals and stationeries)
- Curriculum developer consultancy support for 2 institutions

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Multimedia training workshop (identification of trainer, participants, workshop organization)												
Seminar on curriculum revision (identification of facilitator, participants, workshop organization)												
Consultancy support for 2 institutions												
Curriculum revision												
Submission of implementation reports												

9. INSTITUTIONAL FRAMEWORK:

The Malawi Institute of Journalism (MIJ) is a public institution established in 1995 to improve the quality of journalism in Malawi through the promotion of media independence and professionalism. To that end the MIJ offers non-residential certificate and diploma courses. To date, the MIJ has trained over one hundred journalists under the Diploma in Journalism Programme and over five hundred journalists under the Certificate in Journalism Programme. In addition to the academic programmes, the MIJ also offers customized training courses in such emerging social issues as elections, corruption, drug and substance abuse, HIV/Aids and others.

The MIJ has a pool of local trainers in various areas of the journalism courses. These trainers are from the University of Malawi as well as from the media industry. To complement the training, the MIJ runs a commercial radio MIJ FM, which was established as a community radio.

10. SUSTAINABILITY:

At least two participating journalism training institutions are expected to commence their curricula review and introduce courses based on the based on the UNESCO model curriculum for journalism education.

The fact that all institutions/colleges that will be involved, are established means that they will be able to sustain the supply and presence of human and material resources required for their journalism courses.

11. FRAMEWORK OF MONITORING:

The UNESCO Harare Office and the Malawi National Commission for UNESCO will be responsible for project monitoring.

12. EVALUATIONS CARRIED OUT:

The challenges faced by the lectures in training on new media are apparent through observation although this fact has not been established in a systematic way. Journalists complete their training without a genuine understanding of how to work in the multimedia environment. The Malawi National Commission for UNESCO was able to establish that none of the institutions/colleges have heard about the UNESCO Model Curricula for Journalism Education much less considered the issue of harmonising their curricula with the UNESCO Model.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agencies undertake to report on progress to the Malawi National Commission for UNESCO who will in turn report to the UNESCO Harare Cluster Office. The final report for the project will be written and submitted by the Malawi National Commission for UNESCO.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

3-day training of trainers workshop on “Multimedia Journalism”

Workshop venue, participants’ accommodation and meals (\$100 per day x 15 participants x 3days):	4 500
One regional trainer (3 days training at a rate of \$250 per day)	750
Regional trainer air travel and DSA \$1000 + (\$200 x 3 days)	1 600
Training material and rental of training equipment (\$300 x 3 days)	900
Local travel (\$30 x 15 participants)	450
Sub-Total	8 200

2-day seminar on curriculum revision

Seminar venue, participants’ accommodation and meals (\$100 per day x 15 participants + 1 facilitator x 2days)	3 200
One local facilitator (Curriculum developer) (2 days facilitation at \$100 per day)	200
Local travel (\$30 x 15 participants + \$100 facilitator)	550
Training material and rental of training equipment (\$200 x 3 days)	600
Sub-Total	4 550

Support for institutional curricula review (2 institutions)

Local curriculum developer consultancy – 10 days in each institution 20 days x \$100 per day	2 000
Local travel and DSA-curriculum developer consultancy (\$200 + \$100 x 20 days)	2 200
Sub-Total	4 200
Total IPDC	US\$ 16 950

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

Internet costs during workshop	500
Project coordinator for ten months	3 000
Communication costs (12 months)	700
Contingencies	1 000
Project reporting	200
Total	US\$ 5 400

ZAMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF ZONE COMMUNITY RADIO FOR CHILDREN AND YOUTH IN ZAMBIA
2.	NUMBER	IPDC/57 ZAM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training support
7.	TOTAL COST OF PROJECT	US\$ 39 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 100
9.	BENEFICIARY BODY	Zone Radio C/o Media Network on Child Rights and Development PO Box 38540, Lusaka Zambia 10101
10.	IMPLEMENTING OFFICE	UNESCO Harare Office Contact: Hezekiel Dlamini E-mail: h.dlamini@unesco.org
11.	PROJECT LOCATION	Kafue District
12.	PROJECT PREPARED BY	Prisca Sikana, Zone Radio Contacts: Mr. Henry Kabwe (kabwehen@hotmail.com) and Ms. Nondo Chilonga (Zambia National Commission for UNESCO) nondo2000@yahoo.com
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Zambia has a population of 13 million people (CSO2010). The country lies in the sub-Saharan African region whose populations have suffered years of poverty, insecurity, unemployment, HIV and AIDS, and inadequate and low quality education. Children and youth form over 65 percent of the population. Despite having access to primary school at 95 percent, a number of youths drop out of the school system at post-primary and post-secondary school levels without adequate skills to keep them in gainful enterprise. Worse still, the school system is job and not entrepreneurial oriented.

In terms of governance and introduction to democratic process, the children and youth are made to pander to the whims of the older generation other than learning them at primary or secondary school levels. According to the media monitoring report of 2011, children's stories are covered in the print and electronic media of Zambia at 10 per cent only. Of these stories, 97 percent project children as victims of abuse, child laborers, perpetrators of violence and delinquents. Other stories are driven by events, donations and entertainment.

To ensure that there is active, effective and impactful participation of children, Media Network on Child Rights and Development (MNCRD) proposes the establishment of a community radio station to be called Zone Radio, which will be run by children and youth in Kafue District. Kafue is strategically positioned in a rural set up to empower children and youth who face challenges of unemployment, HIV and AIDS, sex work, child labor, and other vices being a transit town for travelers and business people who go to countries like Zimbabwe, South Africa, Democratic Republic of Congo, Botswana and Namibia.

It is about 60 kilometres from Lusaka, the capital city of Zambia where decision makers and policy makers seat. In this regard, the radio station will impact communities and empower them to freely express themselves and the voices of the communities will be picked by the elected representatives, the government, the media, traditional authorities and other duty bearers like parents and teachers.

With the tag line, "Be Free", the radio station will encourage participation of youth and children in governance, policy, media freedom, economic, cultural and educational issues. The main objective of the project will be to 'establish an innovative, proactive and influential radio station that will prepare young people to become effective leaders in the governance of the country.'

The specific objective of the radio station is to 'broadcast news, information, documentaries and features that will inform, educate and entertain the audience and inspire them to participate in national issues.'

The community radio project will use the children of Kafue District, a place which has, among other challenges – poverty, child marriages, child labor, child access to drinking places, HIV and AIDS, low literacy levels and inadequate access to relevant media – to express what happens on the ground and how government has help address the challenges in the area. The children from other project areas will also use it as a centre of excellence for their practical work and it will serve as an example for other countries in the world for meaningful children's participation and business actualization as indicated in the United Nations Convention on the Rights of the Child (UNCRC). At least 20 children and youth – 10 girls and 10 boys – will be involved in the planning, implementation and monitoring of the project as radio presenters and volunteers. The other objective is to serve as an example of how effective child and youth participation can transform communities to the rest of the world.

2. DESCRIPTION OF THE TARGET GROUP:

The beneficiaries from the project will be children and youth in the Kafue District of Zambia.

3. DEVELOPMENT OBJECTIVE:

The project contributes to enhanced plurality and diversity of media in Zambia and increases the capacities of children to use media as a platform for their participation in governance and democratic discourse.

4. IMMEDIATE OBJECTIVE:

The project will aim to establish an innovative, proactive and influential radio station that will prepare young people to become effective leaders in the governance of the country.

5. PROJECT OUTPUTS:

- A fully functional community radio for children and youth
- 2 radio presenters having acquired practical skills in community radio broadcasting
- 20 children and youth volunteers will gain presentation and negotiating skills by engaging with elected representatives, civil society, media and other policy makers. The children would have also increased their knowledge of children's rights, how to use the UN Convention on the Rights of the Child (CRC) and the African Charter on the Rights and Welfare of the Child (ACRWC) and their monitoring mechanisms to promote children's rights.
- Increased child rights advocates in the district and Zambia as a whole
- Children are able to confidently interview the elected representatives and civil society
- Improved child rights protection and access to facilities like education and health in Kafue and other project areas.

6. ACTIVITIES:

- Renovation of radio housing
- Order and purchase the necessary radio equipment.
- Installation of transmission and studio equipment.
- Sensitize local authorities & population about community ownership and management of radio stations
- 1 month attachment training of 2 radio presenters at a well established existing local radio
- Production of up to standard radio programmes

7. PROJECT INPUTS:

- 20 presenters and volunteers capable of training radio producers in digital production techniques.
- Two Pentium desktop computers with 4 MB memory and play list software capable of automating the schedule of broadcast content. Computers will be retained by the radio station to maintain the programme beyond the project period.
- Set of studio equipment, comprising a 8-Channel AED mixer with telephone inputs, recording facilities comprising 2 Marantz 630 flash recorders and a desktop computer with playlist software, 4 AKG omni directional microphones, cables and stands, a role of cables, a set of 15 assorted connectors as itemized in the budget, capable of launching live broadcasting talkback programmes as a permanent

feature of the radio station. The equipment will be retained by the radio station after the completion of the project in order to continue the talk-back programme beyond the project period.

- One 300-watt FM transmitter and a set of four-bay antenna produced by Teng Da company in Shanghai, China capable of increasing the radio station’s coverage to a 30-km radius within and beyond the project period.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Renovation of radio housing	■	■										
Order and purchase the necessary radio equipment		■	■	■								
Installation of transmission and studio equipment.					■							
Sensitise local authorities & population about community ownership and management				■	■							
1 month attachment training of 2 radio presenters at a well established existing local radio				■								
Production of up to standard radio programmes					■	■	■	■	■	■	■	■
Official launch						■						
Monitoring			■			■			■			■

9. INSTITUTIONAL FRAMEWORK:

The Children’s News Agency (CNA) Coordinator will manage the Community Radio Station. It has experience of running the CNA and Trendsetters Radio since 2002. The children/youths who have been trained as Editors and Producers will manage the work and schedule of the other children/youths at the station and also children from the project areas.

The Manager of MNCRD will coordinate the work to ensure timely delivery of reports, conduct monitoring and evaluation activities and prepare monthly updates. MNCRD’s Finance Manager will do the financial management of the project. The Executive Director ensures that all staff members on this project are held accountable for their deliverables through routine meetings, plans and reports.

Since the mission of MNCRD is to promote and protect children’s rights using the media, the organization has enough resources, connections and information. The regular staff includes the Finance Manager, the Media Monitoring Coordinator, the Administrator, and the Caretaker. The Board of Directors of MNCRD comes from diverse backgrounds mainly media, project managers, the legal profession and someone with a financial management background.

MNCRD was established as Media Network on Orphans and Vulnerable Children in 2005. Our annual income levels have consistently improved from US\$15,000 in 2005 to US\$220,500 in 2012. The cooperating partners are passionate about the work of the media to bring change in the lives of children. These include Save the Children, the European Union (EU), the Swedish International Development Agency (SIDA), the Firelight Foundation, the Overseas Development Institute (ODI), the Open Society Initiative of Southern Africa (OSISA) and the Regional Psychosocial Support Initiative (REPSSI). Describe the mission of the submitting organization, its management structure, number of regular staff and their functions, date of establishment, annual income, income sources and manner in which it intends to implement the project.

The organization has letters from the Ministry of Gender and Child Development (government) indicating their appreciation of the work being undertaken by its staff and members for the advancement and protection of child rights in Zambia. The organization sits on the Zambia National Education Coalition (ZANEC) board, the Human Rights Commission's Child Rights Committee, the World Press Freedom Day Organizing Committee, the Day of the African Child Organization Committee, Psychosocial Support National Steering Committee, the Media Institute of Southern Africa (MISA) Zambia, and the Children in Need Network (CHIN).

The office is equipped with over six desk tops and four lap tops. The process of acquiring a 1,000 Watts radio station license has reached an advanced stage. The license for Zone Radio is being processed by the Ministry of Information which has indicated that it would consider our application in the best interests of children.

For the work of the Zone Radio, which will be anchored by the Children's News Agency (CNA) editorial team, all our funding partners would be interested to support it as it would contribute to the expected results for all of them.

10. SUSTAINABILITY:

Young people are consumers of various services and products within the communities they live in. Children and youth need clothing, school materials, access to telecommunication and internet, food, drinks, entertainment and education. A well defined marketing strategy will be developed targeted at producers and providers of such services and products. Through effective marketing, the radio station will raise funds through direct advertising and sponsorship of programs.

Apart from targeting business houses, another strategy will be devised that will focus on organizations and firms offering sensitization and awareness campaigns such as those against drug abuse, HIV/AIDS awareness, road safety, electoral processes and environmental and health awareness messages. Through these and various other creative strategies, the radio station will become self sustainable.

The station will also target education services providers like schools, tuition centers and universities and colleges to advertise on its air. The local NGOs like World Vision and ChildFund, who are MNCRD partners, will use the platform to sensitize and educate their target child and youth populations. Other innovative things like the Miss Zone Beauty Pageant, musical shows and other tournaments will bring in more income.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Communications about the project will commence from the provision of funding, the launch and the progress reports. The project will use New Media to get voices from as many places as possible. It will use social networks to get young people to discuss serious policy issues.

A website for the Children's News Agency (CNA) will provide the radio station a link to broadcast its news and information worldwide. The information will be beneficial to policymakers, partners and other children. All print materials, posters and special programs will acknowledge the role played by UNESCO in establishing one of the first child/youth led media institutions in the world.

12. EVALUATIONS CARRIED OUT:

According to a report done by Eustace Nkandu, a University of Zambia (UNZA) lecturer for the Meida Institute of Southern Africa (MISA), children in Zambia are consumers of electronic and print media products.

A number of children interviewed said they purchased the Education Post pull out of The Post newspaper. Now the pullout has been discontinued after the Editor was appointed into diplomatic service.

MNCRD’s media monitoring has shown a gap in positive programs that can influence children and youth to become responsible members of society. Over 90 percent of stories on children are negative depicting them as victims of violence and abuse or as perpetrators.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The MNCRD’s framework of monitoring focuses on the Results Based Management tool, which emphasizes outcomes of the project. In this case, the project will focus on the variables in the sectors of reported abuses, enrolments to schools and skills facilities, demand for services like health, and child/youth participation in the governance in the catchment areas. The project reports will show the benefits that will accrue after the baseline conducted by an expert in the area. MNCRD is a member of the Media Institute of Southern Africa (MISA) Zambian chapter, the Zambia National Education Coalition (ZANEC) and the Children in Need Network (CHIN), which will monitor the project directly and through members represented in the area of operation.

D. BUDGET

I. 1 month attachment training of two Zone community radio presenters training in a well established local radio			
Attachment fees for 2 presenters (\$ 5 per day x 2 participants x 30 days) = 300			300
Accommodation and meals (\$30 x 2 participants x 30 days) = 1800			1 800
Total training Costs:			2 100
II. Studio and broadcast transmitter equipment			
	Unit Price	Qty.	
8 Channel mixing console with w. studio switch, built-in tel. Hybrid:	3 100	1	3 100
Studio 1" capsule condenser microphone	120	5	600
Monitor speakers w. built-in amplifier:	1 000	2	2 000
Headphones:	50	6	300
4-way headphone amplifier:	150	1	150
Soundcard:	100	1	100
External hard drive	150	1	150
Microphone stands	40	5	200
Shielded audio cable (100 m.) with 30 XLR male/ female connectors and 30 RCA connectors:	300	1	300
P4 audio editing computer with 80GB HD RAM 512MB, Windows XP, CD-WR, 19" monitor:	1 200	2	2 400
Uninterrupted power supply 350 VA:	100	1	100
Sub-total:			9 400

FM stereo transmitter 300 watts:	4 900	1	4 900
Antenna bay 4 layers, omni directional:	1 050	1	1 050
Antenna feeder 50 metres:	300	1	300
Uninterrupted power supply 500 VA:	350	1	350
30 meter antenna mast (locally fabricated):	2 500	1	2 500
Sub-total transmitter system:			9 100
Equipment transport costs:			1 500
Equipment installation costs:			2 000
Total equipment costs			22 000
Total IPDC			US\$ 24 100

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Acquisition of office building	3 500
Reports	3 500
Application for license	500
Operational costs (phone, stationery, etc)	3 500
Renovations (painting)	1 200
Furniture	3 100
Total	US\$ 15 300

ZIMBABWE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CREATING SAFETY MECHANISMS FOR JOURNALISTS IN ZIMBABWE
2.	NUMBER	IPDC/57 ZIM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutitons that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support and institutional capacity building
7.	TOTAL COST OF PROJECT	US\$22 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 500
9.	BENEFICIARY BODY	Zimbabwe Union of Journalists (ZUJ)
10.	IMPLEMENTING OFFICE	UNESCO Harare Office Contact: Mr Hezekiel Dlamini E-mail: h.dlamini@unesco.org
11.	PROJECT LOCATION	Zimbabwe
12.	PROJECT PREPARED BY	Chaka Bosha ZUJ National Coordinator Contact: Foster Dongozi, Secretary General E-mail: admin@zuj.org.zw
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Zimbabwe, journalists take professional risks in the process of collecting and disseminating news and information. The risks become higher when the country is experiencing conflict, journalists become a target. As one media analyst observed, conflict and post-conflict areas in Africa are very dangerous for journalists. In Zimbabwe, safety issues rank high and journalists have fallen into trouble because of the existence of restrictive media laws. In some instances, journalists have themselves been reckless by not fully familiarising themselves on the full implications of existing laws. The Union has noted with concern that some journalists have a very weak appreciation of the media laws under which they operate. This knowledge gap exposes them to even greater danger.

Assault on the media continues unabated. As the nation moves towards an election, there is need to put safety nets to ensure that journalists do their work without fear of being victimized. The legal security of journalists is seriously compromised in Zimbabwe and journalists have no clear judicial protection. Legal support is generally very expensive in the country and sometimes it may not be readily available when a victim journalist needs it. There are a number of media lawyers in the country but they need to be organized into a loose network of lawyers readily available on call should journalists get into trouble. The Union proposes to set up a media lawyer's network whose main responsibility is to ensure that lawyers are readily available when they are needed by journalists. The media lawyers network will also be crucial in ensuring that journalists are fully informed on legal matters relating to their profession, including electoral reporting.

Currently there is a proliferation of inflammatory statements being made by politicians that incites anger against the media. These threats are a direct threat to press freedom. If no action is taken they are likely to continue. The Union plans to Track, monitor and document all threats made against journalists and produce a compilation which will be used as evidence to lobby the inclusive government against press freedom violations. The document will also be used as the basis for purposes of a name and shame campaign. The documentation is important as a lobby strategy to ensure that perpetrators of repression are being watched. Most importantly to warn policy makers and government on how not to deal with the media thus promoting best practice. In 2008, ZUJ documented and publicized a well received publication entitled: Journalists or Enemies of State. The publication documents the crackdown on the media since 2000. Political players and policy makers have taken serious note.

In view of the above, ZUJ plans to run training programmes to ensure journalists are adequately informed about their legal matters as well as receiving practical skills such as first aid, health and defense driving. This will help to ensure that with informed journalists, safety nets can be developed premised on professionals who fully understand the legal operating environment. Secondly and more critically, Journalists need the safety net guaranteed by a media lawyers' network. The network will ensure that journalists will be daring the authority in pursuit of news knowing fully well that they will be legally covered. As part of the measures to ensure the safety of journalists, the Union proposes to issue a ZUJ (media) card that will ensure identification, location and mandate of journalists. From these cards, ZUJ will be able to provide support systems for journalists.

2. DESCRIPTION OF THE TARGET GROUP:

The project targets journalists as the practioners, media lawyers, lobby and advocacy media grouping, civic society and human rights defender and State players through the Information Ministry.

3. DEVELOPMENT OBJECTIVE:

To establish long lasting and enduring safety mechanism in Zimbabwe so that journalists can effectively discharge their role of information dissemination while promoting access to information and press freedom.

4. IMMEDIATE OBJECTIVE:

Empower journalists with legal information about existing media laws to enable them to navigate the operating environment from a position of knowledge and also to create legal safeguards for journalists by establishing a media lawyers network.

5. PROJECT OUTPUTS

- 50 journalists in Zimbabwe exposed to comprehensive training on the media legal operating environment.
- Establish a network of lawyers to support the media in times of litigation
- Clarion call for the protection and promotion of safety
- Research, document and publicise all press freedom violations
- ZUJ (Media) Cards

1. ACTIVITIES:

- Two training workshops with journalists on the existing media laws and the overall media operating environment
- Identification of media lawyers and formalising the structure of the media lawyers’ network then look for it patron
- Document and research on all press freedom violations

7. PROJECT INPUTS:

- One trainer with a full appreciation of media laws to run the six training meetings
- Training workshop facilities
- Lawyers with both media and legal backgrounds to constitute the network
- An experienced researcher and two student interns to assist

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of a trainer and participants	■	■										
Running the workshops			■	■	■	■	■					
Workshop reports	■	■										
Identification of the right lawyers for network	■	■	■	■	■							
Setting up the network / documentation	■	■	■	■	■	■	■					

9. INSTITUTIONAL FRAMEWORK:

The Zimbabwe Union of Journalists (ZUJ) is one of the oldest unions in Southern Africa, having been actively involved in protecting and advocating for journalists' rights since 1984. It is run by a ten-member executive, management committee and a Secretary General, with a constitutional mandate to administer the Union's affairs on a full time basis. ZUJ has a staff quota of 8 qualified personnel and recently opened a satellite regional office. The Union manages a budget of over US\$500 000 sourced from 1000 members' subscriptions, donations and partnerships with organizations such as UNESCO, SIDA, INSI and SAFAIDS. The Union has vast experience in running training meeting and will utilize members of the Media Alliance of Zimbabwe to forge effective synergies for the maximum and effective implementation of the project.

10. SUSTAINABILITY:

The project falls into ZUJ's core business and therefore at every turn, both members of the ZUJ Secretariat and National Executive members are always looking for ways to enhance the safety of journalists thus ensure that the project continues to be alive in all ZUJ programmes.

11. FRAMEWORK OF MONITORING:

ZUJ works closely with the Zimbabwe Congress of Trade Union which is its mother body. The ZCTU has a fully fledged evaluation and monitoring department and helps its affiliates to effectively monitor programmes. ZUJ will thus ensure an effective monitoring during and after the project's activities are complete. A monitoring report will be produced which will form the basis of follow-up actions.

12. EVALUATIONS CARRIED OUT:

The Union carried out a rudimentary/desk survey in 2008 of the safety conditions and risks facing journalists which resulted in some journalists being offered training in first aid and physical training. The mitigatory efforts were however no comprehensive

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Zimbabwe Union of Journalists based in Harare will be responsible for the entire reporting process.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Training workshop on the media legal operating environment	
2 training workshops for 50 journalists (workshop venue and meals: \$50/person x 50 participants x 5days)	12 500
One Trainer (5 days training at a rate of \$100 per day):	500
Training material and rental of training equipment	1 000
Local travel(\$30 x 50 participants + \$100 for one trainer):	1 600
Total workshop on the media legal operating environment	15 600
II. Set up of network of media lawyers	

Identification of and negotiations with lawyers (meetings @ \$500	500
Drawing of partnership agreement and terms of reference @ \$500	500
Set up of database of network of media lawyers @ \$200	200
Research on and publication of press freedom violations (1 researcher @ \$50 X10 days + 2 assistants @ \$10 X 10 days X2)	700
One day meeting of lawyers' network with media and human rights' representatives (20 participants X \$50)	1 000
Total set-up of network of media lawyers	2 900
Total IPDC	US\$ 18 500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Telephone expenses	800
Internet expenses	600
Project officer allowance(s)	2 400
Project reporting	200
Total	US\$ 4 000

ZIMBABWE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MULTIMEDIA TRAINING OF LECTURERS AND CURRICULUM REVIEW IN ZIMBABWE
2.	NUMBER	IPDC/57 ZIM/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building and training support
7.	TOTAL COST OF PROJECT	US\$ 22 150
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16 750
9.	BENEFICIARY BODY	Harare Polytechnic School of Journalism and Media Studies
10.	IMPLEMENTING OFFICE	UNESCO Harare Cluster Office Contact: Hezekiel Dlamini E-mail: h.dlamini@unesco.org
11.	PROJECT LOCATION	Harare Polytechnic School of Journalism
12.	PROJECT PREPARED BY	Harare Polytechnic School of Journalism and Media Studies, P.O.Box CY407 Causeway, Harare. Phone: 263-4-0774063215 Email: petbanga@gmail.com Peter Banga, Head School of Journalism and Media Studies
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Harare Polytechnic's School of Journalism and Media Studies is the oldest journalism and media training institution in Zimbabwe. It trains print and broadcast journalists for the country's public broadcaster as well as for the print media houses. The training which is a two-year full-time National Diploma is practically-based in line with market demands. Many graduates from the institution are readily absorbed by media houses in the region.

Plans are at an advanced stage for Harare Polytechnic to introduce a Bachelor of Technology degree in Mass Communication.

However, the curriculum that is being used at National Diploma level at Harare Polytechnic was last reviewed in 2003 with assistance from the United Nations Population Fund. Since then it has not been possible to secure funding for such an exercise. This is of serious concern since journalism is a dynamic area and stakeholders in the print and broadcast industry are calling for a review of the curriculum.

It is important at this juncture to note that the course outline for the B-Tech in Mass Communication has been largely modelled along the UNESCO journalism curriculum. Therefore there is need for a curriculum review at National Diploma level to prepare the institution for the B-Tech programme.

As part of reviewing the curriculum, there is need to upgrade the teaching capacity of the trainers in the participating institutions to deliver on the new curriculum. The proposed training is for the purpose of enabling them to deliver better training to trainee journalists. Most lecturers at Harare Polytechnic have already been trained in journalism but they need refresher training in the new dynamic journalism and exposure to the new trends, new technology, and instructions on how to use them and enable them become familiar with their use. Increasingly, their students are becoming better oriented at the use of technology than their lecturers. Familiarization with new media is more than just exposure and understanding of modern technology, but rather the combination of that technology and the appreciation of the new dynamic way of news processing, dissemination and interaction with audience.

The Department of Journalism and Media Studies at the National University for Science and Technology (NUST) received IPDC in 2010 under project 354ZIM5001 to initiate the curriculum adaption.

This project's aim is to strengthen multimedia journalism training and achieve significant milestones in migration to the UNESCO Model Curricula for Journalism Education in Zimbabwe, focusing on Harare Polytechnic and NUST's Department of Journalism and Media Studies.

2. DESCRIPTION OF THE TARGET GROUP:

The project will target at least 20 journalism lecturers and over 400 journalism students at Harare Polytechnic's School of Journalism and Media Studies, as well as NUST's Department of Journalism and Media Studies.

3. DEVELOPMENT OBJECTIVE:

Align and upgrade the training programs in journalism and media studies to acceptable international standards.

4. IMMEDIATE OBJECTIVE:

Equip Harare Polytechnic and NUST’s Department of Journalism and Media Studies with the capacity to offer model journalism curriculum based on UNESCO’s model curricula for Journalism Education and upgrade journalism training skills among lecturers.

5. PROJECT OUTPUTS:

- Harare Polytechnic’s Mass Communication review their journalism curriculum based on the UNESCO model curriculum for journalism education.
- NUST’s Department of Journalism and Media Studies review their journalism curriculum based on the UNESCO model curriculum for journalism education
- At least 20 journalism education lecturers from 4 media training institutions in Zimbabwe are equipped to teach multimedia Journalism
- At least 400 students receive a good quality education in journalism in the areas covering both the traditional and the new media channels.

6. ACTIVITIES:

- 3-days training of trainers workshop on “Multimedia Journalism” for at least 20 journalism education lecturers
- 2 days seminar on curriculum revision based on the UNESCO model curriculum for journalism education.
- Institutional curricula review by two journalism institutions.

7. PROJECT INPUTS:

- Training workshop facilitator
- Training costs (accommodation, meals and stationeries)
- Seminar facilitator
- Seminar costs (accommodation, meals and stationeries)
- Curriculum developer consultancy support

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Multimedia training workshop (identification of trainer, participants, workshop organization)	■	■										
Seminar on curriculum revision (identification of facilitator, participants, workshop org.			■	■								
Consultancy support					■							
Curriculum revision					■	■	■	■	■	■	■	
Submission of implementation reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Harare Polytechnic is a public institution established in 1980 to improve the quality of journalism in Zimbabwe through the promotion of media independence and professionalism. To that end the institution’s

journalism and media school offers a two year full time national diploma course. To date, the School of Journalism and Media Studies has trained over one thousand six hundred journalists under the Diploma in Mass Communication Programme.

The School of Journalism and Media Studies has a pool of local trainers in various areas of the journalism courses. These trainers are from print and broadcast media houses. To complement the practical broadcast training, the School of Journalism runs a wired radio. Documentaries, features and discussion programmes are also packaged in the students television studio.

10. SUSTAINABILITY:

Harare Polytechnic and NUST are expected to conduct the curriculum review and introduce courses based on the UNESCO model curriculum for journalism education. As the leading journalism and media training institutions in the country it will be possible to sustain the programme.

11. FRAMEWORK OF MONITORING:

The UNESCO Harare Office and the Zimbabwe National Commission for UNESCO will be responsible for project monitoring.

12. EVALUATIONS CARRIED OUT:

It has been observed that Journalism and Media lecturers face challenges in training on new media. Furthermore, Journalists complete their training without a genuine understanding of how to work in the multimedia environment. It is therefore important that this situation be addressed for the benefit of the trainers and trainees.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The beneficiary undertakes to report on progress to the UNESCO Harare Cluster Office.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
I. 3-days training of trainers workshop on “Multimedia Journalism”		
Workshop venue, participants’ accommodation and meals (\$ 100 per day x 15 participants x 3days):	4 500	
Training material and rental of training equipment (\$300 x 3 days)	900	
One regional trainer (3 days training at a rate of \$250 per day):	750	
Regional trainer air travel and DSA (\$1000 + \$200 x 3 days)	1 600	
Local travel (\$30 x 15 participants)	450	
Total training of trainers workshop on “Multimedia Journalism”		8 200
II. 2 days seminar on curriculum revision		
Seminar venue, participants’ accommodation and meals	3 200	

(\$ 100 per day x 15 participants + 1 facilitator x 2days):		
One local facilitator (Curriculum developer) (2 days facilitation at a rate of \$100 per day):	200	
Local travel (\$30 x 15 participants + \$100 facilitator)	550	
Training material and rental of training equipment (\$200 x 2 days)	400	
Total seminar on curriculum revision		4 350
III. Support for institutional curricula review (2 institutions)		
Local curriculum developer consultancy – 20 days x \$100 per day	2 000	
Local travel and DSA-curriculum developer consultancy (\$200 + \$100 x 20 days)	2 200	
Total Support for institutional curricula review		4 200
Total IPDC		US\$ 16 750

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Internet costs during workshop	500
Project coordinator for ten months	3 000
Communication costs (12 months)	700
Contingencies	1 000
Project reporting	200
Total	US\$ 5 400

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING MEDIA ACCOUNTABILITY SYSTEMS IN SOUTHERN AFRICA
2.	NUMBER	IPDC/57 RAF/04
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support and institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 30 720
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 220
9.	BENEFICIARY BODY	Southern Africa Journalists Association (SAJA)
10.	IMPLEMENTING OFFICE	UNESCO Harare Office Contact: Hezekiel Dlamini E-mail: h.dlamini@unesco.org
11.	PROJECT LOCATION	Harare, Lusaka, Mbabane and Maseru
12.	PROJECT PREPARED BY	Southern Africa Journalists Association (SAJA) and UNESCO Harare Contact: Foster Dongozi, Secretary General E-mail: admin@zuj.org.zw
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Journalists and media practitioners in Southern Africa face relatively similar regulatory and legislative challenges, exposing them to a wide range of risks in their line of duty.

Among the regulatory and legislative challenges are repressive media laws, restrictive policies, and arbitrary arrests of journalists and denial of access to information, among others. For example, while in Zimbabwe journalists are subjected to a rigorous registration process and are denied access to information considered privy to the state through the Access to Information Protection of Privacy Act (AIPPA), journalists in Swaziland are deterred from effectively fulfilling their mandate to empower citizens with information, due to at least thirty-two repressive laws, among them the Official Secrecy Act, the Parliamentary Privileges Act and the Books and Newspapers Act.

Likewise, journalists practicing in Zambia are endowed with challenges and efforts to introduce an Information Bill that ensures the sustainability of a free press in the country have been thwarted. More so, recently journalists trading in Zambia are being arrested and intimidated.

Similarly in Lesotho, the Telecommunications Act of 2000 introduced a new set of legislations to further govern and tighten the operations of journalists. In addition, journalists are liable to persecution given the ambiguous nature of defamation laws.

While journalists unions and associations in the aforementioned countries have used various means such as lobbying and advocacy among other activities to promote positive changes in the respective countries there are largely constrained by institutional and material capacity. For instance, the Media Workers Union of Swaziland was recently resuscitated by the Southern Africa Journalists Association (SAJA) having collapsed due to lack of capacity and the Journalists Union of Lesotho is facing difficulties to mobilize membership and harness journalists in advocating for press freedom.

The Zimbabwe Union of Journalists (ZUJ) on the other hand is incapacitated to effectively support existing branch structures, arrested journalists and to support the huge number of freelance journalists it supports. The same could be said of Zambia Union of Journalists, whose country is facing dire media challenges particularly pertaining to freedom of journalists. While the Union in Zambia is established, support to journalists is limited.

Hence there is a need to enhance the capacity of journalists unions in order to effectively convey messages that promote press freedom. Unions can be supported through training on mobilization, coordinating and sustaining Unions. This support can be provided to representatives and leadership of journalists. There is also a need for Unions with assistance from other stakeholders to come up with Media Ethics and Standards as part of self regulatory mechanisms and further deliberate on a regional advocacy strategy.

2. DESCRIPTION OF THE TARGET GROUP:

100 representatives of special interests networks, leaders and representatives of journalists unions, journalists and media practitioners in Zimbabwe, Zambia, Swaziland and Lesotho. The final beneficiaries of the project are citizens of Zimbabwe, Zambia, Swaziland and Lesotho, benefitting from enhanced freedom of the press, which in turn pronounces citizens' right to information.

3. **DEVELOPMENT OBJECTIVE:**

The long-term objective of the project is to sustain press freedom and to strengthen the media through legislative, legal and policy mechanisms. Journalists should operate in a secure environment in order to effectively empower citizens with information.

4. **IMMEDIATE OBJECTIVE:**

To strengthen the capacity and operations of journalists unions in Zimbabwe, Swaziland, Zambia and Lesotho through establishing a set of standards guiding the profession, institutionalizing special interests networks, establishing vibrant channels of communication in defense of freedom of expression and coming up with regional advocacy strategies.

5. **PROJECT OUTPUTS:**

- Adoption and Dissemination of Media Codes of Ethics and Standards
- 100 trained media leaders on self-regulation and media accountability standards
- Regional Advocacy Strategy
- Special Interests Network Groups

6. **ACTIVITIES:**

- Identification of twenty (100) union, committees and branch leaders, twenty-five (25) each from Zimbabwe, Zambia, Swaziland and Lesotho to be trained and equipped with skills on unionism, mobilising membership, maintaining database, use of new media technologies (running websites, blogging and e-mails) and effective advocacy
- Staging training seminars in the respective countries
- Union leaders in the respective countries will lead and conduct deliberations and wide consultations on the Media Codes of Ethics and Standards as well as editorial policies
- Each of these Unions will compile Draft Media Codes of Ethics and Standards as well as editorial policies
- The Drafts will be compiled, deliberated and adopted by Union leaders at a Media Ethics and Standards Conference to be held in Swaziland. Other participants of this Conference will be drawn from other media stakeholders, including reporters, editors, media owners, government ministries, Parliamentary Media Portfolio members for example
- Regional campaign and advocacy strategies will also be discussed at the same Conference
- Rolling out campaign strategies and monitoring implementation of the Media Codes of Ethics and Standards.

7. **PROJECT INPUTS:**

- Consultative Meetings among Union and journalists leaders in Zimbabwe, Zambia, Swaziland and Lesotho
- Minutes of the Southern Africa Journalists Association (SAJA) held in Harare, Zimbabwe in November 2011
- Strengthening Unionism Manual – Research conducted by the Zimbabwe Union of Journalists
- Draft Media Ethics and Standards
- Background Papers

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Deliberations, Compiling data and Identification of training participants ; Conference prep	■	■	■	■								
Training Seminars (one in each of Zimbabwe, Zambia, Lesotho and Swaziland)				■	■	■						
Media Ethics and Standards Conference							■					
Regional Advocacy Strategy developed and published – Mobilization, Lobbying and Advocacy activities								■	■	■	■	■
Preparation and Submission of Final Report											■	■

9. INSTITUTIONAL FRAMEWORK:

The Southern Africa Journalists Association (SAJA) was established in 2005 and is headed by its president Mr. Foster Dongozi. SAJA’s affiliate unions and associations include those in the following countries Zimbabwe, South Africa, Swaziland, Lesotho, Malawi, Zambia, Botswana, Angola, Mauritius and Namibia. It is run by an eight-member executive management committee, with a constitutional mandate to: Defend and promote free press, broadcasting, speech, information, and other civil liberties as well as trade union rights principles and organization. SAJA has an office in Johannesburg, South Africa and manages a budget of over US\$300 000 sourced from subscriptions of member unions in 12 Southern African countries as well as donations and partnerships with organizations such as OSISA, SIDA, INSI and SAFAIDS.

10. SUSTAINABILITY:

The training of identified Union leaders will go a long way in sustaining Union activities and pursuance of Press Freedom. In addition the Media Ethics and Standards Conference will integrate the efforts of various Unions in the region to sustain a solidified campaign for press freedom and journalists labor rights. These projects are pilot and based on the outcomes, the project will cascade to other countries in the region thus sustaining media development.

11. FRAMEWORK OF MONITORING:

Union members, the executive management committee, and other media organizations in the respective countries monitor the Unions’ activities internally. For the purpose of this project, each journalists’ union shall present reports that will be used for evaluation. FAJ and IFJ will also provide monitoring support.

12. EVALUATIONS CARRIED OUT:

ZUJ has worked with CIDA in setting up the Secretariat as the first capacity building. OSISA has worked with Swaziland and Lesotho in strengthening the capacity of the Unions. ZUJ has worked with SafAIDS and has conducted training programmes that include paralegal and development of community media in collaboration with INSI and DFID. All these activities have revealed the need to strengthen the Journalists’ Unions and their self-regulation mechanisms.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ZUJ will submit progress reports as well as the final report. The Secretary General, Foster Dongozi, will be responsible for project implementation, while General Secretaries of Zambia, Lesotho and Swaziland will submit projects reports with the help of ZUJ Programs Officer, Nigel Nyamutumbu.

D. BUDGET

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

Four 1-day in-country training seminar on unionism, mobilising membership, maintaining database, use of new media for effective advocacy

4 x Training Seminars (1 Zimbabwe, 1 Lesotho, 1 Swaziland and 1 Zambia) Average Conference Packages @ \$50 x 25 Participants x 4	5 000
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Local transport for training seminar @ \$30 x 25 participants x 4 countries	3 000
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Sub-Total	8 000
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Two-day Media Ethics and Standards Conference in Swaziland

Conference package (venue and meals) 30 participants x \$50 x 2 days	3 000
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Airfares to Swaziland; Zambia 2 representatives @ \$1500 per person, Zimbabwe 2 representatives @ 1300 per person and Lesotho 2 representatives @ \$700 per person (2x\$1500 + 2x\$1300+ 2x\$700)	7 000
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DSA international participants (\$150 x 3 nights x6 persons) + two days transport for locals (\$20 x 26 persons)	3 220
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Conference stationery, Development of campaign and advocacy materials and publishing	2 000
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Sub-Total	15 220
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Total IPDC	US\$ 23 220
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**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)**

Allowances Project Coordinator	6 000
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Local Print and other administrative costs	500
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Internet and Communication	500
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Conference local transport	500
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Total	US\$ 7 500
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GABON

A. IDENTIFICATION DU PROJET		
1.	TITRE	AMÉLIORATION DE LA REPRÉSENTATION DU GENRE DANS LES HEBDOMADAIRES DU GROUPE PYRAMID’MÉDIA
2.	NUMÉRO	IPDC/57 GAB/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 3: Les médias en tant que plateforme pour un débat démocratique
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	National
6.	TYPE D’AIDE DEMANDÉE	Aide à la formation
7.	COÛT TOTAL DU PROJET	\$EU 19 595
8.	MONTANT DEMANDÉ AU PIDC	\$EU 17 470
9.	BÉNÉFICIAIRE DU PROJET	Pyramid’Média M. Jean Yves Ntoutoume – Directeur - (241)06245453 B.P. 1364 Libreville (Gabon) – Tél. (241) 01 20 05 62
10.	MAÎTRE D’ŒUVRE	Bureau de l’UNESCO à Libreville
11.	LOCALISATION	Libreville (Gabon)
12.	PROJET PRÉPARÉ PAR	Elvis M. Kenmoe, Administrateur Programme Communication Bureau de l’UNESCO à Libreville. Tél. (241) 01 76 28 79 E-mail : me.kenmoe@unesco.org
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Le rapport sur l'évaluation du développement des médias au Gabon récemment présenté au public par l'UNESCO, à l'occasion de la journée mondiale de la liberté de la presse (3 mai 2012), présente avec suffisance la situation des médias au Gabon avec les avancés et les insuffisances. Il ressort que sur le plan réglementaire, le Gabon dispose des instruments et institutions dont respectivement la mise en œuvre et le fonctionnement effectifs auraient pu contribuer à garantir la liberté d'expression, le droit des médias, la protection des journalistes et bien plus. Malheureusement, les manquements au respect des dispositions réglementaires, les suspensions de journaux prononcés par le Conseil National de la Communication et les multiples menaces que reçoivent certains organes de presse privée, dont la ligne éditoriale est quelque peu critique des autorités, témoignent de ce que le combat pour la liberté d'expression et le droit des médias reste toujours d'actualité.

Le présent projet concerne la presse écrite. Au Gabon, on recense, selon les récents chiffres du Ministère en charge de la communication, près de 104 titres de journaux (dont 10 en ligne) parmi lesquels 2 quotidiens et 19 hebdomadaires. Même si quelques femmes sont propriétaires d'organe de presse, la presse privée est dominée par les hommes à tous les niveaux de responsabilité et particulièrement parmi les journalistes, correspondants extérieures ou pigistes. De plus concernant ces derniers moins de 1% ont une formation adéquate en journalisme encore moins sur la représentation du genre dans les médias, il va sans dire que les organes de presse au Gabon contribuent fortement à perpétuer les stéréotypes et autres discriminations liés au genre.

Conscient de la nécessité d'améliorer la qualité de la représentation du genre dans les titres de journaux édités par Pyramid'Média, le promoteur souhaite à travers ce projet : (1) mettre en évidence et sensibiliser les journalistes sur les manquements liés à la représentation du genre ; (2) former les journalistes sur la prise en compte de la dimension genre à toutes les étapes du processus de traitement de l'information ; (3) élaborer et mettre à la disposition des journalistes un guide pratique sur le genre dans le traitement de l'information et enfin (4) mettre en place au sein du groupe une équipe chargée du suivie continue et de l'évaluation. En procédant de la sorte le contenu des journaux édités par Pyramid'Média représentera désormais de manière équitable le genre.

2. DESCRIPTION DU GROUPE CIBLE :

Journalistes du groupe Pyramid'Média.

3. OBJECTIF DE DÉVELOPPEMENT :

Contribuer à l'égalité des genres ainsi qu'à l'autonomisation des femmes à travers les médias.

4. OBJECTIF IMMÉDIAT :

Le contenu des journaux d'information « Nk'u le Messenger » et « Le Temps » est dénué des stéréotypes sexospécifiques et respectueux de la représentation équitable du genre.

5. RÉSULTATS ATTENDUS :

- Les différents stéréotypes sexospécifiques véhiculés dans les journaux d'information « Nku'u le Messenger » et « Le Temps » sont clairement identifiés et portés à la connaissance de ses journalistes et responsables ;
- Au moins 10 journalistes (dont 4 femmes) sont formés sur la prise en compte du genre dans le traitement de l'information ;
- Un guide pratique contenant les directives pratiques pour améliorer la représentation équitable des hommes et des femmes dans le contenu de la presse est élaboré.

6. ACTIVITÉS :

- Organisation d'une analyse préliminaire du contenu (information et publicité) des journaux « Nku'u Le Messenger » et « Le Temps » pour non seulement comprendre le degré de respect du genre mais aussi identifier les stéréotypes et les faiblesses liés à la représentation des hommes et des femmes.
- Organisation d'un atelier (4jrs) de restitution des résultats de l'évaluation préliminaire et de formation sur la représentation du genre par les médias.
- Elaboration, à l'intention des journalistes, d'un document contenant des directives pour la représentation équitable du genre dans un organe de presse.
- Organisation d'une post-évaluation du contenu (information et publicité) des parutions des journaux « Nku'u le Messenger » et « Le Temps » pour apprécier l'amélioration de la représentation du genre.

7. INVESTISSEMENTS :

- Un consultant ou une consultante justifiant d'une excellente maîtrise des méthodes d'analyse de contenu de médias et une bonne connaissance de la problématique de la représentation du genre ;
- Un facilitateur ou une facilitatrice capable d'animer un atelier sur la prise en compte de la question du genre dans le traitement de l'information par les médias ;
- Un groupe (au moins deux – un spécialiste du genre et un spécialiste en journalisme) de consultants ou consultantes capables d'élaborer un guide pratique sur la prise en compte de la représentation du genre par les journalistes et autres professionnels de la communication ;
- Logistique pour l'organisation de l'atelier ;
- Service d'impression du guide pratique pour une meilleure représentation du genre par la presse.

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Recrutement consultant(e) et organisation étude préliminaire	■	■	■									
Soumission rapport etude préliminaire				■								
Organisation atelier de formation sur la représentation du genre et restitution résultat analyse préliminaire					■							
Soumission rapport atelier						■						
Elaboration guide sur le traitement de l'information avec prise en compte du genre						■	■	■				
Etude pour évaluation de la prise en compte du genre dans le contenu de l'Union											■	
Soumission Rapport final												■

9. CADRE INSTITUTIONNEL :

Pyramid'Média est un groupe privé de presse qui édite deux titres de journaux « Nku'u Le messenger » (créé en 2002) et « Le temps » (créé en 1999) qui apparaissent respectivement mercredi et lundi. Sur le plan organisationnel, le groupe se compose d'un Conseil de Surveillance, d'une Direction de la Rédaction, d'une Direction des Affaires Administratives, d'un Secrétariat de Rédaction et d'un Service Technique. Les deux titres qui, depuis 2010, paraissent avec régularité sont tirés à 5000 exemplaires chacun et distribués par Sonapresse. Le taux d'invendus est compris entre 25 et 30%.

10. VIABILITÉ A LONG TERME :

A l'issue du projet, la direction du groupe compte mettre en place une équipe de veille chargée de vérifier périodiquement et de manière aléatoire les articles soumis par les journalistes afin d'évaluer leur conformité par rapport au guide pratique du respect du genre. Les conclusions de ces évaluations permettront d'identifier et d'encourager les journalistes qui prennent régulièrement en compte le genre.

11. SUIVI DU PROJET :

Le projet sera suivi par le Bureau de l'UNESCO à Libreville en collaboration avec le point focal qui sera désigné par l'Union.

12. ÉVALUATIONS EFFECTUÉES :

Le précédent rapport sur le développement des médias au Gabon présenté par l'UNESCO fait ressortir une faible représentation des femmes dans les médias. Pour Pyramid'Média, sans une formation adéquate sur la représentation équitable du genre, la prédominance des hommes au sein des rédactions ne contribuent pas à la réduction des stéréotypes liés au genre dans le contenu des produits par les organes de presse.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Trois rapports seront soumis à l'UNESCO par le promoteur au cours de l'exécution du projet. Outre ces rapports, le promoteur soumettra suivant les demandes ponctuelles de l'UNESCO des comptes rendus portant sur l'évolution de la mise en œuvre du projet.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

I. ATELIER DE 4 JOURS SUR LA REPRESENTATION DU GENRE DANS LA PRESSE

Subsistance des participants (\$25/jour × 20 pers. × 4 jours) :	2 000
Formateur/Facilitateur (4 jours de formation + 4 jours de préparation à \$100/j)	800
Matériel de formation (\$200) et logistique (location salle = \$ 250/jour x 4) :	1 200
Déplacements locaux (\$20 × 20 participants) :	400
Divers (support de communication, banderoles, etc.)	500
Total : formation	4 900

II. ANALYSE PRELIMINAIRE DU CONTENU DES JOURNAUX

Consultant(e) \$ 150 x 20jrs	3 000
Reprographie rapport de l'étude préliminaire (20 exemplaires x \$ 5)	100
Total étude préliminaire :	3 100

III. ELABORATION GUIDE PRATIQUE DE LA REPRESENTATION DU GENRE DANS LA PRESSE

Consultant(e) \$150 x 30jrs	4 500
Edition (\$450) et impression du guide (\$15 x 100)	1 950
Total élaboration guide pratique :	6 450

IV. EVALUATION DU CONTENU DES JOURNAUX

Consultant(e) \$150 x 20jrs	3 000
Reprographie rapport (\$5 x 5)	20
Total évaluation contenu :	3 020

Total PIDC	US\$ 17 470
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BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Point focal du projet \$150 x 12mois	1 800
Mise à disposition salle pour travaux des consultants (\$75 x 3)	225
Communications	100
Total	US\$ 2 125

DJIBOUTI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING THE DJIBOUTIAN MEDIA POLICY AND REGULATORY FRAMEWORK
2.	NUMBER	IPDC/57 DJI/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 35 590
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27 310
9.	BENEFICIARY BODY	ARTICLE 19 Kenya & Eastern Africa P.O. BOX 2653 00100 Nairobi Tel: +254 20 3862230/2 Fax: +254 20 3862231 Email: henry@article19.org
10.	IMPLEMENTING OFFICE	UNESCO Regional Office in Nairobi
11.	PROJECT LOCATION	Djibouti
12.	PROJECT PREPARED BY	Henry Maina, Director (Article 19) & Jaco Du Toit Adviser For Communication & Information (E-mail j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

While a critical institution in any participatory democracy, the media in Djibouti can be adjudged weak, polarized, and lacking in pluralism and diversity. Professionalism of media practitioners is equally low and this has been made worse by the fact that there are no fully fledged training institutions in the field of mass communication and journalism. The only tailored training was organized under the aegis of UNESCO and the Ministry of Higher Education in the beginning of 2011 at the University of Djibouti. Most journalistic products lack depth to adequately serve public interest. The government and media law hinder pluralistic and diverse media development.

The media in Djibouti comprises state-owned and state-run print and electronic media outlets. Through the Radio Television of Djibouti (RTD), the Ministry of Culture and Communication runs 2 national FM stations and 2 national AM stations. It also runs the sole national TV station, as well as overseeing media licensing (including accreditation of foreign journalists) and holding a near monopoly of the airwaves. The sole news service, *Agence Djiboutienne d'information*, and the two main newspapers, French-language *La Nation* and Arabic-Language *Al Qarn*, also belong to the government. *La Nation* was inherited from the French Government at independence in 1977 and continues to be tightly controlled. All the state owned media outlets, editors and management enjoy little if any editorial independence. The only other national print newspaper is *La Republique*, owned and affiliated to the opposition. The other opposition newspaper, *Le Renouveau*, was closed in 2007 after losing a defamation case.

Internet freedom is less restricted, although the Ministry of Culture and Communication oversees the sole internet service provider. People living in Djibouti freely use Voice over Internet Protocol services like Skype. There are no restrictions on foreign news organizations, apart from the stipulation that a formal request be submitted to the relevant ministry. Thus the BBC, Radio France International and Voice of America radio stations are available on an FM waveband and have their offices and relays in Djibouti. Similarly, a number of foreign newspapers and magazines are sold freely.

Although the Djiboutian government includes in its constitution under Article 15 clear guarantees to freedom of expression and media freedom and has also ratified a number of relevant regional and international human rights instruments, it maintains a number of laws that are incoherent to these acceptable international human rights standards which severely restrict media freedom. Key among such laws is provisions on publication of false news and criminal defamation in the Criminal Code, Article 14, 17 and 47 of the Organization Act No 2 of 15 September 1992 on Freedom of the Press and of Communication. These include Article 14, which states that participants in the financial management of any press body must be citizens of Djibouti; Article 17, which states that the director and the vice-director of any media outlet must be residents of Djibouti; and Article 47, which, inter alia, states that any director of an audiovisual outlet must be at least 40 years old.

The Djiboutian human rights record was reviewed under the aegis of Human Rights Council's first cycle of Universal Periodic Review on 2 February 2009. While the state delegation highlighted some of the challenges facing the media sector, it rejected most of the recommendations on the need to repeal and review some of the unduly restrictive media laws. Djibouti will be up for review again during the 16th session of the Human Rights Council in 2013. The overall purpose of the project is therefore to advocate for the enactment of progressive media laws in Djibouti through assessment of the critical media laws and engagement in the Universal Periodic Review (UPR) process, training of media actors and policy makers and sharing comprehensive country media law analysis reports.

3. DESCRIPTION OF THE TARGET GROUP:

The primary beneficiaries are media practitioners and press freedom advocates in Djibouti. The media practitioners shall include 20 journalists working for both the state owned and opposition affiliated to print, electronic and online media.

3. DEVELOPMENT OBJECTIVE:

To contribute to the review and development of progressive media policy and legal framework that protects and promotes Freedom of Expression and Information based on international best practice standards and developed in participation with civil society in Djibouti.¹

4. IMMEDIATE OBJECTIVE:

As a contribution to UNESCO's priority in promoting freedom of expression, media diversity and pluralism twenty journalists (10 men and 10 women) and representatives of two civil society organizations will acquire skills and knowledge on how to lobby and advocate for review,² repeal and development of progressive media laws and policies in line with acceptable international human rights standards and practices.

5. PROJECT OUTPUTS:

- A detailed country report on Freedom of Expression assessing critical media laws and their strengths and weaknesses published based on the UNESCO Media Development Indicators (MDIs);
- A training guide on the role of the media in the Universal Periodic Review process, and how to develop and submit stakeholder reports produced;
- Twenty (15 men and 5 women) key policymakers, journalists and civil society representatives inducted on the UPR process and able to produce an objective national and stakeholders reports after a national conference;
- Twenty (10 men and 10 women) journalists and civil society representatives trained on media laws;
- Two Universal Periodic Review reports produced and submitted in time;
- Two half year reports on the state of media freedom produced and shared with the UN and African Commission on Human and Peoples Rights (ACHPR) Special Rapporteur on Freedom of Expression.

6. ACTIVITIES:

- Undertake a detailed study and assessment of the media policy and regulatory framework of Djibouti using the UNESCO Media Development Indicators and publish a report in English and French within a year. Key laws to be analyzed are the Constitution; the 1992 Law on Freedom of communication (Organization Act No 2,) the Criminal Code especially provisions on defamation, insult and blasphemy;
- Print and launch the report;
- Conduct a 3-day basic training on media law for 20 (10 men and 10 women) journalists and civil society representatives working with diverse media houses in Djibouti. The training objective is to inculcate knowledge of laws inform and guide journalism and media practice in Djibouti. The training will have six modules namely: 1) International and regional Human Rights guiding freedom of expression; 2) International, regional and national human rights protection mechanisms; 3) Constitutional principles of freedom of expression and national media laws; 4) Legal and legitimate limitations of freedom of expression-national security, public order, international relations, judicial/criminal proceedings, privacy, reputation of others(defamation), and other social values

¹ The three organizations are: (1) Association of Djibouti Journalists, (2) Association for Respect of Human Rights in Djibouti and (3) East Africa Journalists Association

² 1) Association of Djibouti Journalists, (2) Association for Respect of Human Rights in Djibouti

(obscenity, blasphemy, insult, etc.); 5) Right to Information and procedures of access; and 6) Exceptions to Right to information.

- Engagement with the ACHPR and UN Special Rapporteur on freedom of expression and access to information among other special procedures mandate holders through targeted delivery of updated and verifiable information on issues of violations of freedom of expression in general and media freedom in particular and where possible invitation for them to attend the conferences;
- Conduct a 3-days of training on UPR for 5 (3 women and 2 men) public officials and 15 (8 men and 7 women) media and Civil Society Organizations (CSOs) representatives. The training objective is to explain to public officials, media and CSOs representatives how to fully engage in the UPR follow-up process and introduce tools they could use to initiate follow up mechanisms and actions. The training will have five modules namely: 1) Introduction to UPR process and modalities of review; 2) Follow-up of the review; 3) State and the follow-up e.g. national plans of action including UPR recommendations, steering committee to monitor implementation and prepare periodic reports; ratification of treaties, review of laws and policies not in line with human rights standards; 4) Civil society, media and follow-up- make the UPR recommendations and pledges public; plan for implementation, engage in dialogue with state on implementation, monitor implementation, and reporting on implementation if the NGOs have ECOSOC status during Human Rights Council sessions; and 5) Tools for the follow-up-database, statistics etc.
- Conduct advocacy on review and repeal of the media laws and policies by holding meetings with key policymakers in Djibouti and attending UN Human Rights Council and ACHPR sessions to submit reports.

7. PROJECT INPUTS:

- **Activity 1:** One legal researcher capable of researching and analyzing Djibouti media laws and policy framework, one legal reviewer and editor, one translator;
- **Activity 2:** Hiring services of one designer to format the draft report developed in activity 1 and printing 300 copies of the report;
- **Activity 3:** Two trainers capable of training journalists in international freedom of expressions standards and media law;
- **Activity 4:** One consultant to develop 2 half-yearly reports on the state of freedom of expression in Djibouti;
- **Activity 5:** Two trainers capable of training on the Universal Periodic Review and helping different groups to prepare reports for submission to the Human Rights Council;
- **Activity 3& 5:** Hiring of overhead projector and a laptop for the two training sessions; Hiring of tripod stand and buying of stationery –writing pads, pens, felt pens, flip-charts, training cards; Funds for air travel, meals and accommodation for participants, trainers and project team during training and UPR national conference;
- **Activity 6:** Funds for 2 advocacy meetings with legislators and other policy actors at national level, and international.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project initiation												
Country Report Developed and reviewed												
Country report printed, translated & launch												
Conduct a 3-day training on media law for 20 journalists and media trainers												

Develop a UPR training guide	■											
Training on UPR for 5 public officials and 15 journalists		■										
Advocacy meetings to HRC council and national level		■						■	■			
Provide first-hand information to special procedures mandate holders of the UN & AU on the state of freedom of expression			■			■			■			
Conduct continuous monitoring & a mid-term and an end-term evaluation of the project			■			■			■			■

9. INSTITUTIONAL FRAMEWORK:

ARTICLE 19 Kenya & Eastern Africa is an independent civil society organization duly registered under Kenya’s Non-Governmental Organizations Coordination Act in 2007. It has an independent board comprising professionals from Eastern Africa which meets at least four times every year and offers policy oversight. The secretariat is led by a Director and has seven other members of staff (4 women and 3 men). It is an affiliate of ARTICLE 19 (www.article19.org), an international human rights organization established in 1987 and registered in UK as a company limited by guarantee (company No 209722) and a charity (No 327421).

ARTICLE 19’s mission is to challenge censorship, promote and protect freedom of expression and safeguard free flow of information and ideas in order to strengthen global justice and empower people to make autonomous choices. ARTICLE 19 monitors, researches, publishes and advocates for and on behalf of freedom of expression wherever it is threatened. With over 88 partners in more than 40 countries across the world, Article 19 works to strengthen national capacity to protect and promote freedom of expression globally.

The association of Djibouti Journalists is the only journalists’ association in Djibouti. It was founded in early 2008. It is a membership organization bringing together largely editors, reporters, camera operators and freelance journalists attached to state media. Efforts are being made to open up its membership to include media workers from privately-owned media houses. AJD is an associate member of the International Federation of Journalists (IFJ) and East African Journalists Association in organizing safety training for 20 of its members.

10. SUSTAINABILITY:

ARTICLE 19 Kenya and Eastern Africa’s strategy is to develop long term partnerships with media practitioners and their organization(s) as critical players in developing eternal vigilance to champion media rights and replicating lessons and skills acquired during the project. The trained journalists under the aegis of AJD will be required to transfer knowledge and skills to their colleagues. Civil society organizations will include the lobbying for policy and regulatory framework review into their action plan and make use of the trained journalists as resource persons. Given that review of media laws and policies is one of the most effective proactive drivers to entrenchment of media freedom on the one hand and consolidation of democracy, good governance and transparency on the other, this initial work will open the media space and entrench openness and consolidate democracy and peace in Djibouti. The joining of hands and sharing capacities and information among media practitioners and civil society organizations will ensure that the work of monitoring implementation, reviewing and repealing retrogressive media laws and policies positively changes the Djiboutian media landscape. Media practitioners will also be prepared and supported to seek resources for future media development work.

11. FRAMEWORK OF MONITORING:

ARTICLE 19 will, together with the UNESCO Nairobi office, undertake continuous monitoring. Article 19 proposes to actively work with Association of Djibouti Journalists (AJD) as a partner. First, among the 20 journalists to be trained will be at least 3 current office bearers in AJD. ARTICLE 19 will also directly work with AJD to seek long term funding and support its direct engagement with the 2nd cycle Universal Periodic Review process under the Human Rights Council. They will also work to build AJD's capacity to engage with other treaty bodies. Since inception, AJD has not engaged with any of the UN or African Union processes on protection of freedom of expression. Through this project, it is intended to enhance AJD's knowledge, exposure and capacity in a sustainable manner to enable it to strongly engage both the state and other inter-governmental bodies. AJD will also be tasked to carry out the mid and end term evaluation in close collaboration with the UNESCO Nairobi Office.

12. EVALUATIONS CARRIED OUT:

ARTICLE 19 Eastern Africa has engaged with media actors in Djibouti for the last two years where it carried out feasibility studies for new projects. The feasibility studies revealed the media was weak and professionalism of the practitioners low. Most practitioners knew little about ethics and media law. Similar assessment on how the media and civil society organizations engaged with the UPR process revealed that there was no engagement because of a dearth of knowledge of the process.

ARTICLE 19's programmes have been evaluated by Sida a number of times. The latest report found ARTICLE 19's programmes to be distinct and extremely relevant in the Eastern Africa region, recommending the establishment of a regional office in Nairobi. The evaluations also found the organization's capacity to implement programmes on matters of freedom of expression, press freedom and access to information as innovative and pace-setting. A similar finding was recently made of the Sida-UPR project implemented in Rwanda, Tanzania and Uganda.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ARTICLE 19 undertakes to prepare and submit quarterly progress narrative and financial reports. Similarly, the organization commits to prepare and submit a comprehensive report outlining the extent to which the immediate objectives of the project have been met. These reports will be prepared by Paul Kimumwe, Senior Programme Officer.

C. ADDITIONAL INFORMATION

This multiple partners' project seeks to bring together a number of local organizations working of promotion of freedom of expression and protection of human rights defenders in general and journalists in particular, to harness their interventions for better delivery of results. These institutions are the Association of Djibouti Journalists and Association for the Respect of Human Rights in Djibouti. ARTICLE 19 Eastern Africa has earned valuable experience in implementing a UPR project in Kenya, Rwanda, Tanzania and Uganda where sets of retrogressive laws are now under scrutiny and review.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION

(in US dollars)

	No.	Unit cost	Total
Development of a detailed country report on all media laws			
Research, development and review of report (legal researcher)	12 days	250	3 000
Translations of country report from English to French	5 days	140	700
Country report printing (100 copies)	100	10	1000
Media law training			
Venue, lunch & refreshments for 3 days for 20 pax	3 days	630	1 890
2 trainers accommodation & meals	2x3days	100	600
2 flights from Nairobi-Djibouti	2	400	800
20 participants accommodation & meals	20x3 days	100	6 000
2 international trainers fees- 3 days training –Trainer 1-module 1&2; trainer 2-module 3,4&5	2 trainers x3 days	250	1 500
Training materials, stationery & hire of LCDs for 3 days	3 days	170	510
UPR National conference			
Drafting of UPR Training Guide and conduct the training	2 x 3 days	250	1 500
20 pax training –accommodation & meals	20x3days	100	6 000
2 trainers (accommodation & meals in Djibouti)	2x3 days	100	600
2 flights from Nairobi-Djibouti	2	400	800
Training materials, stationery & hire LCD		520	520
Venue, lunch and refreshments for 3 days for 20 pax	3 days	630	1 890
Total IPDC			US\$ 27 310

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION

(in US dollars)

	No.	Unit cost	Total
Personnel and administrative costs (lump sum)			4 530
Printing of 200 copies of country reports	200	10	2 000
Payment of researcher for 2 days @US\$ 250	2 days	250	500
Payment to reviewer of country report 5 days	5 days	250	1250
Total			US\$ 8 280

ETHIOPIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF SCHOOL COMMUNITY RADIO VOLUNTEERS IN BASIC RADIO BROADCASTING TECHNIQUES
2.	NUMBER	IPDC/57 ETH/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment/training support
7.	TOTAL COST OF PROJECT	US\$ 35 580
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 040
9.	BENEFICIARY BODY	Peace Family and Media Association (PFMA) Office address: Haile Gebressilase avenue CMC road, near to Altad Mickeal church, Tel. +251 11 646 09 45 Fax+251 11 860 53 90 E-mail: pfma@ethionet.et Website: www.pfmaethio.org Contact person: Getachew Simie, Executive Director
10.	IMPLEMENTING OFFICE	UNESCO regional office in Nairobi
11.	PROJECT LOCATION	Addis ababa, Yeka sub-city, CMC area
12.	PROJECT PREPARED BY	Getachew Simie (PFMA) and Jaco du Toit Adviser for communication & information (j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Ethiopia, with a population of over 74 million, is served by only six state-owned TV stations, two commercial radio stations, and eight state owned FM radio stations at the federal and regional level. Around ten private and five state-owned newspapers are distributed across the country. Since the enactment of the Broadcasting Law in 2007, ten community radio stations have been established.

Over the last 20 years, private and state media have gained necessary experience and maturity through training facilitated by higher learning institutions. Even though print and electronic media can play a key role in bridging the information gap, not all can reach the majority youth groups who are vulnerable to social ills.

According to the report released in 2010 by Addis Ababa City Administration Education Bureau, schools in Addis Ababa have mini media stations broadcasting in the school compound. These mini media stations are targeted at an estimated 700 000 school-aged children. Quality equipment is however in short supply and where the equipment exists, it is shared by many. Above all, lack of training is a major constraint. These stations broadcast in the morning and afternoon on a daily basis (except weekends), on social and entertainment issues in the nation's official language (Amharic).

The common problem of these school media is lack of professional training in basic journalism skills for the volunteers. Like all other schools in Ethiopia, the targeted 30 school community media clubs rely extensively on volunteer students and teachers to operate them. However, these volunteers do not have proper professional training in journalism. Thus, it would be important to offer a Training of Trainers (ToT) course on basic journalism training to the newcomers/volunteer journalists. This could help resolve the shortage of trained manpower in the targeted school mini medias.

Peace Family and Media Association (PFMA) is therefore proposing to offer ToT for the targeted schools. PFMA has previously organized and held a number of trainings for school community mini media students and teachers, community radio broadcasters as well as community based ICT centers drawn from five regional states in Ethiopia with the assistance of various like-minded organizations including the UNESCO Office in Addis Ababa.

This project aims to upgrade journalism skills through a ten-day training-of-trainers (ToT) course for selected trainees drawn from 30 schools that will be trained on radio journalism and provided with the skills to train other upcoming school mini media journalists and volunteers effectively. The training will focus on the following topics: Broadcast news writing and reporting, interview techniques and radio programme production, development communication and digital editing.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups in this project are volunteer broadcasters working in 30 Junior and Secondary School community mini media clubs, which cover and reach around 60,000 school aged children.

3. DEVELOPMENT OBJECTIVE:

The project contributes to plurality and diversity of media in Ethiopia by enabling school community media

volunteers to have access to professional training, and ultimately to reflect and represent diverse views and interests aimed at strengthening the democratic participation of the youth at all stages of their career.

4. IMMEDIATE OBJECTIVE:

Equip volunteer broadcasters in campus radio stations with knowledge of and skills in broadcast journalism.

5. PROJECT OUTPUTS:

- 30 (15 men, 15 women) school community radio volunteers trained in basic radio broadcasting techniques for 10 days.
- 30 junior and secondary school community media broadcasters equipped to produce new children’s programmes and capable of producing daily youth programmes with increased child participation.
- Production of ten 15-minute youth-focused radio shows on issues affecting the targeted school children (produced on a daily basis).

6. ACTIVITIES:

- Select and engage two local trainers to carry out the training on radio journalism;
- Carry out a total of ten days’ training of trainers for 30 broadcasters serving in 30 Junior and Secondary School community mini media clubs;
- Carry out a preliminary training course for 5 days and then reinforce the first training course by conducting a 5-day refresher course to evaluate and enrich what was learned on the initial course;
- Trainees will produce one pre-recorded 15-minute radio programme on current affairs to be broadcast daily during the training periods in 30 Junior and Secondary Schools;
- Compilation and printing of manuals/handbooks in Amharic language (official language) which will then be distributed to the targeted schools to serve as a guiding reference for mini media practitioners;
- One monitoring and evaluation report of the project will be produced and submitted.
- Submission of project progress and final report.

7. PROJECT INPUTS:

- Two experienced trainers capable of training radio broadcasters on broadcast news writing, radio programme production, interview & discussion techniques, Intercultural communication as well as Digital editing techniques; Facilitation of training venue at the PFMA Head Office ;
- Rental of equipment: one overhead projector for twenty days & ten desktop computers for 20 days;
- Supporting materials such as manual handbooks, guidelines published under the topic of basic journalism will be provided to the trainees;
- Purchase of stationery materials;
- Trainees’ accommodation and meals.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection /contracting trainers												
Rental of training equipment, purchase of materials												
Preparation of training materials												

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

PFMA will submit project progress reports on a four-month basis and submit a comprehensive final report after the full implementation of the project.

C. ADDITIONAL INFORMATION

The implementing organization has received IPDC support through UNESCO field offices to facilitate professional capacity building training for Sude community radio broadcasters on radio journalism.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Participants' accommodation/meals and refreshment for the training course (US\$ 30 per day x 30 participants x 15 days)	13 500
Two local trainers (20 days training at \$100 per day)	4 000
Purchase of stationery materials for the first and follow-up training participants (\$ 10x 30 trainees)	300
Rental of training materials and rental of training aids (10 Desktop computers at \$52 per day x 20 days; one overhead projector (\$20 per day x 20 days)	1 440
Local travel (\$20x 30 participants+ round trip + \$200 for two trainers)	800
Printing cost of manual handbooks for schools benefited by the project bro each handbook (\$ 1.50 x 2000 handbook)	3 000
Total IPDC	US\$ 23 040

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

Staff costs (4 staff members for 10 months)	5 400
Program production and presentation (transport cost of 30 trained broadcasters to produce stories for the stations) (Each reporter \$50 x 30)	1 500
Project coordination (12 months)	2 200
Communication costs (12 months)	1 600
Training venue	1 000
Contingencies	340
Project reporting	500
Total	US\$ 12 540

ETHIOPIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING ON USE OF DIGITAL TECHNOLOGY FOR THE 96.3 FM MEDIA PROFESSIONALS
2.	NUMBER	IPDC/57 ETH/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Plurality and diversity of media, a level economic playing field and transparency of ownership
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 20 110
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14 460
9.	BENEFICIARY BODY	Addis Ababa Mass Media Agency Illusion Media and Communication Works Tel : +251-11-113651 Mobile: +251-911-342 897 E- mail: aermiyas@gmail.com Contact person: Asmamaw H/ Giyorgis
10.	IMPLEMENTING OFFICE	UNESCO Nairobi Office
11.	PROJECT LOCATION	Addis Ababa
12.	PROJECT PREPARED BY	Asmamaw H/ Giyorgis (General Manager) Jaco du Toit (j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Media in Ethiopia mainly consists of radio and television, which remain under the control of the Ethiopian government, as well as a few private newspapers and magazines. The media is a relatively recent phenomenon in Ethiopia. Ten radio broadcast stations, eight AM and two shortwave, are licensed to operate. The major radio broadcasting stations include Radio Ethiopia, Radio Fana, Sheger FM & Zami FM a private station, and the Voice of the Revolution of Tigray. The single television broadcast network is Ethiopian Television (which broadcasts 24 hours a day) and three regional stations, namely Addis TV, TV Oromiyaa and Dire TV.

In keeping with government policy, radio is broadcasts in a variety of languages. However, Ethiopia is challenged with a wide range of societal obstacles to achieve rapid development in the area. Among these include lack of professional skills. The proposed project has the theme of “Enhancing journalist skills with technological tools ” aims at empowering journalists by providing them with the skills to contribute to the country’s development and handle its challenges to reach the estimated goal of bringing about economic, social and educational improvements in all aspects of life using the cheapest means (i.e. radio).

This project aims at merging traditional journalism skills which are the predominant skills possessed by most journalists in Ethiopia, with digital technological know-how by building the capacity of Journalists, reporters, editors, technicians who are currently working at FM 96.3 (Addis Ababa City Administration community media). This station is the biggest in comparison to other FM radio stations in Ethiopia and is considered as one of the leading voices of the Addis Ababa Community. The station used manual system till recently, however after finalizing the BPR study it acquired different digital radio equipment, including a server-based computerized transition mixer, a digital recorder for reporters and a web transmission which is soon to be launched. Accordingly, the training aims at enabling the journalists to acquire digital technology skills to report from almost anywhere both professionally and independently, thus enhancing their professional capacity and increasing the quality of and output of the 96.3 FM station. The station, which is located in Addis Ababa, has 105 km radius of coverage and is estimated to serve 1.5 million people within that radius. It has 18 hours daily transmission in the official language of Ethiopia (Amharic).

Ultimately this project will support community-centred, enquiry-driven presenting and feedback collecting activities among the journalists in Addis Ababa City administration (FM 96.3 radio station). The project will empower and encourage journalists to network with other journalists in Ethiopia and from other countries, in sharing information and best practices. Moreover, the project encourages volunteer activities that change the lives of citizens and assure positive social, political and economic progress in Ethiopia.

4. DESCRIPTION OF THE TARGET GROUP:

The target group consists of journalists, reporters, editors and technicians currently working at 96.3 FM (Addis Ababa City Administration community media). This comprises 40 % of women and 60 % youth.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the plurality and diversity of media in Ethiopia by supporting institutions that enhance community participation, local ownership and give a voice to the voiceless.

4. IMMEDIATE OBJECTIVE:

The project aims at developing digital skills among the 96.3FM media professionals in using digital technology to gather information and report both professionally and independently, thus enhancing their professional capacities and increasing the quality of and output of the 96.3 FM station.

5. PROJECT OUTPUTS:

- 15 volunteer journalists and technicians will be trained on how to use digital technology (Computerized digital studio content management, handling server PC incorporate with modern mixer, editing and recording using adobe audition software, record or convert to standard audio format (without third-party software) in producing radio programmes in different formats and in the accepted standard.
- Improved communication among senior editors, reporters and journalists by enhancing journalists' professional skills as a result of the digitalization of labor through the training.
- After the training, quality radio programmes will be produced and disseminated for 26 weeks, with 26 selected themes.

6. ACTIVITIES:

- One production Manager will be engaged to train and monitor the proposed project. (to be recruited from a private consultancy firm)
- Selection of 15 trainees and two experts (who can assist the manager) in digital technology for the 3 days training.
- Production of training materials in Amharic and reference booklets for journalists on using digital technology.
- Notifying workshop participants.
- Hiring of training equipment including overhead projector and 4 desktop computers (to train the volunteers without putting increased pressure on the station, which has only two studios and is therefore unable to provide its studios for the entirety of the training)
- Carry out 3 days training for 15 trainees in Addis Ababa.
- The participating journalists will each produce a radio programme using the newly acquired skills in digital technology.
- Broadcasting of weekly programmes on selected development themes relevant to the community within the reach of 96.3 FM produced in different formats based on the newly acquired skills.
- Evaluation & monitoring carried out and final report presented.

7. PROJECT INPUTS:

- Two training experts who have extensive knowledge in the area of digital technology.
- Production costs of training materials and reference booklets for journalists on use of digital technology.
- Cost of 3 days training for 15 participants on digital technology. This will include hiring of a medium size training hall, stationery, accommodation, meals and local transport.
- Cost of hiring training equipment (overhead projector and 4 desktops).
- Cost of hiring digital studio for practice and recording.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Hiring of a production manager	■											
Selection of trainees and trainers	■											
Preparation of training materials	■	■										
Notification of participants and trainers		■										
Selection/rental of venue,		■										
Carrying out the 3 days training		■										
Production and broadcast of radio programs		■	■	■	■	■	■	■	■			
Evaluation & monitoring			■	■	■	■	■	■	■	■	■	■
Submission of implementation reports			■			■			■			■

9. INSTITUTIONAL FRAMEWORK:

Illusion Media & Communication Works (IMCW), having received its license (No. 818/94) from the FMTI of Ethiopia, is legally registered. The organization was established in 2001 and has since run various project activities in collaboration with governmental and non-governmental organizations aimed at benefiting the nation in a wide range of useful functions. IMCW has the objective of achieving improved communication of business entities and interpersonal network in order to hasten social development. To fulfil its objectives, the organization has 13 staff including the General Manager, Production Manager, Executive Secretary, Administrator, Accountant, 2 editors, general technician, 2 radio program presenters & 3 journalists.

IMCW has implemented many projects in cooperation with different governmental and non-governmental institutions, including UNDP - Ethiopia, Care Ethiopia, Ethiopia Telecommunication Cooperation, and the EFDRE Ombudsman institution. This project will be implemented in collaboration with FM 96.3 (the Addis Ababa City Administration Mass Media Agency - AACAMA). The station possesses a license and is a public information service provider that targets to disseminate news and information that is useful to residents of the city through publication, radio and television.

10. SUSTAINABILITY:

Based on the outcomes foreseen, the project will further continue to benefit not only the targeted group but the country at large through quality production of the planned weekly radio programmes and enhanced skills through continuous utilization of acquired techniques and reference booklets produced during this activity. It will also have an impact on other journalists in the country through sharing of skills and exchange of best practices through future training forums organized by IMCW. The trainees on this project could perhaps eventually become a network of volunteer trainers that could be relied upon for future training involving community radio stations.

11. FRAMEWORK OF MONITORING:

The project will be directly monitored by the UNESCO Regional Office in Nairobi in close collaboration with IMCW and its partner, the Addis Ababa City Administration Mass Media Agency. IMCW has a contractual agreement signed to make sure that the programmes carried out meet the required standard and the pre-planned objectives. Regular meetings are held to assess its activities.

12. EVALUATIONS CARRIED OUT:

Illusion Media & Communication Works conducted an evaluation for different projects it implemented in collaboration with FM 96.3. The purpose of the evaluation was to establish the extent to which overall programme objectives have been achieved. It was also used to inform the partners on how the targeted beneficiaries have benefited from the programme and lessons learnt. This evaluation outcome recommended to scale-up the activity as proposed in this project. The project monitoring includes an awareness radio programme Youth for Development, Awareness for Change and many other similar projects. The monitoring materials which are prepared in Amharic can be attached upon request.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

IMCW uses clearly-stated activity indicators in the plan for monthly, quarterly and final project accomplished. Hence, IMCW will submit a quarterly report and terminal report at the end of the project to the UNESCO Regional Office for Eastern Africa. Periodic monitoring focusing on the day-to-day activities of the project will also be shared with the responsible UNESCO Office. The final report will be prepared by Asmamaw H/giyorgis, General Manager of IMCW.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
2 digital technology experts (Trainers) (3 days at US\$200 each per day)	1 200
Rental of overhead projector & 4 desktop computers (3 days at US\$200)	600
Training hall rent (the onsite training will be held for half day at the station where as the two and half day training will be held in a training hall) (3 days at US50)	150
Production costs (generate content, writing, editing, and publishing manual), translation and printing of fully-illustrated manual on Digital technology in Amharic (100 x US\$ 30)	3 000
2 teas and lunches for the 15 trainees plus 2 trainers and one computer technician (18 pax x US\$ 50 x 3 days)	2 700
IT consultant (150 x 3 days)	150
Daily local transport for trainees (15 pax x US\$ 20 x 3 days)	900
Stationery (flip charts, markers, writing pads and pens)	250
internet service for 3-day training	180
Pre-Production costs for 10 radio programmes	5 330
Total IPDC	US\$ 14 460

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Production Manager cost	2 400
Overheads and workshop logistics costs	3 000
Contingencies	250
Total	US\$ 5 650

KENYA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MAINSTREAMING GENDER AT DECISION MAKING LEVELS IN BROADCASTING ORGANIZATIONS IN KENYA
2.	NUMBER	IPDC/57 KEN/01
3.	MEDIA DEVELOPMENT INDICATORS CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building & equipment
7.	TOTAL COST OF PROJECT	US\$ 40 286
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19 286
9.	BENEFICIARY BODY	International Association of Women in Radio and Television P.O Box 45533-00100, Nairobi Tel : 0723414099 or 0733790879 E-mail : werenjeka@gmail.com; iawrtkn@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO Regional office in Nairobi
11.	PROJECT LOCATION	Kenya
12.	PROJECT PREPARED BY	Racheal Nakitare, President of IAWRT and Chairperson of IAWRT Kenya Chapter & Jaco du Toit, Adviser for Communication & Information j.dutoit@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media spectrum in Kenya, based on the Communication Commission of Kenya (CCK) issuance of frequencies, is that of one public broadcaster with one TV station and 22 regional radio services, 58 commercial radio stations, 20 community radio stations, 22 radio and television religious stations, and 11 commercial TV stations. Many more are emerging in the wake of the digital migration.

Kenya's constitution makes provisions for one third gender representation / not more than two thirds of any given gender representation on any appointments to public and decision-making positions. However the Gender Media Monitoring Project 2010 report puts women's voices heard through the broadcast media at 19% compared to 81% of the men. This contradicts the presence of women in media, where female announcers (75%) outnumber male (25%) announcers. Female reporters constitute 33% compared to males at 67%, while gender stereotyping where women are assigned to cover women's issues and lesser stories stands at 76%. The enrolment of students in communication institutions reveals a higher number of young women than their male counterparts. They are well represented at entry and middle level but fizzle out, hardly getting any representation at decision-making levels. This scenario needs to be addressed in order to increase the participation of women in the decision-making positions in the broadcast media.

There is a need to develop tools that will guide and also monitor the implementation to ensure gender equality and equity in broadcast organizations in Kenya. This will in turn ensure gender concerns are addressed both in content and personnel. It is important to find out the gender elements to explain this scenario by making observations of a public, private and community broadcasting organizations in Kenya.

The purpose of this project is to test the UNESCO Gender-Sensitive Indicators for Media through the analysis of gender imbalances in the media in Kenya. It will serve as the basis for the organization of a sensitization workshop for media owners and managers as policy makers. Media owners are responsible for instituting policies and procedures to run a station and these should conform to requirements of human rights needs as well as fulfilling gender sensitive policies. The same policies should be spearheaded by managers as implementers.

The main activity would therefore involve carrying out an assessment using the Gender-Sensitive Indicators for Media to determine the gender imbalance in broadcast organizations. The indicators will be informed by the literature review and survey to be carried out on gender representation in the media and how this impacts on content. This would include: An assessment of the progression of women in media: Determining the proportion of women in ownership, management and board positions; determining the number of women's voices on hard news and as experts on discussions, as opposed to men; establishing the existence and implementation of gender policies from the human resource departments; interrogating statistics that show employment by gender, age, marital status etc.; measuring management knowledge and sensitivity to gender policies through interviews and questionnaires; sensitizing women in the media on the Gender-Sensitive Indicators for Media through training; providing skills for members involved in the survey through training and developing parameters for the case studies.

The outcome of this assessment will serve as a reference point for policy on gender mainstreaming in Kenya and will also serve as a model to be used by other countries in the region. The intention is to transform the media landscape by ensuring equal gender representation at decision-making positions in media houses; consequently, this will impact and reflect gender balance in the media content.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target are the media owners and managers in Kenya, namely the five major media owners under the banners of Nation Media Group (2 TVs and 2 Radios), The Standard Group Limited (1 TV, 1 Radio), Media Max (1 radio, 1 TV), Radio Holdings International (2 TV, 2 Radio), Royal Media Services (12 radio, 1 TV) and the national broadcaster Kenya Broadcasting Corporation (22 Radio, 2 TV). The activity will eventually benefit women working in the broadcast media.

3. DEVELOPMENT OBJECTIVE:

To contribute to a sustainable gender-sensitive media environment through promotion of diversity in society, especially the marginalized groups in Kenyan media.

4. IMMEDIATE OBJECTIVE:

To assess the representation of women in the decision-making positions in broadcast media with a view to promoting gender equality and equity in broadcast media in Kenya.

5. PROJECT OUTPUTS:

- Establishment of a locally-tailored version of the Gender-Sensitive Indicators for Media for three the media types in Kenya -- public, private and community media
- Strategies developed to improve gaps between men and women representation at the decision-making levels in the Media in Kenya. This will be done through the use of the tailor-made Gender-Sensitive Indicators for Media to set achievable goals and measurable targets, and will be in line with constitutional (Chapter 27 (8) provisions of ensuring 30% representation of women in all public office appointments including decision making positions. Accordingly, it will inform the need for gender balance (50:50) in media content and equitable distribution of professional duties devoid of gender stereotypes and biases.

6. ACTIVITIES:

- Select a sample of indicators from the Gender-Sensitive Indicators for Media to carry out an initial assessment of gender-sensitivity in the individual media house based on the existing tools used by the National Commission on Gender and Development.
- Hold a workshop for project implementers to build capacities of the members to carry out the assessment.
- Hold a workshop for media owners and managers to sensitize them on the need for the assessment.
- Analyse case studies of gender equality conditions in broadcasting organizations by carrying out an assessment using questionnaire, interviews, focus group discussion and content analysis.
- Organize a stakeholders meeting to validate the assessment outcomes.
- Publish the findings and disseminate to all the stakeholders including to the relevant line ministries charged with gender mainstreaming in Kenya (including the Ministry of Gender, Children and Social Development).

7. PROJECT INPUTS:

- Two Gender trainers (Gender Specialist and Gender trainer)
- One lead researcher and 6 assistant researchers.
- 3 workshop/meeting logistical costs including transport, venue hire, accommodation, projectors, computer, printer, video monitors, flip charts, stationery, water, snacks, meals, etc.
- Cost of production, publishing and dissemination of the assessment report.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Literature review	■	■										
Consultative meeting for Beneficiaries			■									
Workshop for Managers			■									
Develop GSIMs and carry out the assessment (survey)				■								
Compile Report and Findings					■	■						
Purchase equipment for production					■	■						
Produce Radio and T.V programmes							■	■	■	■		
Validation workshop									■			
Monitoring and quarterly reporting			■			■			■			■
Production, publishing and dissemination of Final Report (findings)										■		
Submission of final reports from IAWRT												■

9. INSTITUTIONAL FRAMEWORK:

The International Association of Women in Radio and Television, Kenya Chapter is based in Nairobi Kenya, and has a membership of 60 members from different media organizations. The mission of IAWRT is to advance the impact of women working in the electronic media, ensuring that women’s views and values are an integral part of electronic programming.

IAWRT coordinated a successful media ethics workshop in May 2008 where it engaged media professionals and evaluated the performance of media during the 2007 post-election violence. The workshop was sponsored by UNESCO and the United States of America Embassy in Nairobi. The organization further followed up with an evaluation of the media coverage of the 2010 constitution of Kenya referendum where media was lauded for being more responsive, sponsored by the FORD Foundation.

10. SUSTAINABILITY:

As an affiliate of IAWRT international, IAWRT Kenya Chapter is part of the members who are implementing a gender guidelines document hence this will be a strong component of the input from Kenya and will form part of the way forward in advocating and lobbying media policy makers in streamlining gender at the decision making levels. The project is directly linked to IAWRT mission and therefore stands to be supported by the mother organization FOKUS in ensuring the results are sustained through lobbying and advocacy both at national and international levels. The current Global IAWRT president is the Chairperson of IAWRT Kenya chapter which gives the project more opportunity to be popularized and replicated in many other IAWRT member countries.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring and evaluation will be carried out by the UNESCO Regional Office in Nairobi concurrently with the project implementation. FOKUS, who are the main funder of the IAWRT international secretariat will also monitor and evaluate the project in line with our yearly monitoring and evaluation procedures as well as reporting mechanisms.

IAWRT Kenya will eventually monitor the adherence of major broadcast organizations to the findings and recommendations. Monitoring of progress towards target will be done concurrently with the assessment through the evaluation of quarterly reports.

12. EVALUATIONS CARRIED OUT:

The Kenyan Gender Media Monitoring project carried out in 2010 identified gaps in the representation of women in news media in terms of their contribution to news sources as well as in reporting news. Women were found to be significantly less likely than men to contribute to or make news headlines. There is a clear need to come up with affirmative policies targeting media houses to promote and deliberately encourage women’s equal and full participation in gathering, writing and producing hard news.

Findings from the workshop organized by IAWRT revealed a lack of professional ethics, hence indicating to a skewed hiring process. The survey will also give insight into human resource development in the broadcast media in Kenya.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

IAWRT will involve many of their members in the project as part of building their capacities in research. The project will be coordinated by the IAWRT Kenya Chapter. Racheal Nakitare, Chairperson, IAWRT Kenya Chapter will be responsible for reporting through consultations with the board members.

C. ADDITIONAL INFORMATION

IAWRT Kenya has engaged in the process of reviewing the gender guidelines set out by the ministry of Gender in line with article 48 of the constitution of Kenya. The ministry tools will be scrutinized to ascertain suitability in ensuring progression and authority to make decisions that determine the content on broadcast media.

D. BUDGET

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

1. One day meeting/workshop with media managers	
Conference package (venue, stationery, lunch, teas, water) (US\$ 40 x 30)	1 200
Travel for 4 community station managers from upcountry to Nairobi @ \$ 50 x 4	200
1 day accommodation for 4 community station managers @ US\$ 100 x 4	400
1 facilitator/trainer \$150 x 1 day	150
2. One day consultative meeting for IWART members	
1 facilitator \$150 x 1 day	150
Conference package (venue, stationery, lunch, teas and water) @ US\$40 x 15	600
3. One day Validation Workshop - 40 pax	
Conference package (venue, stationery, lunch, teas and water) @ US\$ 40x 40	1 600
Travel for 4 community station managers @ US\$50 x 4	200
Accommodation & meals for 4 community station managers @ US\$100 x 4	400

1 facilitator US\$150 x 1day	150
4. Hire of training equipment including projector, laptop for three meetings	600
5. Assessment	
Lead researcher (Local expert) Assessment and report writing 25 days x \$150	3750
6 assistant researchers, 2 assistant researchers per media organization - KBC, Royal Media, Milele FM. and Radio Mangelete for community stations (80 x 6 x 20)	9 600
Travel and accommodation to Kibwezi for one person (US\$ 50)	100
Accommodation and meals @ US\$93 x 2 days at Kibwezi	186
Total IPDC	US\$ 19 286

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Administrative costs (3 staff x 12 months x US\$500)	18 000
Project coordinator (US\$250 x 12 months)	3 000
Total	US\$ 21 000

MAURITIUS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COUNTING THE DIFFERENCE: GENDER AND THE MAURITIUS MEDIA
2.	NUMBER	IPDC/57 MAR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 39 300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 22 300
9.	BENEFICIARY BODY	Gender Links 5 Edwin Ythier St. Rose Hill, Mauritius E-mail: dirfranco@genderlinks.org.za Contact person: Loga Virahsawmy, Director of Gender Links Mauritius and Francophone Office
10.	IMPLEMENTING OFFICE	UNESCO office in Nairobi
11.	PROJECT LOCATION	Gender Rose Hill, Mauritius
12.	PROJECT PREPARED BY	Loga Virahsawmy, Director of Gender Links Mauritius and Francophone Office; Jaco du Toit, UNESCO Adviser for Communication and Information E-mail: j.dutoit@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Mauritian media, with its history of strong independent ownership, plays a key role in the island's democracy. There is a broad spectrum of privately owned print media. The liberalization of the airwaves began in 2002, but the public broadcaster, the Mauritius Broadcasting Corporation (MBC), is still the dominant broadcaster. The MBC operates under the MBC Act, which stipulates that the broadcaster should strike a balance between ethnic and religious interests. Gender is not explicitly mentioned in the Act.

The Independent Broadcasting Authority (IBA) is a statutory body which regulates the airwaves while the Association of Advertising Authorities (AAA) is an advertising self-regulatory body. The Mauritius Media Watch Organisation (MWO) is the first civil society organization established to "watch the watchdogs". One of its key objectives is to promote diversity in the media.

There are no statutory regulatory bodies for print media in Mauritius, but the Newspaper Editors and Publishers Association (NEPA), established in September 2006, developed a Code of Ethics for print media and for electronic media in July 2010. The code of ethics of NEPA aims at facilitating and uplifting standards of self-regulation in the print media.

Over the last ten years, regional NGO Gender Links (GL) has worked with the media, and established the Media Watch Organisation (MWO) in Mauritius to increase diversity, accountability and responsiveness in the media. GL established the GL Mauritius and Francophone office in September 2008.

The Mauritius Broadcasting Corporation is an example of a media house that has done some introspection as a result of engaging with GL since 2003. During the 2003 Gender and Media Baseline Study (GMBS), MBC TV had only 14% women sources. Following the adoption of a gender policy seven years ago (one of three early pilot projects by GL) this figure has doubled to 28%, as established by the follow up Gender study. At the 4th Gender and Media (GEM) Summit and awards, the MBC won the Gender in the Media Best Institutional Practice award.

This is one of several good practices in the Mauritius media landscape that has created a more diverse and responsive media. This project seeks to document how the ongoing gender initiatives in the media, civil society and academic institutions, and with regulators, have created a media that is promoting diversity and democratic discourse. GL Mauritius will use UNESCO's Gender-Sensitive Indicators for Media and the GL media score card to measure progress, identify the strengths in various interventions and explore possibilities of replication. GL formed part of the reference group invited to develop the Gender-Sensitive Indicators for Media.

The report will inform future strategies to increase the levels of gender responsiveness in the media and to guide policy processes within the media and at the macro level. Currently, Mauritius has only one statutory regulatory body, the Independent broadcasting Authority (IBA). The print and advertising industries are self-regulated. It would be ideal to lobby for common gender criteria within all these structures. This will give the media a clear and common message on gender sensitive indicators at a macro level and provide impetus for sustained gender responsive strategies and activities.

2. DESCRIPTION OF THE TARGET GROUP:

The specific target group is the Mauritian media both print and broadcasting (at least 50% women and 50% men).

3. DEVELOPMENT OBJECTIVE:

Contribute to the identification of the gender-sensitive indicators that promote diversity and democratic discourse within the media through exploring the role of different stakeholders and providing good practices that may be replicated.

4. IMMEDIATE OBJECTIVE:

To carry out an assessment of how gender-sensitive the media environments is in Mauritius, with a view to accelerating advocacy and generate recommendations on how to further support the media in promoting and reflecting diversity in the society

5. PROJECT OUTPUTS:

- A national report that will be used by the media to strengthen existing initiatives to integrate gender to promote diversity and democratic discourse in Mauritius.
- Identifying and documenting good practices that may be replicated within the Mauritian media and in other countries.

6. ACTIVITIES:

- Developing a research methodology based on the UNESCO Gender-Sensitive Indicators for Media to measure how gender strategies have contributed to diversity and democracy in Mauritius.
- Conducting a national assessment of the Mauritian media using the Gender-Sensitive Indicators for Media.
- Writing up and producing the report.
- Presenting potential new strategic gender interventions for the Mauritian media through a high-level launch of the national report.

7. PROJECT INPUTS:

- One international consultant @ \$250 for 10 days to develop the research methodology and assessment tools. An international consultant is needed in order to make it consistent with research carried out elsewhere in SADC.
- One national consultant @ \$150 for 10 days to conduct the research.
- A one-day launch at \$2000 to present the findings to the media and other stakeholders to identify future strategies to sustain ongoing gender-responsiveness in the media.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Developing a research methodology based on the GSIM	■	■										
National assessment using the GSIM			■	■	■	■	■					

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

GL will report to UNESCO on progress every four months. The person responsible for reporting will be Loga Virahsawmy, Director, GL Mauritius and Francophone Office.

C. ADDITIONAL INFORMATION

GL programmes are based on evidence gathered through baseline and progress studies. In the media sector GL conducted, amongst others the following research on the Mauritius media over the last 11 years, all of which is available online via the Gender Links website:

- a) Gender and Media baseline Study (GMBS)
- b) Gender and Media Progress Study (GMPS)
- c) HIV and AIDS and Gender Baseline Study
- d) Glass ceiling, Women and Men in Mauritius media
- e) Gender in Media Education
- f) Mirror on the media, Gender and Advertising
- g) Gender and Media Audience Study
- h) Gender in 2010 Mauritius Elections

GL has an in-depth understanding of the Mauritian media through the substantial amount and scope of the gender and media research for that country. This will assist in designing and conducting the research in Mauritius. GL has had an on-going relationship with the UNESCO field office in Windhoek, which supported the Gender in Media Education audit in Namibia, a launch of the GIME Namibia report and the identification of entry points for the integration of gender based violence (GBV) in the curricula of the Polytechnic of Namibia (PON) and the University of Namibia (UNAM), as well as developing relevant course content.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Item	Unit cost	Quantity	Total
Developing the research methodology	250	10	2 500
Travel to conduct research	600	1	600
Accommodation and DSA for researcher	200	12	2 400
Field research	150	10	1 500
Writing the report	150	10	1 500
Editing	150	7	1 050
Design and layout	150	5	750
Printing	20	500	10 000
Venue hire for the launch	500	1	500
Catering for the launch	30	50	1 500
Total			US\$ 22 300

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

Additional amount for printing (20 x 500)	10 000
Support from GL and Francophone office	3 000
Operational costs	4 000
Total	US\$ 17 000

RWANDA

A. IDENTIFICATION DU PROJET		
1.	TITRE	CREATION D'UNE RADIO COMMUNAUTAIRE KIGABIRO FM
2.	NUMÉRO	IPDC/57 RWA/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 3 : Les medias comme plateforme pour un debat democratique
4.	DOMAINE DE PRIORITÉ DU PIDC	DÉVELOPPEMENT DES MÉDIAS COMMUNAUTAIRES
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation et equipement
7.	COÛT TOTAL DU PROJET	US\$ 47 759
8.	MONTANT DEMANDÉ AU PIDC	US\$ 14 759
9.	BÉNÉFICIAIRE DU PROJET	Cooperatives des femmes et jeunes du Secteur Rusororo et ses environs. Mugenzi Léon, Kigali Tél. : (+250) 0788676204, E-mail: muntaleon@yahoo.fr
10.	MAÎTRE D'ŒUVRE	Jaco du Toit, bureau de l'UNESCO à Nairobi. E-mail: j.dutoit@unesco.org
11.	LOCALISATION	Kigabiro, Rwanda
12.	PROJET PRÉPARÉ PAR	Rukundo Charles Lwanga, Coordinateur du feuilleton radiophonique, ONG la Benevolencija–Kigali. Email : rukundo50@yahoo.fr Mugenzi Leon, professeur d'universite et conseiller du district de Gasabo Email : muntaleon@yahoo.fr
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

La libéralisation du secteur de l’audiovisuel au Rwanda, la volonté d’informer, d’éduquer et de divertir, le souci de promouvoir le développement socio-économique du secteur Rusororo sont les moteurs essentiels du projet « Kigabiro FM ». La radio est un outil de développement par lequel les émissions permettent aux populations d’acquérir des connaissances et des compétences en vue d’améliorer leurs conditions de vie. Puisque l’éducation à travers la communication orale fait partie de la tradition au Rwanda, les émissions éducatives à la radio sont aussi culturellement acceptables.

La recherche effectuée récemment par les spécialistes de l’Université de Yale aux Etats Unis en collaboration avec ceux de La Benevolencija-Rwanda, a montré que la radio au Rwanda est un outil très efficace et elle est l’un des moyens appropriés qu’on peut adopter dans le changement rapide des comportements et des attitudes, par la simple raison que la radio au Rwanda est très écoutée. Les chiffres montrent que 99,2 % des hommes qui habitent dans les zones urbaines écoutent la radio au moment où les hommes qui habitent les zones rurales qui écoutent la radio représentent 93 %. 99,9 % des femmes qui habitent la ville écoutent la radio régulièrement, tandis que celles qui habitent la campagne sont 90,9 %. Ceci justifie que les émissions radiodiffusées sont très suivies. Enfin, soulignons qu’au Rwanda, il existe d’autres radios communautaires dans les différents coins du pays. Il s’agit des radios : Huye, Rusizi, Nyagatare, Musanze, Rubavu, Ngoma, Gicumbi et Karongi.

Kigabiro FM vise aussi à renforcer le sentiment de citoyenneté des populations afin de promouvoir l’esprit civique et la notion de responsabilité individuelle et collective. La date de création de la radio, la licence, qui gère la radio, le nombre des heures que la radio émet des programmes, le type des programmes, nombre de volontaires, équipement et la couverture du signal. Par ailleurs, le projet de radio communautaire s’inscrit dans le cadre de la mise en œuvre de la politique nationale qui vise le développement intégré des populations. Chaque secteur du pays est invité à développer des projets permettant l’amélioration des conditions de vie des populations. Le secteur de Rusororo, dans le district de Gasabo, s’est engagé à répondre favorablement à cet appel en créant par exemple des centres de santé, en construisant des routes, des écoles, en multipliant des projets d’électrification des villages et des projets d’eau et assainissement. Ainsi, le projet soumis permettra d’acquérir des connaissances et des compétences pour le développement du secteur Rusororo et ses environs en vue d’améliorer la production agricole, d’atteindre les objectifs des OMD et de mobiliser les coopératives des femmes et des jeunes dans le développement socioculturel et économique du pays et plus particulièrement celui du secteur Rusororo. Le projet soumis permettra également de sensibiliser la population qui suivra la radio aux différents domaines de leur vie quotidienne, tels que la santé, l’éducation, l’hygiène, la lutte contre les différentes maladies fréquentes dans la région, et d’autres sujets qui pourront aider au changement de comportement du public cible.

Malgré la qualité de ses promoteurs, Kigabiro FM doit faire face à quelques unes des difficultés rencontrées par la plupart des entreprises de communication: la lourdeur des investissements à consentir au départ, le manque de formation de son personnel et l’absence d’un matériel moderne ; ceci pour le développement socio-économique du pays et en particulier du Secteur de Rusororo.

Ledit projet est soumis au PIDC pour l’acquisition du matériel de radio communautaire Kigabiro FW, la formation des journalistes et techniciens de la radio ainsi que les membres du comité de gestion de cette radio.

2. DESCRIPTION DU GROUPE CIBLE :

Les bénéficiaires immédiats de ce projet sont d'abord les populations auditeurs (plus ou moins 100 000) qui auront des programmes de développement de qualité, ensuite les membres des coopératives du Secteur Rusororo et celles des autres secteurs environnants notamment, la population des Secteurs Gikomero, Ndera, Runyinya, Masaka, Muyumbu et Fumbwe.

3. OBJECTIF DE DÉVELOPPEMENT :

Le projet renforcera les capacités des populations locales dans le développement socio-économique de la région et de changer les comportements de la population sur différents domaines de la vie quotidienne à travers la radio Kigabiro FM.

4. OBJECTIF IMMÉDIAT :

Améliorer les conditions de vie de la population grâce à l'acquisition des compétences de production de radio par la communauté qui peut contribuer au changement de comportement de la population.

5. RÉSULTATS ATTENDUS :

- Huit journalistes, quatre techniciens et quatre reporters formés
- Douze membres du comité de gestion formés ;
- Cinq programmes thématiques portant sur les OMDS, la jeunesse, la femme et la problématique de la citoyenneté au Rwanda produits et diffusés. Il s'agit de l'agriculture, de l'élevage, de l'éducation, de la vannerie, des Droits de l'Homme et de la culture de la paix ;
- Matériel de haute et basse fréquence acquis (le type de matériel est listé au point BUDGET);

6. ACTIVITÉS :

- Sélection et commande des équipements (haute et basse fréquence) de la radio ;
- Choix des thèmes et élaboration des programmes de formation par les techniciens de la communication ;
- Formation de base et de perfectionnement des animateurs sur les techniques rédactionnelles et les techniques de production radiophonique ;
- Formation des techniciens sur la mise en marche de la radio, les techniques de prise de son et les techniques de montage audionumérique ;
- Formation des membres du comité de gestion du projet ;
- Diffusion d'émissions radiophoniques de qualité.

7. INVESTISSEMENTS :

- Formateurs et techniciens ;
- Logistique de formation ;
- Un (1) ingénieur/consultant pour l'installation des équipements techniques ;
- 2 ordinateurs permettant d'automatiser l'organisation de la grille des programmes ;
- Équipements de haute et basse fréquence listés au point BUDGET.

8. PLAN DE TRAVAIL :

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Sélection et commande des équipements	■	■										
Choix des thèmes et élaboration des programmes de formation			■	■								
Formation de base et de perfectionnement des animateurs			■	■								
Formation des techniciens					■	■						
Formations des membres du comité de gestion du projet					■	■						
Diffusion d'émissions radiophoniques de qualité					■	■	■	■	■	■	■	■

9. CADRE INSTITUTIONNEL :

Kigabiro FM qui est un fruit d'une vingtaine de coopératives, se veut dans le paysage médiatique rwandais une radio citoyenne dont l'apport dans le développement économique, culturel, politique, social et éducatif sera indéniable. Le Comité de gestion est composé de 12 membres: Président, Vice-président, Secrétaire général, Trésorier, Trésorier adjoint, Conseiller à la mobilisation de fonds, Conseiller à la formation, Chef de station, Représentant des coopératives des femmes, Représentant des coopératives des jeunes, Président du Conseil consultatif du secteur et Exécutif du Secteur Rusororo. Ce comité aura pour principales tâches de superviser la qualité et la périodicité des émissions des programmes; planifier les rencontres avec la population en rapport avec leur développement; faire les rapports sur l'impact des émissions de la radio sur la vie quotidienne de la population; et mobiliser les fonds pour le déroulement et la maintenance des activités de la radio.

10. VIABILITÉ A LONG TERME :

Cette radio renforcera le processus de sensibilisation, de mobilisation et de vulgarisation des connaissances agricoles de la population à travers les émissions participatives telles que les causeries, les micros programmes, les documentaires, les jeux radiophoniques, les magazines d'information et les théâtres radiophoniques en impliquant les spécialistes en la matière. Kigabiro FM se propose d'assurer régulièrement, à travers un partenariat avec la radio nationale et/ou les autres radios communautaires, la maintenance du matériel acquis et un recyclage permanent de son personnel pour des émissions de qualité et assurera la formation des membres du comité de gestion du projet.

11. SUIVI DU PROJET ET STRATÉGIE DE COMMUNICATION :

Des réunions trimestrielles seront convoquées par le Président ou son Adjoint pour analyser les rapports mensuels élaborés par le Chef de station. Les membres du comité de gestion vont assurer l'évaluation régulière des résultats des activités du projet et de leur impact sur l'accomplissement de la mission et des objectifs de la radio. La technique du Méthode d'Analyse Rapide et de Planification Participative (MARPP) et les sondages d'auditoires qualitatifs et quantitatifs seront employés. En outre, le Bureau de l'UNESCO à Nairobi en partenariat avec le Commission Nationale Rwandaise pour l'UNESCO s'impliquera également dans le suivi du projet.

12. ÉVALUATIONS EFFECTUÉES :

Le Conseiller pour la Communication et l'Information au Bureau de l'UNESCO Addis Ababa a effectué une visite sur le terrain afin d'évaluer les possibilités de création de la station d'une radio communautaire. Sur le lieu où sera installée « Kigabiro FM », il s'est entretenu avec des populations du village de Kigabiro ; il a rencontré le Président du Conseil consultatif du Secteur de Rusororo, l'Exécutif du Secteur Rusororo, le Représentant de la population du Secteur Rusororo au sein du Conseil consultatif du District de GASABO, le Coordinateur de la Radio Drama ainsi que quelques cadres originaires du secteur Rusororo. Le rapport du Bureau de l'UNESCO Addis Ababa a conclu sur la nécessité de mettre en place une radio communautaire « Kigabiro FM » pour le développement de la région.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Le comité de gestion de la radio « Kigabiro FM » présentera au Bureau régional de l'UNESCO Nairobi un rapport trimestriel sur le déroulement des activités du projet. Le Comité de gestion est composé de 12 membres: Président, Vice-président, Secrétaire général, Trésorier, Trésorier adjoint, Conseiller à la mobilisation de fonds, Conseiller à la formation, Chef de station, Représentant des coopératives des femmes, Représentant des coopératives des jeunes, Président du Conseil consultatif du secteur et l'Exécutif du Secteur Rusororo.

C. INFORMATIONS COMPLÉMENTAIRES

Parmi les activités préparatoires réalisées, il y a des séances de sensibilisation et de mobilisation de la population, des autorités administratives locales du village Kigabiro et du secteur Rusororo menées et le choix du site : Village Kigabiro. Le Gouvernement rwandais encourage les medias à se rendre sur le terrain et à s'approcher de la population afin de l'informer et l'éduquer sur tous les aspects du développement national. Des techniciens des Ministères de l'Agriculture et des Ressources Animales, de la Santé, de la Famille et de la Promotion du Genre, de la Jeunesse, des Sports et de la Culture, de l'Education, du Commerce et de l'Industrie, du Développement Communautaire et des Affaires Sociales , etc., descendront sur le terrain pour appuyer les animateurs et les techniciens de cette radio dans la production des émissions thématiques de qualité et participeront aussi à l'animation de ces émissions.

D. BUDGET

DECOMPOSITION DE LA CONTRIBUTION DU PIDC (en dollars US)

Atelier de formation de 3 jours en faveur de 8 animateurs (2 en français, 2 en anglais, 2 en swahili et 2 en Kinyarwanda) sur les techniques rédactionnelles et sur les techniques de production radiophonique	980
Honoraires de 1 formateur maîtrisant les 4 langues utilisées au Rwanda dans le cadre d'échanger l'expérience avec d'autres radios communautaires	300
Matériel pédagogique	200
Pause-café	240
Déplacement des animateurs (de Rusororo à la Ville de Kigali, lieu de formation)	240

Atelier de formation de 3 jours en faveur de 4 techniciens sur la mise en marche de la radio, sur les techniques de prise de son et sur les techniques de montage audionumérique	640
Honoraires de 1 formateur	300
Matériel pédagogique	100
Pause-café	120
Déplacement des techniciens (de Rusororo à la ville de Kigali)	120
Atelier de formation de 3 jours en faveur de 12 membres du comité de gestion en gestion administrative et financière du projet	1 320
Honoraires de 1 formateur	300
Matériel pédagogique	300
Pause-café	360
Déplacement des membres du comité de gestion	360
Equipement	11 819
Emetteur FM numérique de 500W FM	2 600
1 mât haubané de 50 mètres	2 145
Antennes (4-dipôles) avec des accessoires	2 949
Insert téléphonique professionnel N-1	700
Cinq (05) micro/ligne + module son	1 850
Cinq (05) lignes + son; Indicateur On/Air LED	450
Lecteur/enregistreur CD Professionnel de 19 pouces	270
Lecteur MP3	615
Moniteur professionnel de 2 voies-40 watts + support pour les moniteurs	240
Total PIDC	US\$ 14 759

DECOMPOSITION DE LA CONTRIBUTION DE LA STRUCTURE BENEFICIAIRE (en dollars US)	
Personnel	15 000
Coût des transports des formateurs des différents cadres des Ministères en charge du développement national	9 000
Communications	6 000
Rapports	3 000
Total	US\$ 33 000

RWANDA

A. IDENTIFICATION DU PROJET		
1.	TITRE	FORMATION DES JOURNALISTES SUR LE PROCESSUS ELECTORAL AU RWANDA
2.	NUMÉRO	IPDC/57 RWA/02
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 3 : Les media comme plateforme de débat démocratiques
4.	DOMAINE DE PRIORITÉ DU PIDC	La promotion de la liberte d'expression et du pluralisme des medias
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Developpement des ressources humaines
7.	COÛT TOTAL DU PROJET	US\$ 18 451
8.	MONTANT DEMANDÉ AU PIDC	US\$ 12 651
9.	BÉNÉFICIAIRE DU PROJET	Maison de la Presse RUSHINGABIGWI Jean Bosco Président de la Maison de la Presse Email : rushingabigwjb@yahoo.fr Mobile +250(0)788309477
10.	MAÎTRE D'ŒUVRE	UNESCO à Nairobi
11.	LOCALISATION	District de Gasabo/Ville de Kigali
12.	PROJET PRÉPARÉ PAR	MUSANGABATAWARE Clément avec la collaboration de Jaco DU TOIT Conseiller Régional en Communication & Information Contact : j.dutoit@unesco.org
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Véritables outils et moyens d'action au service des objectifs poursuivis par l'Etat ou par d'autres entités politiques, les medias sont aux centres d'enjeux politiques, idéologiques tribaux ou religieux. Au Rwanda en 1994, les medias ont joués un rôle néfaste dans le génocide. Après 1994 la presse rwandaise à l'instar des autres institutions, elle se reconstruit au niveau matériel et humain. Au jour 'hui le Rwanda ne totalise que une seule station de télévision d'Etat, une vingtaine de station de radio ainsi une trentaine de titres de journaux dont deux quotidiens pour une population de dix million d'habitants environ.

Les media constituent le moyen le plus efficace pour informer la population sur les élections et les choix politiques de celle-ci. Pour y arriver, les media ont besoin d'être libres afin de réaliser objectivement des reportages des campagnes électorales non seulement de chaque parti politique mais aussi de chaque candidat indépendant car ils permettent aux électeurs de discerner les différences entre chaque candidat aux élections. Aussi, les medias doivent fournir aux électeurs les mêmes informations sur le processus électoral.

Il est important d'informer les citoyens sur les lois et le processus électoral pour les encourager à participer aux élections. Cela consiste d'une manière générale, et systématique à fournir des renseignements concernant la procédure d'inscription aux bureaux de vote, la durée de la campagne électorale, l'opération du dépouillement des votes, le financement de la campagne électorale, les lois régissant la publicité et la couverture médiatique, et déterminer l'organe habilité pour sanctionner les partis, candidats ou media qui enfreindraient les lois électorales.

Les media doivent surveiller le processus électoral pour garantir la bonne application des lois et éviter toute sorte de corruption en faveur d'un candidat ou parti politique ou tout abus envers une catégorie d'électeurs. Un processus électoral bien mené est un facteur important de réduction des causes des conflits (Alpha O. KONARE, ex Président de la Commission de l'Union Africaine). L'expérience démontre clairement que les élections peuvent être un élément clé dans la résolution ou dans l'intensification d'un conflit. Par conséquent, il est capital d'avoir des élections libres et justes pour renforcer la démocratie et prévenir les conflits.

Pour l'année 2013, le Rwanda organisera les élections des parlementaires au mois d'aout. Il parait alors important de réfléchir à temps sur le rôle des medias dans le processus électoral en qualité d'accompagnateur incontournable de la vie démocratique des peuples. La maison de la presse du Rwanda, étant chargée du développement des medias et associations médiatiques, propose la formation de 94 journalistes et 20 personnes des institutions impliquées dans le processus électoral sur le rôle des media dans le processus électoral.

2. DESCRIPTION DU GROUPE CIBLE :

La formation cible les journalistes et autres acteurs impliqués dans les élections:

- Media privés 24 journalistes de Radio et 40 journalistes de la presse écrite
- Media public 10 journalistes (Radio, Presse écrite et télévision)
- Institutions impliquées dans les élections : 20 personnes (Police Nationale, Commission Nationale électorale, les Parties politiques, Commission Nationale des Droits de la Personne.

3. OBJECTIF DE DÉVELOPPEMENT :

Les media comme espace de débats démocratiques et reflète et représente la diversité des points de vues et des centres d'intérêts prévalent dans la société, y compris ceux des groupes marginaux. Tous les bénéficiaires de ce projet seront formés sur le rôle des media dans le processus électoral d'où la bonne collaboration pendant les élections des parlementaires.

4. OBJECTIFS IMMÉDIATS :

74 journalistes et 20 personnes des institutions impliquées dans le processus électoral sont formés dans 4 sessions avec 20 participants pour chaque session pendant 3 jours sur le rôle des media dans le processus électoral.

RÉSULTATS ATTENDUS :

Au terme de ce projet, 74 journalistes ainsi que 20 personnes des institutions impliquées dans le processus électoral seront formés sur différents thèmes notamment leurs rôles et responsabilités pendant le processus électoral, le respect de l'éthique et déontologie journalistiques ainsi que la couverture médiatique des élections. Par ailleurs, tous acteurs concernés par les élections échangeront des idées sur le rôle qui revient à tout un chacun, la complémentarité éventuelle, et l'importance du déroulement des élections libres, démocratiques et transparentes.

ACTIVITÉS :

- Identification du lieu de formation
- Invitation des journalistes et autres acteurs impliqués dans les élections et les formateurs
- Achat du matériel didactique
 - Formation des Journalistes et autres acteurs impliqués dans les élections (théorie et pratique).
 - Conception, production et diffusion de la publicité de rappel, de sensibilisation sur le code de conduite des journalistes et autres acteurs impliqués en période électoral.
 - Rédaction du rapport des activités

Les thèmes de la formation sont les suivants :

Première journée	Deuxième journée	Troisième journée
Ouverture	Droits, devoirs et responsabilités des media pendant le processus électoral	les partis politiques et le processus électoral
Media et démocratie	Liberté de la presse et processus électoral	Campagne électorale et sécurité
Le processus électoral : expérience de la CNE	Campagne électorale et couverture médiatique	Code de conduite des Journalistes pendant le processus électoral
Débats en groupes	Liberté de la presse et processus électoral. Cas du Burundi	clôture

5. PLAN DE TRAVAIL :

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identification du lieu de formation												

Invitation des journalistes et autres acteurs impliqués dans les élections et les formateurs

Achat du matériel didactique												
Formation des Journalistes et autres acteurs impliqués dans les élections (théorie et pratique)												
Rédaction du rapport des activités												

6. CADRE INSTITUTIONNEL :

La Maison de la Presse a été créée en 1999 par les associations des media au Rwanda et divers media opérant au Rwanda. Elle est régie par la loi N° 04/2012 du 17/02/2012 régissant la presse au Rwanda et la loi N° 20/2000 relative aux associations sans but lucratif. Parmi ses fonctions, nous pouvons citer la charge du développement des media et associations médiatiques, la promotion du rôle des media dans le développement du Rwanda, la plaidoirie des media au Rwanda, la promotion de l'implication des media dans le suivi et évaluation des programmes du gouvernement et la promotion des media dans la région.

Les organes de la Maison de la Presse sont l'Assemblée Générale, le Comité Exécutif, le Conseil de surveillance et le Secrétariat permanent.

7. VIABILITÉ A LONG TERME :

Le projet établira un cadre de collaboration étroite et permanente dans le processus électoral. Les personnes formées mettront en application des recommandations issues des formations pour le future et échangeront les expériences sur le processus électoral pour un environnement démocratiques, libres et transparent.

8. SUIVI DU PROJET :

La mise en œuvre du projet sera effectuée la Maison de la Presse en étroite collaboration avec la Commission Nationale Rwandaise pour l'UNESCO, le Haut Conseil des Media et le Bureau Régional de l'UNESCO a Nairobi.

9. ÉVALUATIONS EFFECTUÉES :

La Maison de la Presse, la Commission Nationale Rwandaise pour l'UNESCO et le Haut Conseil des Media collaborent depuis un certain temps sur la formation des journalistes dans divers domaines. A titre indicatif en 2008, ils ont formé conjointement les journalistes sur le rôle des media sur le processus électoral.

10. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

La Maison de la Presse ainsi que la Commission Nationale Rwandaise pour l'UNESCO présenteront mensuellement le rapport des activités sur le projet.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

Objet de dépense	Nombre	Prix unitaire	Total
Matériels pour l'atelier :			
Bloc-Notes	94	1 \$	94
Stylos	94	0.4 \$	37
Logement de 40 participants qui voyageront d'autres villes	40 x 3 jours	30 \$	3 600
Pause-café (avant midi et après midi)	95 x 3 jours x 2	5 \$	2 850
Repas de midi 10X94PERSX4JRS	95 x 3 jours	10 \$	2 850
Eau minérale 2X94PRSX2X4JRS	95 x 3 jours	2 \$	570
Honoraire du facilitateur	3 jours	150 \$	450
Location de la salle projecteur et sonorisation	3 jours	600 \$	1 800
Banderoles	2	200 \$	400
Total IPDC			US\$ 12 651

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Frais de communication	500
Rapport des activités	2 000
Multiplication des modules de formation	2 000
Couverture médiatique de la formation	500
Voiture de logistiques 4 jrs	800
Total	US\$ 5 800

SEYCHELLES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF GEMPLUS TO ENHANCE INSTITUTIONAL CAPACITY
2.	NUMBER	IPDC/57 SEY/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building and equipment
7.	TOTAL COST OF PROJECT	US\$ 23 918
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 918
9.	BENEFICIARY BODY	Gender Media Plus (GEMPLUS) Victoria, MAHE Mobile: + 248 272 22 52 E-mail: keraque@hotmail.com
10.	IMPLEMENTING OFFICE	UNESCO regional office in Nairobi
11.	PROJECT LOCATION	Indian Ocean islands of Mahé, Praslin and la Digue
12.	PROJECT PREPARED BY	Benjamin Vel, Project writer and member of GEMPLUS; Sharon Thelemaque, GEMPLUS Chairperson & Jaco du Toit, UNESCO Adviser for Communication and Information (jdutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media landscape of the Seychelles is composed of 1 state-owned television station and 2 radio stations (AM and FM). The written press is composed of 3 daily newspapers, generally independent, 4 weekly newspapers linked to political parties and a monthly news-sheet is published by the Roman Catholic Mission. The state-owned television station is controlled by a board appointed by the president of the Republic.

The Gender and Media Plus (GEMPLUS) association of Seychelles was officially launched on 3 November 2003, following a week-long workshop facilitated by Gender Links of South Africa held in 2002. The aim of the association is to ensure that journalists and other media practitioners concerned with gender issues address the issue with fairness in their writing and reports. GEMPLUS members are journalists from various media houses (state-owned media, private newspapers) in the country, and ex-journalists working as public relations officers in NGOs, concerned with the issue of gender in the media. GEMPLUS presently does not operate its own media house or a community media center, relying instead on its members to submit reports on gender and media issues.

There are three main problems affecting Indian Ocean region in relation to media and gender: Issues concerning women and the media are very rarely reported or given attention in national media ; GEMPLUS members are unable to provide sustained and professional research and media reports on gender issues ; and there is a lack of cooperation between similar-minded journalists from countries within the Indian Ocean region. To address these issues, the Association is focusing on institutional capacity building for GEMPLUS members, its partners and stakeholders and regional partners from the Indian Ocean region and specifically from Seychelles, Mauritius and Madagascar. GEMPLUS is currently the only NGO for media grouping in Seychelles.

The proposed activity is a regional workshop on gender and media issues to enable participating NGOs and organizations to deliver community and national media programmes on these same issues. The training workshop targets a total of 20 journalists. Additionally, technical capacity building equipment will be purchased to allow GEMPLUS members to prepare and disseminate their own reports on gender issues and the media, instead of relying on their media houses and NGOs to rent or lend them equipment to do this work. The equipment will include a laptop which will be dedicated to presentations whilst the other will be used for preparing the presentations, compiling reports and the writing of articles. The external hard drives will be used for storage of photos and other important documents, and as a backup. GEMPLUS members are journalists and media practitioners who often write articles and produce programmes for television and radio and will therefore be used to producing audiovisual content.

2. DESCRIPTION OF THE TARGET GROUP:

The key target group is the active members of GEMPLUS : Seven from Seychelles; two media practitioners from Mauritius and three from Madagascar from partner organizations.

3. DEVELOPMENT OBJECTIVE:

The project contributes to professional capacity building of media workers in public education on gender and media, enhancing the freedom of expression and gender equality in development activities.

4. IMMEDIATE OBJECTIVE:

To develop the professional capacity of twenty journalists, including investigative reporters, editors, producers and owners of media houses to enable them identify, understand, analyze and report on gender and media issues in their respective countries.

5. PROJECT OUTPUTS:

- Twenty (Eight journalists from GEMPLUS, seven from Seychelles local media houses, two from Mauritius and three from Madagascar) are trained in identifying, understanding, analyzing and reporting on gender and media issues in their respective countries and in the Indian Ocean region, through a regional workshop
- Capacity for GEMPLUS is enhanced through human and technical capacity building.
- A virtual network of the trained journalists for individuals and organizations across Seychelles, Mauritius and Madagascar is established with the aim of developing and disseminating programmes on women and media, and any other related subjects.
- 1 mini-documentary on the project and the situational analyses in the three participating countries produced by using the UNESCO Gender-Sensitive Indicators.

6. ACTIVITIES:

- Conduct a three-day regional workshop with 20 participants and 2 facilitators with the main theme of : *Exploring Issues of Gender and Media in the Indian Ocean – Stereotypes, Invisibility and Resiliency.*
- Purchase of the following training equipment: 2 laptop computers, 2 external hard drives, 2 pen drives, 1 digital camera, 1 video camera.
- Publishing and dissemination of the project outputs and outcomes to the key stakeholders and partners, including 1 report on the regional workshop, 2 news items on the project.
- 1 mini-documentary on the project and the situational analyses in the three participating countries.

7. PROJECT INPUTS:

- Logistical support for the Regional workshop, including local transport and 5 international tickets, accommodation for 4 days, venue, stationery and meals.
- Technical capacity-building equipment including; 1 projector, 2 laptops, 2 external hard drives, 2 pen drives, 1 digital camera and 1 video camera.
- Support with documentation : publishing and dissemination of the training report.
- Support with the production of 3 mini-documentaries on the project and the situational analyses in the three participating countries.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of regional workshop	■	■										
Carrying out the regional training workshop			■									
Purchase of technical capacity equipment				■	■							
Production of 3 mini-documentaries						■						
Disseminating project achievements					■	■						
Training report published						■						

12. EVALUATIONS CARRIED OUT:

The proportion of women resources in the Seychelles stands at 31% in the GMPS, based on the 2010 Gender and Media Progress Study.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Sharon Thelemaque, the Chairperson GEMPLUS, in coordination with the Project Coordinating Team will undertake all reporting to the UNESCO Regional Office for Eastern Africa on a quarterly basis. Moreover, there will be three main reports submitted to UNESCO: (a) A mid-term review report, (b) A final report and a (c) Regional Workshop Evaluation Report.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Regional Workshop :	
Air fares from Madagascar and 3 air fares from Mauritius (US\$ 1200 x 5)	6 000
Accommodation for 2 guests from Madagascar and 3 from Mauritius (US\$272 x 3 x 5)	4 080
Local transport for 15 GEMPLUS Members to venue (\$10 per day x 3)	1 500
Venue (\$120 x 3)	360
Stationery	828
Consultant (trainer) (\$150 x 2)	300
Technical Capacity building Equipment	
Laptop (1 x US\$ 1250)	1 250
Projector (1 x US\$ 1500)	1 500
Production costs of 3 mini-documentaries on the project and the situational analyses in the three participating countries (US\$ 500 x 3 countries)	1 500
Production, publishing and dissemination of 100 copies of the report (\$32 x 50)	1 600
Total	US\$ 18 918

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

In-kind (logistical support such as registration, correspondence, facilitation)	2 000
Local transport (use of members' personal transport)	200
2 news items on national television	1 000
Labor / support	1 000
Meals / Entertaining international guests	800
Total	US\$ 5 000

SOMALIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ADVOCACY FOR PUNTLAND JOURNALISTS - PROFESSIONAL CODE OF CONDUCT
2.	NUMBER	IPDC/57 SOM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism & diversity
4.	IPDC PRIORITY AREA	Human resource development (capacity building of media professionals & institutional capacity building)
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity-building
7.	TOTAL COST OF PROJECT	US\$ 44 462
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 362
9.	BENEFICIARY BODY	Somali Family Services 3129 Tyler St. NE Minneapolis, MN 55418, USA Abdurashid Ali, Executive Director Abdurashid.ali@ussfs.org Tel: +252 90 794 761
10.	IMPLEMENTING OFFICE	UNESCO Regional Office in Nairobi Contact : Jaco Du Toit, Adviser for Communication & Information E-mail : j.dutoit@unesco.org
11.	PROJECT LOCATION	Garowe, Bosaso and Galcayo, Somalia
12.	PROJECT PREPARED BY	Kathleen Schmermund, SFS Jaco Du Toit, UNESCO
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

Somali Family Services (SFS), in collaboration with the Media Association of Puntland (MAP), seeks to partner with UNESCO IPDC and the Somali Media Support Group (SMSG) to help institute a Journalist Professional Code of Conduct (JPCOC) for Puntland State. SFS is an organization founded by Somali Diaspora and Somalis in Puntland who have trained media and supported media outlets in Puntland. In line with the capacity building pillar of the SMSG strategy, this project aims to cultivate ownership and recognition of the JPCOC among the media community while building the capacity of the Media Association of Puntland in the process.

While the Puntland constitution includes provisions protecting an independent media, in practice, journalists remain inexperienced, underpaid and at risk of harassment; no professional code of conduct exists that is recognized and followed by media practitioners; the influence and capacity of media associations remains weak and freedom of expression is limited by intimidation on the part of the government and militia groups. In the 2010 IREX Media Sustainability Index report, Somalia's level of professional journalism was rated 1.25 out of 4 and the capacity of supporting institutions was rated 1.16 out of 4, with both categories showing a decline since 2006-07. According to IREX, "Journalists lack basic skills and have little awareness of the need to accurately report facts, properly source stories, or maintain objectivity." Despite numerous efforts by the international community and supporting institutions to train Somali journalists, the lack of professional standards and high turnover among journalists contribute to slow progress in capacity building.

In order to begin to address the challenges outlined above, SFS, in cooperation with MAP, proposes using UNPOS's draft Journalist Professional Code of Conduct as the basis for conducting a series of consultations that solicits the input of key stakeholders and facilitates the media community's adoption of the JPCOC. Following the seminars, MAP's Steering Committee will participate in a training focused on improving their skills in leadership, management and effective advocacy. SFS and MAP will then disseminate Information, Education and Communication (IEC) materials to raise awareness and understanding of the newly adopted JPCOC, while strengthening the capacity of Puntland's primary media association in the process.

This project is designed to accomplish two objectives: Firstly, to strengthen the level of professional journalism in Puntland by adopting and implementing a Journalist Professional Code of Conduct that media practitioners will recognize and follow. Secondly, it aims to build the capacity of the Media Association of Puntland by empowering them to conduct a series of consultations with key stakeholders in order to adopt and administer the JPCOC and training members in leadership, management and advocacy (Somali Family Services members also co-chair the MAP Board).

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group is journalists who form part of the 20+ media outlets that exist in Puntland. They will be solicited to contribute to the adoption of the Journalist Professional Code of Conduct and targeted for dissemination and implementation of the Code once it is approved. The secondary target group consists of other stakeholders who will have an opportunity to comment on the JPCOC, including the government, civil society and others.

3. DEVELOPMENT OBJECTIVE:

The project contributes to professional capacity building of media workers and supporting institutions by adopting a Journalist Professional Code of Conduct to be recognized and followed by media workers and developing the skills MAP needs to effectively advocate on the behalf of Puntland journalists.

4. IMMEDIATE OBJECTIVE:

To build the capacity of the Media Association of Puntland and strengthen the professionalism of journalists in the state through a 4-series consultative seminar to adopt a Journalist Professional Code of Conduct and a 3-day advocacy training course for MAP's Steering Committee.

5. PROJECT OUTPUTS:

- A Journalist Professional Code of Conduct reviewed and adopted by the Media Association of Puntland, its members and the greater media community in Puntland.
- An adept, credible and influential Media Association of Puntland capable of mobilizing the media community of Puntland and advocating on their behalf.
- Buy-in of the JPCOC from the Puntland Ministry of Information.

6. ACTIVITIES:

- Hiring of international technical advisor with expertise to work for 20 days delivering the seminars and training, finalization of the JPCOC and implementation of the advocacy strategy.
- Series of four 1-day planning meetings over two months between SFS, MAP, technical advisor and local facilitator (4 participants total) to discuss the strategic direction of the project, selection and solicitation of members of the media community, government and civil society for each of the seminars and training and other logistical matters.
- Mobilization of media workers and other stakeholders by MAP to attend seminars and training using their internal communication tools and connections to the media community.
- Three two-day consultation seminars gathering 40 stakeholders from the media, government and civil society to discuss and review the JPCOC. One seminar takes place in each of the following locations: Garowe, Galcayo and Bosaso. Each seminar ends with approving a draft of the JPCOC and electing 10 members of their community to attend the final seminar in Garowe.
- Two-day final seminar gathering 30 elected representatives from the first three seminars in Garowe to discuss and approve a final JPCOC to be recognized and followed by all participants and their respective media organizations. Not all representatives can be invited and the representatives need to be legitimate.
- Three-day training of 12 members of MAP's Steering Committee (4 from Garowe, Galcayo and Bosaso) focused on enhancing MAP's advocacy and leadership skills.
- Creation and dissemination of IEC materials, including 500 bookmarks, 500 car stickers, 1000 brochures, 8 roll-up banners and 10 hanging banners.

7. PROJECT INPUTS:

- One international technical advisor for 20 days capable of consulting MAP to plan and execute the seminars and training, draft a final JPCOC and develop IED materials for dissemination. UNPOS pulled out supporting the drafting of a code of ethics as no funding could be secured. As a result, UNPOS and SFS discussed and agreed division of labour.
- One local facilitator/translator for 20 days to assist in planning and executing the seminars and training.
- Supplies for 4 seminars and 1 training course, including notepads, flipcharts, markers, tape, posters, etc.
- Professionally printed IEC materials: 500 bookmarks, 500 car stickers, 1000 brochures, 18 banners.
- Lunch and refreshments for a total of 162 seminar and training participants.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of technical advisor & local facilitator	■											
Initial planning meetings	■	■										
Selection & notification of seminar participants			■	■								
Preparation of seminar materials			■	■								
JPCOC Seminar 1 (Garowe)					■							
JPCOC Seminar 2 (Galkayo)						■						
JPCOC Seminar 3 (Bosaso)							■					
JPCOC Final seminar (Garowe)								■				
MAP Steering Committee Training on Advocacy (Garowe)									■			
Production & Dissemination of IEC Materials									■	■	■	■
Solicitation of Ministry of Information Endorsement												■
Submission of Implementation Reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Founded in 2003, SFS is a non-profit organization headquartered in Minneapolis, Minnesota, with its main operational office in Garowe, Puntland. SFS is committed to fostering peace and democratic institutions through its support for civil society, youth, women and other marginalized groups. This project will build upon SFS’s past work to facilitate dialogue between different communities and stakeholders to strengthen unity within the media community and the larger civil society. SFS has 12 permanent staff, including seven programme staff and five operations staff. The programme staff consists of an executive director who oversees all operations, a project manager, three project officers, a youth advisor and a business advisor. The operations staff includes the operations director, finance manager, accountant, logistics coordinator and IT technician. SFS’s total income in 2011 was US\$613,000 and is currently funded by Diakonia-Sweden, UNDP, National Endowment for Democracy, International Labour Organization, UNICEF, UNFPA and UNHCR.

The MAP is part of the larger organization, the National Union of Somali Journalists and is the primary professional association for journalists in Puntland (endorsement letters have been received). In order to build the association’s capacity, MAP will be responsible for the execution of this project while SFS will play an oversight and advisory role.

10. SUSTAINABILITY:

Upon the conclusion of the seminar series and training, SFS and MAP will disseminate the final approved version of the JPCOC and IEC materials to all media outlets in Puntland to broadcast and report on the adopted code of conduct. SFS and MAP will also petition the Ministry of Information for endorsement of the newly adopted JPCOC. SFS will continue to work with MAP to further educate journalists to ensure widespread recognition and adoption of the JPCOC.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

SFS and MAP are responsible for publicizing this project through press releases circulated to communications lists and published on the SFS website both before the kickoff of the seminar series and after the completion of each seminar and training. After the advocacy training, SFS and MAP will disseminate the JPCOC through

all Puntland media outlets in order to encourage journalists to comply with the new Code as well as to promote the endorsement of civil society and the government. This project will present an opportunity for high visibility for the donor, SFS and MAP as media participants report on the events. SFS and MAP will also comply with any specific visibility instructions UNESCO may have. In addition to project monitoring by UNESCO, SFS and MAP will work together to evaluate the project by identifying to what extent objectives are met in the short-term and by monitoring the extent to which Puntland journalists implement and adopt the JPCOC in practice over the long-term. IREX is a potential future partner in evaluating the long-term impact of the project.

12. EVALUATIONS CARRIED OUT:

SFS has a long-standing relationship with the Puntland media who have participated in numerous civil society seminars, human rights forums and media trainings hosted by SFS in addition to covering the organization’s events throughout the community. Through these interactions, SFS has learned a great deal about the shortcomings of the Puntland media and the challenges it faces. For the purposes of developing this project, SFS also specifically consulted with various members of the media community and representatives of MAP to assess their needs. SFS also consulted with UNPOS about their project to draft the Code of conduct in order to determine where SFS can play a role in advancing their project one step further through consultations with the media community to adopt the JPCOC, dissemination and education of the Code among journalists and advocacy for the government’s endorsement. UNPOS abandoned the support of the drafting of a code of ethics as no funding could be secured.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

SFS agrees to undertake UNESCO’s reporting requirements, including reporting on project progress on a four-month basis to the UNESCO Multisectoral Regional Office in Nairobi, Kenya and submitting a comprehensive final report describing the extent to which the immediate objective of the project was achieved. SFS Programme Manager, Mohamed Hamud, will be responsible for preparing and submitting the reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1. Operations

International Technical Advisor (20 days total for preparation, execution & reporting at \$160/day)		3 200
Expert Local Facilitator & Translator (20 days at \$80/day)		1 600
UNHAS Flight Nairobi-Garowe-Nairobi (twice) x \$540 each way		2 160
Subtotal Operations Costs:		6 960

2. Project Activities

3 x 2-day Seminars: 40 participants at each)

	Unit Price	Quantity	Subtotal	Total
Venue Costs (Bosaso & Galkayo – 2 days each)	100	4	400	
Lunch (40 participants x 2 days x 3 seminars)	12	240	2880	
Refreshments (40 participants x 2 days x 3 seminars)	5	240	1200	
Accommodations in Bosaso & Galkayo (3 staff x 8 days)	25	24	600	
Travel to/from Bosaso (3 staff)	50	3	150	

Travel to/from Galkayo (3 staff)	30	3	90	
Sub-total:				5 320
2-day Final Seminar (Garowe – 30 participants)				
Lunch (30 participants x 2 days)	12	60	720	
Refreshments (30 participants x 2 days)	5	60	300	
Travel to/from Garowe (10 participants from Bosaso)	50	10	500	
Travel to/from Garowe (10 participants from Galkayo)	30	10	300	
Accommodations in Garowe (20 participants)	20	20	400	
Sub-total:				2 220
3-day MAP Steering Committee Capacity Building Training (12 participants)				
Lunch (12 participants x 3 days)	12	36	432	
Refreshments (12 participants x 3 days)	5	36	180	
Travel to/from Garowe (4 participants from Bosaso)	50	4	200	
Travel to/from Garowe (4 participants from Galkayo)	30	4	120	
Accommodations in Garowe (8 participants)	20	8	160	
Sub-total:				1 092
Items for Four Seminars & One Training (162 participants total)				
Poster (1 per event)	60	5	300	
Supplies (Markets, Flip charts, Notepads, Tape)			500	
Sub-total:				800
Creation & Dissemination of IEC Materials				
Production Plan			525	
Design & Layout			1285	
Bookmarks in Full Color (Printing)	2	500	1000	
Car Stickers DL Size (Printing)	1	500	500	
Brochures – 500 for Map, 500 for SFS (Printing)	1.50	1000	1500	
Roll-up Banner (SFS, MAP, Ministry of Information)	120	8	960	
Hanging banner	120	10	1200	
Sub-total				6 970
Total Project Activities Costs:				16 402
Total Contribution Requested from IPDC:				US\$ 23 362

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (12 months x 2 staff members at \$500/month)	12 000
Project coordinator (30% of time for 12 months at \$300/month)	3 600
Communication costs (12 months x \$100)	1 200
Venue – Puntland Library & Resource Center in Garowe (7 days use)	700
Vehicle maintenance and local transport (60 days x \$60 UN rate)	3 600
Total Beneficiary's Contribution:	US\$ 21 100

SOMALIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DRAFTING A CODE OF ETHICS FOR SOMALI JOURNALISTS WITH GRASSROOTS CONSULTATION
2.	NUMBER	IPDC/57 SOM/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 31 850
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 450
9.	BENEFICIARY BODY	Albany Associates Gable House 18-24 Turnham Green Terrace Chiswick London W4 1QP Tel: +44 208 996 5086
10.	IMPLEMENTING OFFICE	UNESCO regional office in Nairobi
11.	PROJECT LOCATION	Mogadishu Media House, Mogadishu
12.	PROJECT PREPARED BY	Marissa Moran, Research associate, Albany Associates; Douglas Griffin, Director, Albany Associates; Jaco du Toit, UNESCO Adviser for Communication and Information (e-mail: j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Despite the lack of federal government in Somalia for the past 20 years, there is a vibrant media landscape throughout the country. Security and lack of infrastructure has made it nearly impossible to gauge the exact number of broadcasters, radio stations, newspapers and websites that operate within Somalia and beyond its borders to diaspora populations, but estimates put numbers of media outlets in Mogadishu at 12 radio stations, 15 newspapers, several television stations and many individually-owned online news blogs. In spite of the encouraging figures, however, many media outlets are linked to particular clans or political interests and are not reliable, accurate or trustworthy sources of information.

At this transitional point in Somalia's history, non-divisive, impartial media is necessary to ensure the political process is presented to the Somali people fairly and factually. There is currently not a recognized written code of conduct for print journalists in Somalia, and the time is ripe to take advantage of improved security in Mogadishu to begin to establish one. Moreover, UNPOS is no longer working on a code of ethics because of a lack of funding.

Albany Associates is proposing a seminar to deliberate and discuss a code of ethics that can be adopted across all areas of Somalia over time, in order to address the problem of different sources following different journalistic practices based on local loyalties. While many print journalists in Mogadishu are aware of international standards of reporting, those in rural areas operate on a system based on local governance and tribe loyalty. By bringing together print journalists (who also publish online) from Mogadishu and the rural regions of Baidoa, Jubba (Kismayo) and throughout South-Central Somalia (including Lower Shabelle), the two-day seminar would aim to produce a draft code of ethics through consultation and deliberation. Once the code is approved and confirmed by all participants at the seminar, there will be a dissemination campaign where the seminar participants will bring the draft code back to their respective regions to continue deliberation at the community level. Their input will then result in the final code of ethics for Somali journalists to adhere to international standards of good reporting, while being sensitive to the cultural context of Somalia.

The two-day seminar based at the Mogadishu Media House (MMH) with the support of the National Union for Somali Journalists (Mogadishu) (NUSOJ) would enhance the capacity of organizations founded and run by Somalis amidst conflict and instability. By bringing together both journalists from Mogadishu and other regions who will then disseminate the code of ethics throughout rural areas of Somalia, the project would aim to address the lack of professional capacities of media workers and capabilities of media associations.

2. DESCRIPTION OF THE TARGET GROUP:

Up to 20 Somali print and online journalists (including prominent bloggers) would be present at the seminar; 10 from Mogadishu; 6-10 representing Baidoa, Kismayo, Lower Shabelle and other regions if possible.

3. DEVELOPMENT OBJECTIVE:

The code of ethics project would contribute to building the professional capacity of Somali journalists throughout the country surrounding elections and political transition that aims to provide security, stability and governance in the country for the first time in 20 years. Accurate, reliable, trusted reporting by Somali journalists both in Mogadishu and in rural regions will increase political participation and initiative by

citizens, allowing them to make informed choices about the future of Somalia. Bringing all journalists together under the MMH and NUSOJ also strengthens the legitimacy of these local organisations.

4. IMMEDIATE OBJECTIVE:

To produce a draft code of ethics for Somali journalists that will combine international standards of good journalism with traditional practices to ensure adoption by journalists throughout Somalia.

5. PROJECT OUTPUTS:

- A written code of ethics for all Somali journalists that adheres to international standards while being culturally sensitive to the specific Somali situation.
- A translated code of ethics in Somali.
- A strengthened network of Somali journalists through greater knowledge and familiarity with MMH and NUSOJ.

6. ACTIVITIES:

- Discussions among Albany, MMH and NUSOJ to determine attendees, dates, logistics of seminar;
- Consultation among Albany, MMH and NUSOJ to prepare a first draft of code of ethics based on international best practices and principles and also discuss ways to hold journalists accountable;
- A 2-day seminar at the MMH to consult, discuss and produce a second draft of a code of ethics with 20 journalists from Mogadishu and surrounding regions, bloggers, international experts, and government representatives;
- Seminar attendees from rural regions return to share code with fellow journalists and stakeholders and report back with additional input within one month of seminar;
- Final code of ethics written in English and translated into Somalia language after all input is received, within six weeks of seminar, and printed (as appropriate) for distribution to Somali journalists throughout the country.

7. PROJECT INPUTS:

- Two Somali experts for two-day seminar to consult on code of ethics and encourage collaboration among journalists.
- One international expert to consult with MMH and NUSOJ before, during after the seminar, both with a follow-up visit and remote support.
- One venue in Mogadishu to host two-day seminar for journalists. (Mogadishu Media House).

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Discussion with MMH, NUSOJ, local partners; Planning space and time to hold seminar in Mogadishu; initial draft of code written												
Sending invitations to journalists/RSVPs and preparation of workshop's logistics												
2-day seminar in Mogadishu												
Journalists deliberate in communities												

- The Norwegian Church Aid project in Sudan-Albany facilitated a comprehensive training programme, which resulted in a voluntary code of ethics for the print media among editors and journalists in Sudan being agreed and adopted.
- Albany experts prepared a legal review for UNESCO in Jordan concerning the country's media legal and regulation framework, in line with UNESCO's MDIs. Part of project requirements in the Democratic Republic of Congo was to review the Media Ethics Code(s) and the 1996 Media Law. Through series of meetings with local stakeholder organizations, Albany experts advised on the code, which was printed and formally launched at an event in Kinshasa in May of this year.

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

Albany agrees to report on project progress on quarterly basis and will submit a comprehensive final report describing the extent to which the immediate objectives were achieved. Marissa Moran and Anna Staevska, Research Associate / Senior Associate, Albany Associates will carry out this task.

C. ADDITIONAL INFORMATION

Albany manages the UN/AU Information Support Team (IST) for Somalia from offices based in Nairobi. Within a multi-stakeholder environment, IST tasks include media mapping and monitoring, polling, domestic and international outreach programmes, communication capacity building and direct support to the Somali media. From mid-2012, Albany is involved in additional media development initiatives in Somalia, including consultation for writing a media law, supporting the establishment of an independent regulator and transitioning Radio Bar-Kulan into a public service broadcaster.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Consultancy: review of documentation and remote advice (US\$ 250 x 7 days)	1 750
Seminar delivery:	
Venue 2 days (US\$ 450 x 2)	900
Lunch and Coffees (2 days x 22 people @ US\$ 30)	1 320
Recording Secretary (2 days @ US\$ 150)	300
Travel from the three regions of Somalia to Mogadishu:	
Transport to workshop (2 days x 22 people x US\$20)	880
Travel for people from provinces (6 people @ US\$500)	3 000
DSA people from provinces (US\$ 120 x 6 x 2)	1 440
National trainers' fee for 2-day seminar	
Course delivery for 2 national trainers (US\$ 150 x 2 x 2)	600
Travel from Nairobi for consultants:	
Flights Mogadishu-Nairobi (3 flights@US\$400)	1 200
DSA Mogadishu trainer during 3 trips x 3 days @US\$100)	900
Visas and insurance (3 trips @ US\$100)	300
Travel costs to and from the airport (3 trips @US\$120)	360
Follow-up meetings (attendees return to share code with fellow journalists and stakeholders; report back (5 consultations @ US\$500)	2 500
Dissemination of the code: Printing and translation costs per month (6 @ US\$500)	3 000

Total IPDC	US\$ 18 450
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BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project management and administration (US\$ 425 x 6)	2 550
International consultant's fees (US\$ 750 x 10.2)	7 650
Local consultants' fees (US\$ 150 x 18)	2 700
Communication (equipment hire)	500
Total	US\$ 13 400

SOUTH SUDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SUPPORT TO THE ASSOCIATION FOR MEDIA WOMEN IN SOUTH SUDAN TO FOSTER GENDER EQUALITY WITHIN MEDIA ORGANIZATIONS
2.	NUMBER	IPDC/57 SUD/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 28 170
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 170
9.	BENEFICIARY BODY	Association for Media Women in South Sudan (AMWISS)
10.	IMPLEMENTING OFFICE	UNESCO office in Juba and regional office in Nairobi
11.	PROJECT LOCATION	South Sudan
12.	PROJECT PREPARED BY	Association For Media Women In South Sudan; Jessica Hjarrand, & Jaco du Toit Adviser for Communication & Information (j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In South Sudan the impact of long years of conflict and war are still very evident in almost all aspects of society, and enormous efforts are currently underway to ensure peace and security, reconstruction and development. However, development processes will be difficult without the establishment of a free media in order to create an atmosphere of peaceful co-existence and to institutionalize a culture of democracy in the country. There has been limited investment in the development of the media sector in the country, and recent assessments show how the lack of access to objective information in communities around the country has contributed to, and may worsen, the tense situation that has seen inter-communal violence flare. Additionally, many citizens do not understand the role of the media, or indeed, even their own role in the development of democratic institutions – a role which requires informed, participatory action. Factors affecting the media sector’s development include lack of a unifying strategy for media development and limited capacity to implement sub-strategies that do exist; lack of attention by the media to issues of interest to South Sudanese from all backgrounds, including women and youth.

Extensive discussion with partners who have been supporting the media sector in South Sudan, as well as review of assessments done by UNESCO, SIDA and DFID in the past few years, have pointed to several areas of high need such as the lack of a comprehensive media development strategy to serve as an ‘umbrella’ in unifying all of the development support to the sector with a specific gender component. Strategies have already been completed by the Association of Media Development in South Sudan (AMDISS) and the Association of Women in Media in South Sudan (AMWISS), but they are struggling to implement them at all levels. In keeping with the issue of gender equality and the media, a need to find mechanisms to further draw women into using media to get their voices heard was identified. This issue is particularly challenging to meet, when the problem of illiteracy in South Sudan is brought into play, as only 38% of the population is estimated to be literate, with females making up more than 80% of those who are illiterate, especially women in rural areas of the country where the few printed forms of media are hard to come by. Radio is the main means of communication in South Sudan, and many partners, as well as UNESCO, utilize radio as a means of information sharing and provision of educational programming, including for life skills, literacy and lifesaving information during emergencies.

The project therefore aims to support the Association of Women in Media in South Sudan (AMWISS) to implement a Gender Strategy for the Media, based on the UNESCO Gender-Sensitive Indicators for Media. Furthermore support is sought to establish Women’s Listening Groups to address the lack of attention by the media to issues of interest to South Sudanese from all backgrounds, including women. Women listeners groups can address the lack of knowledge and awareness, where women can come together and learn about democracy and women’s rights. Many of these women may not have many opportunities to socialize outside the home, and these groups enable participants to build powerful networks of support.

2. DESCRIPTION OF THE TARGET GROUP:

This activity targets the media industry in general, in applying the UNESCO Gender-Sensitive Indicators for Media, as well as 4 rural women listening groups (1 in a selection of 5 States).

3. DEVELOPMENT OBJECTIVE:

Contributes to creating gender-inclusive policies and action plans, taking into account the needs and

contributions of women and girls, and therefore assist in facilitating their participation in the public life of South Sudan.

4. IMMEDIATE OBJECTIVE:

Assure the implementation of the AMWISS Strategy with dialogues/round tables to identify and decide on priorities from the strategy, capacity building needs for meeting those priorities and issues related to women media practitioners and the creation of 4 Women's Listening Groups.

5. PROJECT OUTPUTS:

- Functional Gender and Media Strategy in South Sudan, taking into account the UNESCO Gender-Sensitive Indicators for Media (GSIM);
- 4 Women's Listening Groups established

6. ACTIVITIES:

- Support for implementation of AMWISS Strategy in line with the UNESCO GSIM tool:
 - Select a sample of indicators from the Gender-Sensitive Indicators for Media to carry-out an initial assessment of gender-sensitivity in the media houses.
 - Hold a 2-day workshop for project implementers and Members of AMWISS to build capacities of the members to carry out the assessment.
 - Analyze gender equality conditions in the media by carrying out an assessment using questionnaire, interviews, focus group discussion and content analysis.
 - Organize a 1-day stakeholders meeting to finalize an action plan for the implementation of the identified immediate needs related to female media practitioners.
- Establishment of 4 Women's Listening Groups:
 - 4 sub-regional workshops for 2-days (one day to discuss the abovementioned action plan and one day to train members of the Women's Listening Groups on how to identify, understand, analyze and report on gender and media issues in their respective);
 - Purchase of equipment for each Women's Listening Groups to report on activities.

7. PROJECT INPUTS:

- Support for implementation of AMWISS Strategy in line with the UNESCO GSIM tool:
 - 1 international technical expert to prepare the methodology to be used in assessing Gender and Media by using UNESCO's Gender-Sensitive Indicators for Media, analyze the data and animate the workshop for project implementers, oversee the research results and moderate the stakeholders meeting;
 - 4 assistant national researchers to carry out the survey and analyze data;
 - Logistical arrangements including transport, venue, accommodation, equipment, stationery and refreshments for the workshop for project implementers and stakeholders meeting;
- Establishment of 4 Women's Listening Groups:
 - 1 local consultant to facilitate and carry out training of the Women's Listening Groups;
 - Logistical arrangements including transport, venue, accommodation, equipment, stationery and refreshments for the workshop for project implementers and stakeholders meeting;
 - Equipment required for each one of the Women's Listening Groups. Journalists, especially female journalists in rural areas, have no equipment and the equipment is essential. AMWISS advises on the purchase of the equipment that is essential for the Action Plan is to be developed.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of sample indicators and drafting of methodology	■											
Workshop for project implementers		■										
Survey and analysis of gender equality conditions in the media		■	■									■
Stakeholders meeting				■								
Training of the Women’s Listening Groups			■	■								
Purchase of equipment				■	■							
Monitoring reports					■				■			■

9. INSTITUTIONAL FRAMEWORK:

The Association of Media Women in Southern Sudan (AMWISS) is a national media association founded in 2008 to address the imbalances in the media in reportage of issues of women and children in Southern Sudan. It was formed out of the realization that the issues of women and children faced marginalization in a postwar Southern Sudan that was grappling with major developmental and societal issues. Its mandate includes the development and empowerment of women journalists in Southern Sudan, the development and implementation of campaigns on gender equality, advocacy campaigns for mainstreaming gender, capacity development of women to obtain appropriate knowledge to enable them to make informed decisions during elections, referendums, and in their respective professions, and cooperation with media editors and reporters in general to address the issue of the gender imbalance in coverage by the media, especially on issues of governance, and affirmative action on gender representation.

10. SUSTAINABILITY:

- Strategy: By developing the Action Plan in a participatory manner that utilizes the skills and inputs of all key stakeholders, as well as with integrating benchmarks to review and amend as necessary for the changing context, the Action Plan will be sustainable. The assessment and Action Plan will also be linked to national MDI and Strategy development processes, which further ensures sustainability.
- Listening Groups will be linked to the Empowerment Centers of UN Women, or other similar mechanisms already in place in the target States, where other programming is taking place, and therefore, there is already motivated women and scope for monitoring, evaluation and necessary adjustments to the activity. This project activity will be done in cooperation with Foundation Hironnelle, so it is part of a larger project framework.

11. FRAMEWORK OF MONITORING:

The UNESCO Gender Gender-Sensitive Indicators for Media will be used to benchmark the implementation of the Strategy. Monitoring and evaluation will be carried out by the UNESCO Regional Office in Nairobi and the UNESCO Office in Juba, concurrently with the project implementation.

12. EVALUATIONS CARRIED OUT:

Extensive discussion with partners who have been supporting the media sector in South Sudan, as well as review of assessments done by UNESCO, SIDA and DFID in the past few years, have pointed to the importance of focusing on gender and media in support of the implementation of AMWISS Strategy and the creation of Women's Listening Groups.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AMWISS will involve many of its members in the project as part of building their capacities in research. The project will be carried out by AMWISS in cooperation with Foundation Irondale and the UNESCO Office in Juba. The chairperson of AMWISS will be responsible for reporting through consultations with AMWISS board members.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
Support for MDI incorporating UNESCO GSIM, development and implementation of AMWISS Action Plan:	Quantity	Unit cost	Total
1 international consultant to review MDI framework and incorporate Gender and Media in South Sudan	20 days	250	5 000
Travel expenses for international consultant from Nairobi-Juba	1	800	800
DSA for international consultant for 20 days	20	123	2 460
2-day Workshop for project implementers and AMWISS members:			
Conference package (venue, stationery, lunch, teas, water) for 4 assistant researchers and 11 members of AMWISS	15 people x 2 days	20	600
Hire of screen, laptop and projector	2	200	400
Travel stipend for AMWISS Members	11	20	220
Daily subsistence allowance for 4 assistant researchers	4	123	492
Survey and analyze data by 4 assistant researchers:			
2-day survey and 3-day analysis of gender equality conditions in the media in South Sudan	5 days x 4 researchers	100	2 000
Daily subsistence allowance for 4 assistant researchers x 5 days	5 x 4	55	1 100
Travel expenses for 4 assistant researchers (Eastern Equatoria, Western Equatoria, Jonglei, and Upper Nile)	4	300	1 200
Workshop for 1-day stakeholders meeting:			
National consultant to animate training workshop	1 day	150	150
Conference package (venue, stationery, lunch, teas, water) for 4 assistant researchers and 11 members of AMWISS	1 day x 15 participants	20	300
Hire of screen, laptop and projector	1 day	200	200
Establishment of 4 Women's Listening Groups:			
Fee for local consultant (4 workshops x 2 days each)	4 x 2	150	1 600

Travel expenses from Juba to (Eastern Equatoria, Western Equatoria, Jonglei, and Upper Nile)	4	300	1 200
Logistical arrangements for four 2-day workshops:			
Conference package (venue, stationery, lunch, teas, water) 15 people x 4 workshops x 2 days each	15 x 4 x 2	20	2 400
Hire of screen, laptop and projector	4 x 2 days	200	1 600
Equipment for each of the Women's Listening Groups	4	462	1 848
Total IPDC			US\$ 23 170

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Coordinator	2 500
Technical Assistance (listening group material development and training)	2 500
Total	US\$ 5 000

UGANDA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING SECURITY OF JOURNALISTS IN UGANDA TO REALIZE FREEDOM OF EXPRESSION
2.	NUMBER	IPDC/57 UGA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promoting freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 11 433
8.	AMOUNT REQUESTED FROM IPDC	US\$ 8 650
9.	BENEFICIARY BODY	Human Rights Network for Journalists – Uganda (HRNJ-U) PO Box 71314, Clock Tower Kampala Tel: +256 414 272 934 / 414 667 627 Contact: Geoffrey Wokulira Ssebaggala E-mail: coordination@hrnjuganda.org
10.	IMPLEMENTING OFFICE	UNESCO regional office in Nairobi
11.	PROJECT LOCATION	Kampala, Uganda
12.	PROJECT PREPARED BY	Geoffrey Wokulira Ssebaggala & Jaco du Toit, UNESCO Adviser for Communication & Information (j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media in Uganda has relatively grown in the last three decades mainly because of liberalization of the sector that permitted individual ownership. This pattern implies an increase in the number of electronic and print media houses that widely recruited personnel to run these entities. Currently there are over 240 licensed radio stations in Uganda, although this figure is higher if the other 40 unlicensed are taken into account. Televisions currently operating number over twenty and newspapers stand at thirty. The context appears pluralistic given the statistics but this does not mean there are no shortcomings and challenges facing the media.

Presently, media space is shrinking in the country with stringent regulations being instituted by the state to curtail dissent, intimidation of journalists is on the rise, and arbitrary arrests, killings and censorship remain vivid. This trend is reflected in the number of violation cases registered against journalists by the Human Rights Network for Journalists-Uganda in the last 3 years: In 2009, 38 cases were registered, with 58 cases in 2010, and 110 cases registered in 2011. At May 31 2012, 46 cases have been reported and the trend is not about to change.

In addition, not much focus and attention has been directed towards journalists' security needs by activist groups, and therefore it is appropriate to train journalists and media practitioners in personal and organizational safety to ensure the gains in freedom of expression are consolidated.

To address the issue, four consultative regional meetings each lasting one day will be held, and over 35 participants will attend. Upon completion of these meetings, there will be a training of trainers (ToT) of identified journalists who will be equipped with knowledge about dealing with security threats identified, who will in turn transfer the same to their colleagues. Educational materials will also be produced.

2. DESCRIPTION OF THE TARGET GROUP:

The primary targets will be journalists particularly the 200 under the umbrella of the Human Rights Network for Journalists in Uganda to amplify the relevance of ensuring the security of journalists.

3. DEVELOPMENT OBJECTIVE:

To enhance the professional capacity of media activists and supporting institutions in the area of security that underpins freedom of expression, pluralism, independence and diversity through training and education.

4. IMMEDIATE OBJECTIVE:

Contributing to a strong network of journalists able to minimize security threats and concerns for improved freedom of expression in Uganda through consultative forums and media campaigns.

5. PROJECT OUTPUTS:

- Over 200 journalists consulted with a view of mapping out prevalent threats and risks that they face;
- Thirty journalists trained in personnel and organizational security management;
- Reports published about security experiences of journalists and all project interventions;
- Reduction of reported cases of physical attacks on journalists;
- Seven media talk shows and three press conferences conducted.

6. ACTIVITIES:

1. Multi-regional survey on security concerns of journalists in Uganda:

HRNJ-Uganda staff will carry out a multi-regional survey on concerns of journalists in Uganda, based on national and international documentation that reports on violations of rights of journalists. The HRNJ-Uganda staff will refine the results of these reports by consulting with stakeholders in four regions of Uganda: (Northern part - Gulu District, Eastern part - Mbale District, Western part - Fort portal District and Southern part - Masaka District). The aim of this multi-regional survey is to identify the exact security concerns of journalists in the country.

2. A National Training of Trainers workshop:

A 3-day national training course will be held for selected participants across the country especially during the nationwide consultations. The purpose of the training will be equipping selected journalists with personal security management skills and knowledge necessary in dealing with increased attacks they face. The most vulnerable and perpetually targeted journalists by the violators will be considered for this training that will be held in Kampala. The training will be undertaken in close consultation with UJU who have trained journalists in reporting human rights violations previously and the training will reinforce their skills in security management as they undertake this sensitive work in an increasingly fragile context. This group will in turn transfer the knowledge and skills acquired in their respective regions in future. The training will cover topics such as: Personal security, Organizational security, Risk Assessment, Mitigation of Risks among others. This is to be undertaken in collaboration with Protection Desk Uganda (2 trainers) who are HRNJ-UGANDA identified partners for the project. Overall 30 participants will take part in the training. The manual “*New protection Manual for Human Rights Defenders*” will be used.

3. IEC and report:

IEC materials such as a report from the consultative meetings and the national Training of Trainers Trainings. Copies will be published and widely disseminated.

4. Media Outreaches:

Media outreaches will be executed throughout the entire project implementation process to further raise awareness about the security concerns of journalists in Uganda and this will involve arranging Television Talk Shows and Press Conferences. HRNJ-U will jointly coordinate and manage this activity with UJU.

7. PROJECT INPUTS:

- 1 Overhead projector to be hired for use in the 4 consultative meetings and the Training of Trainers;
- 2 trainers capable of equipping journalists with skills on personal and organizational security management;
- 3 facilitators capable of moderating during the 4 consultative meetings;
- Logistical arrangements for the consultative meetings and national training.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Regional Consultations planning and implementation	■	■	■	■	■	■	■					
National Training								■				
Media Campaign/outreach								■	■	■	■	
Production of IECs								■	■	■	■	
Monitoring and Evaluation				■				■				■

9. INSTITUTIONAL FRAMEWORK:

The mission of HRNJ-U is ‘enhancing the promotion, protection and respect of human rights through defending and building capacities of journalists to effectively exercise their constitutional rights and fundamental freedoms’. HRNJ-U’s supreme body is the General Assembly (AGM), constituted of all members of the network. The AGM is deputized by the Executive Board comprising 11 members who are elected every three years. The board is responsible for providing oversight to the secretariat and ensuring that the secretariat is efficient in discharging its duties. Next in line is the Secretariat that is responsible for managing the day to day Programme and project activities of the Network.

The Network on average earns 700 Million Uganda Shillings (\$30 4347) and is currently supported by the Open Society Institute East Africa, Media Legal Defense Initiative (MLDI), Freedom House and Wellspring Advisors.

Since the project involves urgent action, it will be co-opted in the Advocacy programme of the Network since its objectives rhyme with those of the programme according to HRNJ’s 2012-2015 Strategic Plan. But the project will be implemented by the Advocacy and Capacity building Officers. HRNJ-U has, since inception in 2006, implemented projects of such magnitude and the projects have been successful. Over the years, the organization has never faced any shortcomings as far as reporting both financially and in narrative. And the HRNJ-U will collaborate with Protection Desk-Uganda (PD-U) and the Uganda Journalists Union (UJU) to implement the project, as discussed with representatives from the Union.

10. SUSTAINABILITY:

The Network will integrate the project activities in its advocacy programmes, so as to maintain the positive results and gains. These will be factored into the strategic programming and annual work plan of the above programme so as to ensure that security remains a core component in the long term for HRNJ-U.

11. FRAMEWORK OF MONITORING:

The Advocacy and Capacity Building Officers of HRNJ-U, in liaison with the Programmes Manager, will manage the project on a day-to-day basis and will produce quarterly reports. The two programmes officers will report to the programmes coordinator of HRNJ-U who shall in turn report to UNESCO.

12. EVALUATIONS CARRIED OUT:

In March 2012, HRNJ-U released a research report dubbed Media Freedoms “*shrinking and sinking*” and the report clearly presents gross violation of journalists rights as shootings, killings, confiscation of tools of work, intimidation and harassment. The report provides a basis for this activity as a means of identifying prevalent

security needs and strategies of dealing with them. Another publication in June, 2012 of HRNJ-U about “Freedom of Expression Actors engagement with the Universal Peer Review Mechanism” made similar revelations as the above and a recommendation was made to strengthen security of journalists.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

HRNJ-U will produce quarterly reports to verify activity implementation. At the end of the project, the final project report will be produced and all reports will be submitted to the UNESCO Regional Office for Eastern Africa in Nairobi. The reports will be prepared by Geoffrey Ssebagala Wokulira the Programmes Coordinator of HRNJ-U.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Consultative surveys:	
Transport refund for HRNJ-U staff (20 x 4)	800
Compilation of report @US\$ 150 x 2 days	300
2-day national training course for 30 journalists:	
Venue @US\$250 per day x 2 days	500
Meals (lunch @ \$20 x 2 meals x 30 people; tea breaks @ \$5.50 x 2 x 30; water @US\$ 1.5 x 2 x 30; dinner for upcountry journalists @US\$20 x 15 people x 2 nights)	2 220
Stationery	200
1 trainer’s fees (US\$ 150 x 2 days)	300
1 trainer’s accommodation and meals (US\$ 90 x 2 nights)	180
Accommodation for upcountry journalists (US\$ 50 x 15 people x 2 nights)	1 500
Transport costs:	
Upcountry: US\$ 20 x 15 people	300
Kاملالا: US\$ 10 x 15 people	150
Production of IECs:	
Banners @US\$ 200 x 6	1 200
Printing and distribution of the report @US\$ 10 x 100 copies	1 000
Total	US\$ 8 650

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
Projector (US\$ 87 x 7 days for 3 training and 4 regional consultative meetings)	609
Media campaign (3 press conferences, 3 TV, 6 radio talk shows)	2 174
Total	US\$ 2 783

UGANDA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE CAPACITY OF THE UGANDA CHRISTIAN UNIVERSITY TO EXTEND THE BOUNDARIES OF FREEDOM OF EXPRESSION, PLURALISM AND DIVERSITY
2.	NUMBER	IPDC/57 UGA/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 29 195
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 895
9.	BENEFICIARY BODY	Uganda Christian University – Dept. of Mass Communication PO Box 4, Mukono, Uganda Tel: +256 772 770 815
10.	IMPLEMENTING OFFICE	UNESCO regional office in Nairobi
11.	PROJECT LOCATION	Mukono, Uganda
12.	PROJECT PREPARED BY	Jaco du Toit, Adviser for Communication and Information (j.dutoit@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Uganda, which prior to 1993 had only one radio station and one TV station, today has four daily newspapers, 16 weekly/occasional newspapers, over 200 radio stations, 15 Free-to-Air and two pre-paid TV stations. The country also has approximately 13 million mobile phone subscribers, and this sector continues to grow rapidly. Between March and June 2010, for instance, 423,288 new telephone lines were introduced. Of these, 382,515 (90.4%) were mobile (Uganda Communications Commission, 2010). However, while 60,000 individuals have access to a computer, according to the Uganda Communications Commission, this figure translates to only 2.5 individuals in every 1,000. About 40,000 individuals have access to the internet according to the World Internet Usage Statistics (2010). However, this, like newspapers, still remains a privilege of the educated and/or well-resourced, mostly urban dwellers. In fact, for every 1,000 people only 1.7 individuals have access to the internet. The above statistics paint a mixed picture. While there has been great technological growth, this has not been matched by access for all. As a result, there is still a significant section of the population that is aware of the media's existence, but do not have the skills, the means or the confidence to engage with most of the available channels of information. A large section of people who *do* have access to the full range of media are youth.

Not surprisingly, recent studies have also shown that the proliferation of media (or media technologies) has not necessarily automatically resulted in more sophisticated public engagement for ordinary people. In fact, younger audiences appear to demonstrate a growing preference for entertainment programming over news and information. The majority of youth also appear to have limited critical engagement with media content, though they are spending more and more time using the media. The media, in targeting the youth, have reciprocated by de-emphasizing content that allows for critical engagement, with issues of policy, governance, human rights, etc. except, to the extent that it provides entertainment and grows audiences. Furthermore, while young people, mostly in the urban areas, who *do* have access to the internet and other information sources are able to find and use information to enable them to engage critically with the media if they choose to, there are generally limited information retrieval and management skills among the majority of rural and/or less affluent youth. Given that the majority of Uganda's population is below the age of 18, the youth are an important group to equip with skills to enhance the media's contribution to democratic discourse. Media literacy would also make them more active citizens.

At the media/journalism training level, the curricula in mainstream media/journalism training institutions largely assumes that the public understands the workings of the media and therefore once a pluralistic media environment is in place, the democratic dividends will be automatic. Journalism curricula in Uganda, therefore, have not addressed the issue of media and information literacy as a factor in realizing the dividends of freedom of expression, pluralism and diversity. The UNESCO model curricula document (UNESCO 2007) proposes that Journalism training institutions cover media literacy as a topic in a course entitled "Reporting and Writing/Tier 3: Specialized Journalism." However, this course benefits students who are already enrolled on a journalism programme.

This project proposes to develop the capacity of the Uganda Christian University to develop and run a stand-alone Training of Trainers (ToT) module in media and information literacy, domiciled in Journalism training institutions to enable such media and information literacy not only to benefit journalism students, but also to be offered to non-journalism students and youth within and outside formal training institutions. This module could then be customized to fill specific media and information literacy gaps that impact on the optimization

of media as a platform for democratic discourse, while also strengthening the capacities of media training institutions to offer high quality training and to train trainers.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project is 15 potential trainers at universities and tertiary institutions. These would include lecturers at the Uganda Christian University, Makerere University and other universities, practicing and retired journalists, media development workers and other journalism trainers. The second level target group is 60 young people in secondary schools and tertiary institutions (outside journalism schools) who will be equipped with media literacy skills during pilot workshops.

3. DEVELOPMENT OBJECTIVE:

The project equips individuals and institutions that work on freedom of expression with skills to empower young people to be more critical consumers of media who are also able to produce their own content, thus furthering pluralism and diversity, and holding the media accountable to the public.

4. IMMEDIATE OBJECTIVE:

Fifteen trainers from universities and tertiary institutions will have access to localized media literacy curriculum and skills to equip young Ugandans with skills to enable them to a) understand the workings of the media and how the media could be used in both democratic and non-democratic ways b) engage critically with the media and hold them accountable to the public c) contribute to the production of relevant local content for their local media

5. PROJECT OUTPUTS:

- Fifteen trainers equipped with skills to conduct media literacy training for young people.
- A localized media literacy curriculum for a five-day training of trainers workshop.
- A localized curriculum for training young people at media literacy workshops outside the university setting.
- A module in media and information literacy to be added to the journalism curricula of universities, tertiary institutions and media development agencies in Uganda , and made available to journalism students and to youth in the community.

6. ACTIVITIES:

- Consultative meetings
- Preparation for training; recruitment of consultant
- Localizing UNESCO Media and Information Literacy curriculum for TOT and for youth workshops
- Advertising and recruitment for TOT
- Curriculum development workshops
- Pilot media literacy workshops for youth
- TOT workshops
- Monitoring
- Evaluation
- Report Writing

7. PROJECT INPUTS:

- Training of Trainers advertising costs
- Pilot workshop advertising costs
- Meals, Snacks and refreshments for meetings
- Pilot workshop participant tokens (for transport)
- Support staff costs
- Trainers' fees
- Venue costs
- Stationery and supplies
- Production equipment
- Monitoring and evaluation costs

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Consultative meetings												
Preparation for training; recruitment of consultant												
Localizing UNESCO Media and Information Literacy curriculum for TOT and for youth workshops												
Advertising and recruitment for TOT												
Curriculum development workshops												
Pilot media literacy workshops for youth												
TOT workshops												
Monitoring												
Evaluation												
Report Writing												

9. INSTITUTIONAL FRAMEWORK:

The course would be conducted jointly by the Uganda Christian University’s Department of Mass Communication and the African Centre for Media Excellence (ACME). The Uganda Christian University would provide the intellectual basis for the training, lecturers and lecturer space and facilities and financial management infrastructure while ACME would provide the trainers for the TOT. The recruitment of trainers and TOT participants would be done jointly between the two institutions.

The Department of Mass Communication at the Uganda Christian University’s vision is a media hub of distinction and integrity in Africa, and its mission is to provide a learning environment that is focused on teaching, research and service in the study and professional practice of human communication. The Department is host to five full-time and several part time staff with a wide repertoire of specializations. The curriculum of the Department is currently under review to bring it in line with emerging needs and changes in the industry.

The African Centre for Media Excellence (ACME) is a Kampala-based independent, non-governmental and non-profit professional organization committed to helping African journalists to seek and achieve professional excellence and improving journalism and mass communication in Africa. ACME’s main mission is to make

the media a more effective platform for the provision of information on public affairs, a tool for monitoring official power, and a forum for public debate. ACME also works on interventions that equip civil society, academia, and the government with skills to engage more effectively with the media, as well as educating the public on how to better appreciate the forces that shape the news.

10. SUSTAINABILITY:

The sustainability of the project lies in the strategic partnership between UCU and ACME, both being established in the area of media training and curriculum development, and the careful division of labour, where UCU concentrates on the TOT aspect while ACME takes leadership in rolling out the programme to the youth in the communities drawing from the pool of trainers trained in the TOTs. The curriculum development element of the project also contributes to the project's sustainability. The module developed would build on a number of earlier curricula developed by institutions such as ACME, UNESCO, the Salzburg Academy etc., and could easily dovetail into UNESCO's model Journalism Curricula as a service/community outreach module. This means the course would be available to people outside Journalism programmes, and even outside the university

Institutional Monitoring & Evaluation mechanisms are in place both at ACME and UCU, as both institutions have a long track record in training and in project management. At UCU the programme would be managed under the offices of the Deputy Vice-Chancellor Development and External Relations and the Deputy Vice Chancellor Academic Affairs, and at ACME under the office of the Executive Director.

It is also envisaged that the different participating institutions would incorporate the module into their existing curricula. The Universities would retain the module as a service/community outreach component, even though it would also be available to journalism students.

11. FRAMEWORK OF MONITORING:

UCU and ACME undertake to report on project progress on a four-month basis to the UNESCO Regional Office for Eastern Africa in Nairobi and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The report will be submitted by Dr. Monica B. Chibita, Head, Department of Mass Communication, and Uganda Christian University. The Department's Planning and Development Committee will be the primary form of internal evaluation for the project. In addition the project will be supervised by the offices of the Bursar at the Uganda Christian University and the Deputy Vice Chancellors in charge of Academic Affairs and of Development and External Relations.

12. EVALUATIONS CARRIED OUT:

The World Internet Usage Statistics of 2010 provides useful information on media and ICT consumption in Uganda and justifies the necessary intervention in media and information literacy at the institution. The interventions are based on a study of the information seeking behavior of undergraduate students of Makerere University, Uganda.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Progress on project implementation will be done through quarterly reports to UNESCO through the UNESCO Regional Office for eastern Africa in Nairobi.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Quantity	Days	Rate	Total
Course advertising costs	2	-	900	1 800
Meals, snacks & refreshments for curriculum workshops	20	2	25	1 000
Meals, snacks and refreshments for TOT training	18	5	25	2 250
Meals, snacks, refreshments for media lit. workshops	18	15	25	6 750
ToT trainer fees	3	5	100	1 500
Pilot media literacy workshops trainer fees	4	15	100	6 000
Stationery and supplies				1 000
Monitoring and evaluation costs				3 595
Total IPDC				US\$ 23 895

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

Internet costs	500
Project coordination	1 000
University facilities use	2 000
Contingencies	1 000
Project Reporting	500
Communication expenses	300
Total	US\$ 5 300

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	A REGIONAL APPROACH TOWARDS INTEGRATING CONFLICT SENSITIVE AND ELECTION REPORTING CONTENT IN CURRICULA
2.	NUMBER	IPDC/57 RAF/05
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 27 060
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 860
9.	BENEFICIARY BODY	School of Journalism and Communication (SOJMC) of the University of Nairobi
10.	IMPLEMENTING OFFICE	UNESCO Regional office for Eastern Africa (Nairobi)
11.	PROJECT LOCATION	Kenya
12.	PROJECT PREPARED BY	Dr. Wambui Kiai, Director of SOJMC, UON & Jaco du Toit, UNESCO regional office for eastern Africa E-mail: j.dutoit@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

A lot of expansion and some progress have been realized in the media landscape, not only in Kenya but in the entire Eastern Africa region in recent years, including the rapid increase in media training institutions, both at the University and tertiary level. Reservations nonetheless continue to be expressed regarding the quality and depth of media content in broadcast and print production, based on the growing sophistication and high levels of expectations from a more educated and democratically aware citizenry.

Challenges exist regarding the capacity to offer specialized training and lectures of quality content. A closer examination of issues related to good governance, health and sustainable development has resulted in higher awareness and sensitivity levels among journalists, although a stakeholders' conference held in 2008 with support by the Ford Foundation agreed that in-depth, comprehensive training on the substance of these specialized themes is a consistent requirement. In addition, the need for reference material like modules and monographs, to allow the journalists to constantly update their knowledge and skills, was emphasized.

The UNESCO-funded Great Lakes media assessment revealed that although many journalism schools in the Great Lakes and East African region have bilateral support for engaging and supporting media development in the region, many of these interventions have ended up having little sustainable impact on journalism. One of the recommendations was the establishment of regional centres for specialized journalism training rather than continuing to focus on *ad-hoc* workshop-based training. Such regional centres for specialized journalism training would offer coordinated and sustainable journalism education modules as well as practical and professional support based on journalists' needs. The regional centres would serve to harmonize the *ad-hoc* and often replicated efforts by various donors and trainers across the region and would contribute to enhanced regional cooperation.

Following discussions among East African Potential Centres of Excellence in Journalism Education, the School of Journalism and Communication (SOJMC) of the University of Nairobi is engaged in discussions with the Ford Foundation as a development partner in the hosting of short courses on democracy, governance and media which would also include reporting on elections. In addition, the School is partnering with International Media Support (IMS), which has developed a module on conflict-sensitive reporting that can be utilized to develop course content on this subject at University level. The 2009 UNESCO publication entitled *Conflict-Sensitive Reporting: State of the Art*, incorporating a course for journalists and journalism educators, by Ross Howard, also served as reference point for discussions among East African Journalism Education Institutions. A similar module on Reporting on Elections is required. Both modules may serve as reference material for elective courses at the University and for short term training on these specialized themes. These will be introduced progressively as regional summer courses for both students and faculty and will facilitate more exchange and networking in both fields. The UNESCO Model Curricula, particularly on Reporting and Writing Tier 3 Specialized Writing and specifically on Political Communication, will be used, as well as the various activities proposed, including lectures, seminars, field work, video presentations and media laboratories, thus serving as a valuable framework of reference in developing the module and course content.

SOJMC proposes a pilot phase to integrate the specialized modules on conflict-sensitive and election reporting into its curricula to be followed later by integration into the curricula of other partnering regional universities, including Makerere University in Kampala and the National University of Rwanda. During this phase also, a training module on election reporting will be developed for future integration into the curricula of these journalism schools. SOJMC of the University of Nairobi was selected to spearhead this project in light of its current faculty capacity, as well as the existence of appropriate courses in both undergraduate and

graduate programmes that would enable the integration of new modules. The proposed project responds to the Criteria A: Curriculum and Institutional capacity building in UNESCO Criteria and Indicators for Quality Journalism and Identifying Potential Centres of Excellence in Journalism Training in Africa.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group for this project is journalism educators in the Schools and Departments of Journalism and Mass Communication (SOJMC) in Eastern Africa Region, (Kenya, Uganda, Rwanda, Tanzania, Burundi and Somalia and Djibouti). A secondary target group includes media practitioners in the mentioned region (to be realized at a latter phase when short courses commence).

3. DEVELOPMENT OBJECTIVE:

This project contributes to the strengthening of the professional capacity of journalism training institutions in Eastern Africa by integrating the specialized modules on conflict-sensitive and election reporting into its curricula, thus enhancing freedom of expression, pluralism and media diversity.

4. IMMEDIATE OBJECTIVE:

To equip the journalism education institutions in Kenya, Uganda, Rwanda, Tanzania, Burundi, Somalia and Djibouti with capacity to offer courses in conflict sensitive reporting and in elections reporting by integrating the specialized modules in their curricula.

5. PROJECT OUTPUTS:

- 1 high quality specialized training module on election reporting produced.
- Draft course content on election reporting developed and integrated into SOJMC curricula as a pilot phase before adoption by other institutions in Eastern Africa.
- Draft course content on conflict sensitive reporting developed in consultation with journalism education institutions from the region and other stakeholders.
- Sixteen (16) lecturers from Kenya, Uganda, Tanzania, Rwanda, Burundi, Somalia, and Djibouti sensitized on integrating the curricula on reporting elections and conflict-sensitive reporting.

6. ACTIVITIES:

- One 3-day workshop, half of which will focus on the content of the training module on election reporting. Participants will comprise academics and practitioners from the region together with a curriculum expert consultant meeting to discuss elements to be included in an election reporting training module. This will also ensure that specific regional needs will be met and allow for ease of future integration into other existing curricula. The other half of the period will look into the development of courses on conflict sensitive reporting and reporting on elections for integration into Curricula. The International Media Support and UNESCO modules on conflict-sensitive reporting will be taken into consideration in development of the course content. A curriculum expert consultant from the School of Journalism and Communication (SOJMC) of the University of Nairobi will facilitate the workshop.
- Selection of consultants
- Development of draft module
- Five-day virtual validation and pre-testing workshop to ensure quality and full account of the region's needs at various stages of the project. Scholars, researchers and practitioners from the region will review and critique the module on election reporting and the proposed course content on conflict-sensitive reporting and election reporting.
- Finalization and Publication of the modules (to reach wide regional audience).
- Completion and integration into SOJMC curricula as a pilot phase.

7. PROJECT INPUTS:

1. 2 experts/consultants capable of developing the relevant modules for SOJMC curricula.
2. Workshop costs for 18 participants (airfare, accom. for regional participants, and conference package).
3. Five-day validation and pre-testing workshop.
4. Publication of the module and dissemination.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
ID of experts and preparatory activities												
2 x 1.5 day workshops												
Devt. of module and draft course content												
Virtual 5-day validation & Pre-testing workshop												
Publication of the module and dissemination												
Reporting												

9. INSTITUTIONAL FRAMEWORK:

The vision of the SOJMC is predicated on the University of Nairobi’s vision: “A World Class University Committed to Scholarly Excellence”. Est. in 1970, it seeks to achieve distinction globally in communication and media training and research. The Director of the School is the Academic and Administrative head and is assisted by the Associate Director. The School has 14 full-time lecturers; 30 part-time lecturers; and 12 Support Staff. The sources of income at the School include the self-sponsored Academic programmes (USD 2 million in 2010-2011); financial and development partners support (USD 150,000 in the 2010-2011 financial years). The School has managed projects from various development partners, including the Ford Foundation, UNESCO, DANIDA, UNDP, and CIDA. There are 6 academic staff members holding a PhD and 3 of these have a background in media and politics. Many lecturers at the School have served as trainers in short-term courses nationally, regionally and internationally. This, coupled with its excellent networking with partners in industry, will contribute to the effective implementation of the project.

10. SUSTAINABILITY:

Integration of the courses into the School’s curricula addresses sustainability as selected journalism educators of the Schools and Departments of journalism in the region shall gain specialized knowledge in conflict-sensitive reporting and reporting on elections. In addition, the two modules developed shall be utilized for short course training, which can be sponsored by the various media houses and other development partners.

11. FRAMEWORK OF MONITORING:

Monitoring will be carried out by the UNESCO Regional Office for Eastern Africa in Nairobi. Additionally, the university has a regular performance contracting exercise done every quarter: this includes reports on projects. The consultative meetings shall ensure that the module and courses for integration are completed.

12. EVALUATIONS CARRIED OUT:

This project is inspired by the UNESCO-commissioned assessment report on the Great Lakes region that indicated the need for training in specialized, thematic areas, as well as the gap in institutional capacity

building for most journalism and communication schools in the region. The School was recently assessed by the Price Waterhouse Coopers agency on behalf of UNICEF, and the interim report showed a low-risk score.

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

Reports will be presented every quarter to the UNESCO Nairobi office by the Coordinator of the project, Dr. Wambui Kiai. A final comprehensive narrative and financial report will be completed at the end of the project.

C. ADDITIONAL INFORMATION

SOJMC is in the process of strengthening the Centre of Excellence in Communication and Media Training and Practice, in collaboration with the Media Council of Kenya (MCK), the Ministry of Information and Communications (MoIC) and the Kenya Institute of Mass Communication (KIMC). The structure as discussed by stakeholders is independent, although anchored at the SOJMC and University of Nairobi. The focus of the Centre will be specialized thematic courses. The School published a module for in-depth training on Democracy, Governance and the Media in October 2012.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Consultant for development of courses (US\$ 70 x 15 days)	1 050
3-day workshop on training and development of course material:	
Travel for regional participants from: Uganda (2 x US\$ 400)	800
Rwanda (2 x US\$ 450)	900
Burundi (2 x US\$ 500)	1 000
Tanzania (2x US\$ 400)	800
Somalia (2 x US\$ 800)	1 600
Djibouti (2 x US\$ 800)	1 600
Accommodation: (half board) for 12 participants (US\$ 150 per night x 4 nights)	7 200
Conference package for 18 participants (including 4 from Kenya, plus conference support staff): 2 x teas, lunch, water and conference room (US\$ 40 x 18 x 3 days)	2 160
Validation and pre-testing virtual consultation: Moderator (US\$ 150 x 5)	750
Printing and distribution of module: US\$ 4 x 250	1 000
Total IPDC	US\$ 18 860

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

Administrative support (12 months)	7 000
Visa and transport costs	1 200
Total	US\$ 8 200

LESOTHO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF MOEILING COMMUNITY MULTIMEDIA CENTRE IN BUTHA-BUTHE REGION
2.	NUMBER	IPDC/57 LES/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training support
7.	TOTAL COST OF PROJECT	US\$ 40 723
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 323
9.	BENEFICIARY BODY	Lesotho Chapter of the Media Institute of Southern Africa Contact: Mr. Tsebo Mats'asa, Director MISA – Lesotho E-mail: misalesotho@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO Windhoek office Contact: Ms Lydiah Gachungi, Adviser for Communication and Information E-mail: l.gachungi@unesco.org
11.	PROJECT LOCATION	Butha-Buthe Region, Lesotho
12.	PROJECT PREPARED BY	Moeling Community, MISA Lesotho Chapter & Lydia Gachungi, UNESCO Windhoek Cluster office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Lesotho, a country with ten (10) districts and a population of 1.8 million people (according to 2006 National Census), has twelve (12) radio stations; a majority (9 out of 12) of which are privately owned and with only one community radio station (Mafeteng Community Radio established with support from UNESCO). Over 90% of these radio stations are based in the capital town, Maseru.

Lesotho being a mountainous country, this makes transmission more expensive and complicated for most radio stations, hence the minimum coverage for most privately owned radio stations. Currently, only two state owned radio stations (Radio Lesotho and Ultimate FM) have nearly full coverage on all ten districts. The former focuses more on developmental programming while the latter's programming is more youth oriented.

There is only one State owned television in the country. It is only accessible via satellite television and it broadcasts a variety of locally produced programmes. As regards the print media, Lesotho currently has about 10 weekly newspapers and there is no daily. Coverage and circulation efforts for newspapers in the country are greatly hampered by the inaccessibility to the rural population.

It is therefore on this note that Moeling FM, a community radio station based in Butha-Buthe, had been established. The station was a brain-child of a young Mosotho male of 18 years of age. He used old radio receiver circuit board and some discrete electronics components as well as a computer for playing music as his studio and transmission equipment for the radio. The antenna of the station is a simple wire mounted on top of the tree and is earthed using a 2mm copper single core cable with dry joints in between. The radio station which was situated on the Lipelaneng valley which borders Leribe and Butha-Buthe districts was closed down due to the fact that it did not meet the regulator criteria in terms of equipment, skills of the presenters and other requirements.

Reestablishing and upgrading this radio and provision of a telecentre will be an answer for Butha-Buthe community especially its marginalised groups who will be given a platform in which to communicate their day to day issues, *i.e.*(Agriculture, poverty and health), and also enhance their socio-economic development and also provide skills and access to information through the modern information technologies. It ought to be emphasised that the highest number of the Butha-Buthe Community still live in rural areas where literacy levels are still low, thus have limited access to information as it is not readily available due to poor infrastructure and high costs of newspapers as well as other sources of information. The CMC has a potential to promote the economic activities of the community as well as enabling the largely illiterate rural population of Butha-Buthe to access information and news locally, regionally and even internationally. It will undoubtedly bridge the gap precipitated by literacy challenges especially among women and youth.

The purpose of this project is therefore to establish and operationalise a community multimedia centre (CMC) in Butha-Buthe district of Lesotho. Fortunately this initiative received very strong support from the Lesotho Communications Authority (the communications regulator) and a formal commitment to issuing the community radio with a broadcasting licence.(attached to this proposal)

Due to the community members lack of the initial technical skills, this CMC will be established by the community with full support from the Lesotho National Commission for UNESCO and MISA- Lesotho as well as the, University of Lesotho. The funding being requested will enable the community to purchase an on air broadcasting and production Unit, telecentre equipment as well as capacity building for staff as well as

volunteers. The Lesotho National Commission will provide the necessary physical structure and lobby for other institutions in the region to support the CMC's in terms of its sustainability and more important support to relevant local content generation and development after UNESCO's funding phase.

2. DESCRIPTION OF THE TARGET GROUP:

Moeling Community Radio targets an estimated audience of 200 000 people from Butha-Buthe and the neighbouring district of Leribe that is comprised of the marginalised groups with 2/3 of the targeted population being women, girls and youth.

3. DEVELOPMENT OBJECTIVE:

Strengthen and empower capacities of rural communities especially women and youth in order to participate effectively and democratic ally in the development of their district and advocate supportive policies and development programmes thus promoting freedom of expression and information as articulated in the constitution of Lesotho and the country's Vision 2020.

4. IMMEDIATE OBJECTIVE:

A fully operational community multimedia centre established in Butha-Buthe district by the last quarter of 2013.

5. PROJECT OUTPUTS:

- A well-equipped community radio with the capacity to collect, produce and transmit local news and programs from the community established in Butha- Buthe district of Lesotho.
- A telecentre with the new Information and communication equipment established.
- Ten Community radio management staff and volunteers equipped with skills on handling broadcasting and telecentre equipment, produce and air locally generated and relevant programmes.

ACTIVITIES:

- Advocacy and mobilisation of the community members, various local leaders and surrounding public and private institutions, civil societies, to sensitise them on participation and involvement in the CMC initiative.
- Sourcing and purchasing of broadcasting equipment.
- Sourcing and purchasing of production equipment.
- Soundproofing of the studio.
- Sourcing and purchasing of telecentre equipment.
- Technical Training on the use of equipment.
- Training of management staff and volunteers on programming and management of the station.
- Production and broadcasting of development radio programmes.
- Training of the community members and telecentre users on ICTs and access to information
- Installation and launch of the CMC.

7. PROJECT INPUTS

- Soundproofing of the studio
- Establishment of a Local Area Network for the CMC

- Broadcasting and production units
- Telecentre equipment and UPS for back up
- Installation of the studio equipment
- Training of 10 management staff and volunteers for three days

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Mobilisation and Advocacy activities	■	■					■	■				
Sound proving the Studio		■										
Capacity building of Management staff and volunteers		■	■				■					
Purchasing of On air and Production Equipment			■	■	■							
Purchasing of the telecentre equipment including establishment of the LAN			■	■	■							
Installation of equipment and commissioning of radio station						■	■	■				
Production and airing of locally generated and relevant programmes								■				
Reporting				■				■				■

9. INSTITUTIONAL FRAMEWORK:

MISA- Lesotho is willing to execute this project as it has in the past been able to undertake similar tasks in the country. It also received a backup from its regional office based in Windhoek, Namibia, which has also pledged support in this venture. Directed by Mr. Tsebo Mats’asa, MISA-Lesotho is a Non Governmental Organization founded in 1992 primarily to focus on the need to promote free, independent and pluralistic media as envisaged in the 1991 Windhoek Declaration.

Although MISA-Lesotho will spearhead the project, it has already resumed the advocacy and mobilisation of Butha-Buthe community, various local leaders and business community and civil societies, to sensitise them on participation and involvement in the CMC initiative. It has also helped the community to setup a board of directors comprising 10 members representative of the community.

The board has duly submitted the broadcasting licence application to the regulator and has been assured in writing (see attached annex) that a licence will be granted without any doubt as the regulator fully supports this initiative.

10. SUSTAINABILITY:

MISA- Regional office support to this project bears testimony to the possible sustainability of this enormous project. MISA-Lesotho will ensure that this project becomes a success by signing a Memorandum of Understanding with the Butha-Buthe community- where it will pledge to monitor the CMC’s activities especially on radio programming. Further to this, MISA-Lesotho will periodically offer refresher workshops for the volunteers of the CMC.

In addition, the Natcom has also received an enormous support from the Ministry of Communications, Science and Technology which has also pledged support by providing relevant training skills to both staff and board members of the radio.

It should also be noted that the ministry usually hold training workshops aimed at sustaining the capacities of media houses in the country thus Moeling will not be an exemption in this regard.

11. PRIOR EVALUATIONS CARRIED OUT:

As noted elsewhere in this proposal, this project will be implemented by MISA-Lesotho. Lesotho National Commission for UNESCO will provide the necessary support Through previous studies undertaken by the Natcom in the country, it has since been discovered that there is a dire need of community multi-media centres to bridge the gap precipitated by the terrain of Lesotho which makes it difficult for mountainous and of-course disadvantaged communities such as those ones of Botha-Bothe to have access to other electronic media.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

The overall monitoring of this project will be carried out by UNESCO. MISA-Lesotho Chapter, the Board of directors of Butha- Buthe community and the Lesotho National Commission for UNESCO will carry out the day today monitoring of the project. MISA Lesotho Chapter will further be responsible for furnishing UNESCO with progressive reports on the project. The Butha-Buthe community and MISA-Lesotho will update the nation through Press releases and conferences about the financial support received from UNESCO.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Reporting would be a responsibility of MISA-Lesotho Director- Mr. Tsebo Mats’asa, who will report on quarterly basis the project progress to UNESCO Office in Namibia.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
I. TELECENTRE EQUIPMENT			
5 desk top LG computers@ 588 each			2 949
5 Ups(Uninterruptable Power Supply) @ 47 each			235
Printer with scanner and fax			235
LAN			323
Sub-Total			3 742
II. STUDIO AND BROADCAST TRANSMITTER EQUIPMENT			
	Unit price	Qty.	
8 Channel mixing console with w. studio switch, built-in tel. Hybrid:	3 100	1	3 100
Studio 1" capsule condenser microphone	120	5	600
Monitor speakers (pair) w. built-in amplifier:	800	2	1 600
Headphones:	50	6	300
4-way headphone amplifier:	150	1	150
Soundcard:	100	1	100

External hard drive	150	1	150
Microphone stands	40	5	200
Shielded audio cable (100 m.) with 30 XLR male/ female connectors and 30 RCA connectors:	300	1	300
P4 audio editing computer with 80GB HD RAM 512MB, Windows XP, CD-WR, 19" monitor:	1 200	2	2 400
Uninterrupted power supply 350 VA:	100	1	100
Sub-Total Studio Equipment:			9 000
FM stereo transmitter 250 watts:	4 900	1	4 900
Antenna bay 4 layers, omni directional:	1 050	1	1 050
Antenna feeder 50 metres:	300	1	300
Uninterrupted power supply 500 VA:	350	1	350
30 m antenna mast (locally fabricated):	2 500	1	2 500
Sub-Total broadcast transmitter system and power backup:			9 100
Equipment transport and installation costs:			3 500
Training Needs:			
4 days Workshop on Programming and media management organization, local daily transport for 18 participants and logistics costs			1 000
Workshop facilitator costs (local) for 4 days@ 150			600
Accommodation and meals for facilitator during the workshop			533
Buffet Lunch 18 (quantity) x \$13.3 x 4 days			957
Soft drinks 18 (quantity) x \$ 2,7 (Unit price) x 4 days			194
Morning tea and coffee 18 (quantity) x \$ 4.8 (Unit price) x 4 days			345
Project monitoring and evaluation			352
Sub-Total training needs			3 981
Total IPDC			US\$ 29 323

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (8 months x 2 staff members)	3 400
Communication costs	700
Studio and station building renovation	7 300
Total beneficiary's contribution	US\$ 11 400

NAMIBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF COMMUNITY MEDIA IN NAMIBIA THROUGH THE DEVELOPMENT OF ETHICAL STANDARDS FOR ELECTION COVERAGE AND FOSTERING COMMUNITY PARTICIPATION IN CONTENT DEVELOPMENT
2.	NUMBER	IPDC/57 NAM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support and Equipment
7.	TOTAL COST OF PROJECT	US\$ 27 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 22 500
9.	BENEFICIARY BODY	MISA Namibia 21 Johann Albrecht Street, Windhoek West, PO Box 97475, Maerua Mall Windhoek, Namibia Tel: (+264 61) 232975 Email: broadcast@misanamibia.org.na
10.	IMPLEMENTING OFFICE	UNESCO Windhoek Office
11.	PROJECT LOCATION	Windhoek, Namibia
12.	PROJECT PREPARED BY	Ngamane Karuihe-Upi, Acting National Director (MISA Namibia); Mathew Haikali (Coordinator: Namibia Community Broadcasters Network (NCBN) & Lydia Gachungi, UNESCO Windhoek (e-mail: l.gachungi@unesco.org)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Namibia is preparing for general elections in 2014. The ruling Swapo Party congress takes place in November 2012 and will be the official launch pad for party (and individual) election campaigns in preparation for the 2014 ballot. Next year, 2013, is therefore a critical pre-election phase for Namibians. Thus, the quality of the national debate will depend on the capacity of Namibians including the marginalised groups such as the rural women and the youth to engage with the political process. This will be through the envisaged civic awareness campaigns and secondly through a process that allows them to articulate their individual and community needs – at all levels – to political parties and individual candidates. In that the community radio is a powerful tool to facilitate communication between communities and policy makers, it has the potential to play a critical role in enhancing active participation of communities in the democratic process.

Radio is one of best means of communication in Namibia. With dozens of stations in various languages across the country, it reaches far more homes than television, internet or telephone. In total, 84.5%³ of the population either owns or has access to a radio. This compares to: 66.8% of the population who own or have access to a phone; 39.4% of the population who own or have access to a TV; 8.4% of the population who own or have access to the Internet.

However, in Namibia, community radio stations have continued to face vast challenges including incapacity to source, develop and package local content. In view of this the Media Institute of Southern Africa (MISA) Namibia Chapter is supporting an initiative by the Namibia Community Broadcasters Network (NCBN) - aimed at facilitating skills sharing, development of the relevant codes of ethics for the members, enhancing capacity and sustainability of network members, individually and as a collective. In the context of upcoming elections, MISA Namibia and the NCBN seek support to:

- Organize a two-day consultation with network members to develop and agree on a Code of Conduct for Electoral Coverage by the Community Radios in Namibia, which will domesticate the recently adopted Regional Guidelines on Media Coverage of Elections in Southern Africa. This initiative will strengthen the community media in Namibia to follow agreed rules and principles of conduct that place this media at the head of the democratic debate for peace and development, centred on the creation of values of citizenship, more than on party-political disputes, aimed at controlling political power.
- Organise a three day intensive training programme to facilitate the development of skills and capacities of the NCBN members focusing on amongst other issues of development, governance, social justice and human rights, gender in the context of election coverage.
- Develop content and air the radio programmes. These programmes will also be shared among the network members and also be disseminated through the new digital and social media platforms to promote participatory and democratise debates to ensure peace during elections.

2. DESCRIPTION OF THE TARGET GROUP:

This project targets members of the Community Broadcasters Network (NCBN) from all the regions in Namibia. The target group will be comprised of equal number of women and men including the youth.

³ *Statistics from: Namibia Planning Commission, Central Bureau of Statistics. A Review of Poverty and Inequality in Namibia. 2008.

3. DEVELOPMENT OBJECTIVE:

Contributes to ensuring that ethical and professional community based media serve the needs of all the groups in the society by promoting dialogue on development issues such as good governance, social justice, human rights, gender balance and national cohesion.

4. IMMEDIATE OBJECTIVE:

To equip community broadcasters in Namibia with civic knowledge and professional skills in defining a locally owned code of conduct on election reporting which will facilitate production of well-informed and relevant local content that will effectively inform and engage community members on community and national issues, including elections coverage and monitoring the process.

5. PROJECT OUTPUTS:

- Community broadcasters adopt a self-regulatory Code of Conduct to govern and improve both the conduct of media workers and the content of the community radios during elections
- Locally generated and relevant content on elections produced and shared through community radios.
- Content available at NCBN website and related database for easy upload to social network sites and sharing with the local, national and global partners.
- Capacity of the NCBN members enhanced in reporting election related issues

6. ACTIVITIES:

- Engage an expert in putting together the domesticated draft code of conduct for Election reporting
- 2 day meeting to discuss and ratify the code of conduct: this will entail discussions on ethical principles guiding the work of media professionals specifically during elections. The workshop will involve representatives from the various community media in Namibia. Officials from the Electoral Commission of Namibia and the Media Ombudsman will participate and make presentations that will build into the draft. This meeting will culminate in the adoption of a set of guidelines to serve as a Code of Conduct for Community Radios in Namibia on Election Coverage. The Regional Guidelines on Media Coverage of Elections in Southern Africa will serve as an input paper.
- 3 day workshop for 20 participants- this will entail the training and sharing by community broadcasters on effective participatory techniques during elections including investigation and production of relevant content on elections.
- On site location visits - NCBN will undertake location visits to the communities where the partner community broadcasters are based to monitor, mentor and evaluate the progress the groups will be making towards the development of local content and their engagement with their communities, on investigation, reporting, interviewing and participation in the radio programmes debate.
- Documentation process. This will entail production of a video documentary which will highlight the entire process on the ways and means community media groups are empowered to develop local content relevant for the social, economic and political transformation of their communities and the country during elections. The documentary will be widely shared and shown at community social centres to improve similar engagements in the country and in the región.

7. PROJECT INPUTS:

- Trainers/Experts

- 2 day consultative meeting and one 3 days workshop costs
- Preparation of the training manual that is relevant to the local context
- Training and field recording equipment (a laptop, digital camera and video recorder)
- Cost of production and packaging of Radio programs and video production
- Field visits costs

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
2 day meeting with expert on development of election reporting guidelines	■	■										
3 day training workshop on election reporting			■									
Production of election related radio programs and community performances			■	■	■	■	■	■	■	■	■	■
Onsite Location					■	■				■	■	
Production of video documentary									■	■		
Project reports and related write-up				■				■				■

9. INSTITUTIONAL FRAMEWORK

The NCBN is currently run by a steering committee comprising of four representatives from the broadcasters and an independent media coordinator. The committee reports on a monthly base to the larger committee comprising of all representatives from all community broadcasters in the country, as well as to MISA Namibia and AMARC Africa. Since its formation NCBN has engaged in intensive training and capacity building and lobbying for an overall regulatory framework for broadcasting with special emphasis on community broadcasting. Its role continues to be that of coordination, defence and support in aspects such as training, content development, fundraising and advocacy for community communication groups. It has partnered with various organisations in carrying out its mandate especially UNESCO, FES, AMARC Africa and MISA Namibia among others.

10. SUSTAINABILITY

This is a capacity development project for the community broadcasters in Namibia as expressed by NCBN's mission statement: *"To empower members through capacity building and training, fund raising, marketing, skills exchange, lobbying and advocacy and content exchanged"*.

The development of local content is in line with the organisation's action plan that was developed during a three-day workshop with support from AMARC Africa and MISA Namibia which seeks to *"increase content production at a local level thus enhancing the capacity of community broadcasters through empowerment, training and content sharing."*

This project will be infused in other training programmes that NCBN will undertake from time to time with other partners. It is expected that NCBN will use the project's training modules as a basis for developing a model that will be used for further short-term training of community broadcasters this region. NCBN and community broadcasters will sustain the project's strategies and database through the various forms of social and community media in a manner that will ensure effective replication and/ or multiplication in related community media initiatives in the country and in the region.

11. FRAMEWORK OF MONITORING:

The monitoring framework will be carried out by UNESCO; However, NCBN will develop standardized monitoring and evaluation tools that will keep continuous check on the project's progress and the partners' engagement with the target communities. Follow up monitoring and mentoring visits will be an integral component of this project.

12. EVALUATIONS CARRIED OUT:

Various engagements and spot checks undertaken by NCBN have revealed that community broadcasters still lack capacities and strategies in the development of local content that is engaging and applicable in their communities and more so on election reporting. This is more so as there lacks effective networking among the various community broadcast initiatives across the country towards the development, production and sharing of collaborative local content. This gap has in effect led community broadcasters, especially community radio stations, to present sub-standard programmes and/ or copying of commercial radio stations in their programming and engagement with their communities. This project will be a huge leap towards filling this gap.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

This project will be implemented by NCBN Secretariat under the leadership of the Coordinator and in close collaboration with MISA Namibia chapter. NCBN will be submitting quarterly progress reports and the final end of project reports to UNESCO. The overall responsibility of the project lies with NCBN's Steering Council under the leadership of the Chairperson.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Unit Cost	Quantity	Total Cost
2 Days: Consultative meeting			
Expert preparation of the draft code of ethics	1 100	1	1 100
1 Facilitator (x 2 days @ 150 per day)	150	2	300
Participants Accommodation + Meals (80 x 20 participants x 3days)	80	20 x 3	4 800
Local Travel refunds (20x20 participants)	20	20	400
Training hall hire @\$100 per day, plus stationery	100	3	300
Sub Total			6 900
3 Days: Training Workshop			
Packaging of training materials (modules preparation, handouts, stationery, etc)	1200	1	1 200
Trainer (2 trainers x 3 days @ 150 per day)	150 x 3	2	900
Participants Accommodation + Meals (80 x 20 participants x 4days)	80 x 3	20	6 400

Local Travel refunds (20 x20 participants)	20	20	400
Training hall and related equipment/facilities (3 days@\$100)	100	3	300
Sub Total			9 200
On-location visits:			
Trainers (1 trainer – site visit and follow-up training the five groups x 2 days @150 per day)	150 x 2	5	1 500
Documentation (video & photography)	500	1	500
Sub Total			2 000
Equipment			
1 Laptop, flash disks(memory sticks) and laptop carrying case	1000	1	1 000
1 Digital Camera	450	1	450
1 Video Camera	950	1	950
Field digital recorders for the 20 trainees	100	20	2 000
Sub Total			4 400
Total IPDC			US\$ 22 500

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

Recurrent secretariat coordination, communication, overhead and staff costs	5 000
Total	US\$ 5 000

SOUTH AFRICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING SCIENCE JOURNALISM AND COMMUNICATION IN SOUTH AFRICA
2.	NUMBER	IPDC/57 SAF/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support and institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 36 770
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 770
9.	BENEFICIARY BODY	South African National Editors' Forum (Sanef), and Department of Journalism, Stellenbosch University www.sun.ac.za Email contacts: gnclaassen@sun.ac.za
10.	IMPLEMENTING OFFICE	UNESCO Windhoek office
11.	PROJECT LOCATION	Department of Journalism Stellenbosch University Private Bag X1, Matieland, 7602 South Africa Tel. (+27-21) 8083488
12.	PROJECT PREPARED BY	Prof. GN Claassen, Dept of Journalism, Stellenbosch University and Chair: Sanef Science Journalism Steering Committee. & Lydia Gachungi, UNESCO Windhoek
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Following remarks on the need to improve science reporting by Department of Science and Technology Minister Naledi Pandor at the council meeting of the South African National Editors Forum (SANEF) in May 2011, as well as subsequent discussion in this regard, SANEF passed a resolution at their annual general meeting on 18 September 2011 to improve and expand science journalism training on all tertiary levels for students and mid-career journalists; to build science journalism skills and capacity in the newsroom; and to deepen the coverage of science-related events and topics.

A recent peer reviewed study by the Department of Journalism at Stellenbosch University, published in the peer reviewed journal *Communicatio* 37(3) 2011: pp. 351-366, indicated the dire need for training in science journalism in South Africa and the lack of institutionalized science journalism structures at media institutions in the country. Stellenbosch University is the only tertiary institution in Africa presenting a full course in science and technology journalism at postgraduate levels of BPhil, Master's and PhD.

To achieve these objectives, SANEF's Science Journalism Steering Committee was given the mandate to develop science journalism curricula and training programmes in co-operation with academic, civil society and government science initiatives. This initiative also has the support of the Department of Science and Technology and UNESCO.

To follow were several informal discussions in late 2011 where members of the Science Journalism Steering Committee comprised of SANEF and other stakeholders approached Strategic Communication and Stakeholder Relations (SCSR) to become part of this initiative with the aim of giving media workers (science journalists in Southern Africa) access to professional training and development, both vocational and academic, at all stages of their career. This initiative also extends to the media sector as a whole by monitoring and supporting professional associations such as the various science journalism associations in countries, e.g. the South African Science Journalism Association and civil society organisations. The project will be coordinated by the Science Journalism Steering Committee of the South African National Editors' Forum (Sanef) and in cooperation and with management alliance within the Department of Journalism of Stellenbosch University.

The proposed activity will also strengthen links between science councils like CSIR and tertiary institutions like Stellenbosch University and TUT to improve and expand science journalism training at all tertiary levels, reaching both undergraduates and mid-career journalists on a post-graduate level. This will aim at training science journalists in South Africa every year and to provide training to students at postgraduate level to follow a course in science & technology journalism at Stellenbosch University. The initiative also builds on efforts by Tshwane University of Technology, Namibian Polytechnic and Makerere University to enhance science journalism reporting, within the framework of UNESCO's work in this area.

To achieve this, a three day consultative meeting aimed at creating common understanding for the strengthening of science journalism in Republic of South Africa will be held. The meeting will discuss in details the training curricula on science journalism on all tertiary levels for students and mid-career journalists and the activities aimed at building science journalism skills and capacity in the newsroom as a way of deepening the coverage of science-related events and topics. This will also include a field trip to an institution with the relevant programme. A study on best practices and how to enhance the public understanding of science through the media and the establishment of science news desks and science editors

in South African media will be carried out. The aim in the long run is also to strengthen links between science councils like CSIR and tertiary institutions like TUT to improve and expand science journalism training on all tertiary levels, reaching both undergraduates and mid-career journalists on a post-graduate level. Similar initiatives are planned for all the major centres in the country.

2. TARGET GROUP

The primary target of this proposed activity is students at the tertiary levels and mid-career journalists in Republic of South Africa. Secondary targets include the science journalism training institutions, science councils and tertiary institutions.

3. DEVELOPMENT OBJECTIVE:

This project seeks to strengthen the South African training institutions to offer science journalism as a specialised subject through building the capacity of institutions which support the media that reflects a diversity of views and interests in society, thus enhancing development in the country.

4. IMMEDIATE OBJECTIVE:

Strengthen the science journalism and communication institutions to develop and offer courses in science journalism, and create science news desks and science editors in media organizations in South Africa

5. PROJECT OUTPUTS:

- A science journalism curricula established and adopted by science training institutions in South Africa
- Collaboration between science organizations (e.g.: South African Agency for Science and Technology Advancement (SAASTA), CSIR, etc) and Tertiary institutions to develop and offer courses in science journalism established
- Best practice guidelines on how to enhance the public understanding of science through the media in South Africa and Africa established;
- Science news desks and science editors in media organizations in South Africa established.
- Possible production of an annual journal in Science Journalism

6. ACTIVITIES:

- A 3 days consultative meeting on establishing a science journalism curriculum that is relevant to local context for the strengthening of science journalism. The meeting is also aimed at building collaboration, partnerships and advocacy on the same with science institutions. This will also include a field trip to one of the institutions that is offering science journalism;
- SANEF to carry out a study of best practices and establish guidelines on how to enhance the public understanding of science through the media. This study will be a follow-up study of Carine van Rooyen's *Report on science and technology coverage in the South African print media* (2001) and George Claassen's *Science and the media in South Africa: Reflecting a 'dirty mirror'* referred to above
- One day meeting with Media managers to discuss the establishment of science news desks and science editors in South African media
- Establishment of an annual event to recognize best science journalism students, Reporter and institution/department offering science journalism courses

7. PROJECT INPUTS:

- Equipped venue and logistical costs for a 3 days’ consultative meeting including field visit
- Costs of study /assessment of the best practices and putting together guidelines that are relevant to RSA context
- Cost of the 1 day meeting with Media managers to discuss the establishment of science news desks and science editors in South African media.
- Cost of the first annual event to recognize best science journalism students and institutions

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Assessment and production of guidelines of best practices	■	■										
3-day consultative meeting workshop on establishing science journalism curricula			■	■								
1-day meeting with Media managers to discuss the establishment of science news desks and science editors in South African media					■							
Establishment of science news desks and science editors in South African media						■	■	■	■	■		
First annual event to recognize best journalism students and institutions										■		
Project reporting				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Stellenbosch University is one of South Africa’s oldest higher education institutions that has developed the only course in science and technology journalism at any tertiary institution in Africa. It has been presenting this course as part of a BPhil, Master’s and PhD programme since 1995. Prof Claassen has presented courses in science journalism as part of UNOPS and UNESCO initiatives respectively in 2010 in Nairobi, Kenya and 2012 in Addis Ababa, Ethiopia. He also organized and co-presented the first of a series of training workshops called Science Meets the Media in Stellenbosch, presented in Stellenbosch in November 2011. The next workshop will be in March 2012.

Vision: To contribute to the development of Southern Africa through innovative, quality-driven teaching, learning and research in the journalism discipline.

Structure: The Department of Journalism has four specialist permanent journalism lecturers, as well as 8 part-time lecturers from industry teaching in various specialist fields of journalism. It is one of UNESCO’s institutions of excellence in journalism in Africa.

10. SUSTAINABILITY:

This initiative will be supported by the South African Agency for Science and Technology Advancement (SAASTA), South African National Editors’ Forum (Sanef), the Department of Science and Technology, the CSIR and Stellenbosch University. All these institutions have resources to sustain the development of science journalism beyond the life of the project.

11. FRAMEWORK OF MONITORING:

The overall monitoring will be carried out by UNESCO Windhoek Office in close collaboration with the South African National Editors' Forum (Sanef) and Stellenbosch University who will carry out the day to day monitoring activities.

12. EVALUATIONS CARRIED OUT:

The establishment of postgraduate science journalism degree courses at other universities besides Stellenbosch University where such courses at B.Honours and Master's level have been established and presented since 1995. The chair of the SJSC, Prof. George Claassen, has made an extensive study of science journalism training in other parts of the world and the Stellenbosch B. Honours and MPhil-programmes are based on such models in Europe, the USA and the Far East. At this stage (October 2012), this is still the only fully developed science and technology journalism course at any university in Africa. Variations of some parts of science journalism such as health reporting are presented at some universities, Rhodes University's Discovery Health programme in Health Reporting as one example.

The TUT's Department of Journalism in partnership with the CSIR and others, has undertaken to develop and enhance science journalism reporting in South Africa. To this effect the department has since 2009 been active in arranging contact in the field as through the US embassy and UNESCO and two other African training centres, being the Makerere University and the Namibian Polytechnic. A study tour of American journalism scientific reporting centres were done and used as a departure point for this current initiative. Through the support of UNESCO, one of the envisaged projects for this initiative has already taken place – the climate change workshop offered in June 2012 at the CSIR in Pretoria. TUT sponsored an initial workshop with senior media representatives in March 2012 and buy-in from all was achieved.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Stellenbosch University's Department of Journalism and specifically Prof. George Claassen at the department will ensure quarterly reports are submitted to UNESCO including the final comprehensive reports at the of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Assessment and production of guidelines of best practices in SA on how to enhance the public understanding of science through the media (\$100 x 30 days)	3 000
3-day consultative meeting on establishing a science journalism curricula:	
Venue hire @ \$ 250 x 3 days	750
Lunch @ \$ 20 x 3 times x 30 people	1 800
2 Tea break @ \$ 5.5x 30 people x 5 times	825
Water \$ 1.5 x 30 people x 5 times	225
Dinner for participants from other regions: @ \$ 20x 15 people x 4 nights	1 200

Stationery	500
2 experts fees including report compilation @ 250 x 3 days	1 500
2 facilitators meals (2 teas, lunches, water) for 3 days	195
Accommodation for participants from other regions; @ \$ 80 x 15 people x 4 nights	4 800
Local Transport: @ \$ 20 x 15 people	600
1 consultant to organize the meeting and carry out all the logistics	1 500
Sub Total	13 895
One day meeting with Media managers to establish science desks in media houses	
Venue hire @ \$ 250 x 1 day	250
Lunch @ \$ 20 x 50 pax	1 000
2 Tea break @ \$ 5.5x 50 pax	550
Water \$ 1.5 x 50 pax	75
1 consultant to organise the meeting, facilitate and do report compilation	500
Sub Total	2 375
First annual event to recognize best journalism students and institutions (venue hire @250, meals, tea, water for 100pax @32.5, 1 consultant to organize the event@\$1000, printing of certificates of recognition and purchase of books prizes@1000, Publicity (banners and media announcements@2000)	7 500
Total IPDC	US\$ 26 770

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
SANEF and Department of Journalism, Stellenbosch University: Recurrent secretariat coordination, communication, overhead and staff costs	10 000
Total	US\$ 10 000

SWAZILAND

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY OF SWAZILAND MEDIA PROFESSIONALS TO EFFECTIVELY AND PROFESSIONALLY INVESTIGATE AND REPORT DEVELOPMENT CONCERNS
2.	NUMBER	IPDC/57 SWA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support and institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 37 860
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 600
9.	BENEFICIARY BODY	Panos Institute Southern Africa 9028 Buluwe Road, Woodlands Box 39163, Lusaka, Zambia Tel: +260211263258
10.	IMPLEMENTING OFFICE	UNESCO Office Windhoek Contact: CI Adviser, Lydia Gachungi E-mail: l.gachungi@unesco.org
11.	PROJECT LOCATION	Swaziland
12.	PROJECT PREPARED BY	Lilian Chigona-Executive Director Panos Institute Southern Africa, The Network of Journalists Living with HIV in Swaziland & Lydia Gachungi, UNESCO Windhoek
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

An assessment of media investigation and reporting on development concerns such health issues conducted by Panos Institute Southern Africa in 2011 confirmed that the media in Swaziland lack skills in in-depth and investigative reporting on key developmental issues including health and HIV. There is generally inadequate capacity to engage in analytical and in-depth reporting that can influence policy debates. One of the key issues which is poorly addressed is health as a development concern especially around HIV/AIDS issues. Key health issues such as HIV/AIDS are approached from a sensationalist perspective, lacking depth and facts. Consultation further revealed high level of stigma among media workers, resulting into stigmatizing features and reports, low knowledge levels resulting into poor and shallow media outputs as well low risk perception resulting in many media people poorly responding to HIV/AIDS services available.

While there have been a number of interventions targeting media capacity in reporting on health issues, they have targeted media as agents of communication, rather than as a community that is also equally affected by HIV/AIDS and other health concerns. Panos South Africa, in full consultation with the network of Journalists living with HIV in Swaziland agree that Swazi media workers should be supported to internalize health issues such especially HIV/AIDS at a personal level, which may enhance their professional capacity in addressing this widespread health concern both in the workplace and for the public audience. This is because the capacity of the media in Swaziland to professional and effectively investigate and report on development concerns such as health has been found to be below par. Not only are the health news articles sensational and without facts, the news reports have been found not to be moving in tandem with the great strides made globally. The Journalists also living positively with HIV have had no institutional support to perform their investigative and reporting work.

Consultations with Journalists living with HIV revealed that failure of Swaziland Journalists to address development concerns such health issues for example HIV/AIDS which is prevalent in Swaziland, is mostly due to high levels of stigma and denial among media workers. One area that Swaziland Journalists have not strongly come out is in their role to address stigma and discrimination associated with HIV and AIDS in their investigation and reporting, more so that they are journalists living with the virus. There is also need by journalists in Swaziland to report objectively and interesting the issues of HIV positive people living among the Swazis, drawing from their own personal experiences as people living with the virus (PLWHA).

As a result, Panos Institute Southern Africa (PSAf) has facilitated the formation of a network of journalists in Swaziland living with the virus. Through its Health and Development programme, PSAf has organized similar networks of journalists living with the virus where the institution has facilitated focus group discussions, e-mail-based discussion groups (d-groups) and helped share lifesaving information to these journalists. PSAf has helped reduce stigma among the media houses where these journalists work and has helped journalists with necessary information and skills to report objectively on the HIV and health issues. PSAf has also helped the affected journalists identify challenges affecting them and bring forth solutions. PSAf brings this wealth of knowledge to the network of journalists in Swaziland living with the virus.

In order to address this problem, the Swaziland Network of Journalists living with HIV and PANOS Institute Southern Africa proposes to run a health and '*AIDS and Me*' workshops for various media groups in Swaziland as follows:

- Media owners/manager
- Editors

- Journalists
A result of these workshops will be:
- Clear action plans which various media houses will come up with to support health concerns such HIV/AIDS interventions in their workplaces;
- Reduced stigma of such health related cases in media houses;
- Increased professional and sensitive reporting/coverage of HIV/AIDS and other sensitive health concerns.
- PSAf will be using an internally developed *Training Manual for Journalists on Mediating HIV and AIDS in Southern Africa* in conjunction with a locally relevant manual on investigating, reporting and media houses balanced coverage of health issues such as HIV/AIDS.

Panos Institute Southern Africa and the network of the Journalists living with HIV in Swaziland will also collaborate with two like-minded local partners in Swaziland to support the implementation of this activity. These are Swaziland local OSISA and MISA Swaziland. MISA Swaziland is to help identify interested journalists and media houses and escalate the project within these media houses. The project will also draw support from the Swaziland local OSISA health project to add support to the journalists and their media houses. As local partners already on the ground, PSAf believes working with MISA and OSISA will draw from the ground breaking experiences of the two organizations and will add value to their work leading to the sustainability of this Swaziland project.

2. DESCRIPTION OF THE TARGET GROUP:

The main target group for this project will be Journalists (both living with the virus and those reporting on the subject), Editors and Media Managers. The secondary target will be the people of Swaziland who will benefit from in depth reports and HIV or health investigative stories.

The project will also have Journalists living with HIV in Swaziland who will be directly engaged with various media professionals to sensitize them on how media can effectively respond to HIV/AIDS and other sensitive health concern issues. From this improved Health and HIV reporting, there will be improved public policy debates and dialogue that will impact on the improved health service provision.

3. DEVELOPMENT OBJECTIVE:

The project contributes to social development efforts by addressing health concerns issues and the related stigma through building professional capacities of the media in Swaziland to promote dialogue on development issues, advocate for social justice and human rights, and supporting freedom of expression for the marginalised and discriminated groups in the society

4. IMMEDIATE OBJECTIVE:

To build the capacity of 100 media workers (60 Journalists; 40 Media Managers) in investigating, reporting and coverage of HIV/AIDS to ensure an analytical and in-depth reporting that can influence policy debates.

5. PROJECT OUTPUTS

- 60 Journalists trained in investigating and sensitive reporting of health issues such as HIV/AIDS
- 40 media managers trained in balanced coverage of health issues such as HIV/AIDS;
- 15 media houses develop action plans for responding to sensitive health issues of concern such as HIV/AIDS from a well-informed perspective;
- A locally relevant manual on investigating , reporting and media houses balanced coverage of health issues such as HIV produced;

- Strengthen the capacity of the network of the Journalists living with HIV/AIDS (JLWH) in Swaziland.

6. ACTIVITIES

- Mapping media houses in Swaziland
- Developing a locally domesticated training manual on investigating, reporting and media houses balanced coverage of health issues such as HIV produced
- Purchase of the training equipment for the JLWH in Swaziland which will also be used for follow-up coaching activities and subsequent training
- Identifying participants and carrying out the workshop (2 workshops, 3 days per workshop)
- Coaching and follow up with media houses for 4 weeks after training.

7. PROJECT INPUTS:

- Training Equipment for the JLWH in Swaziland (A laptop, and a projector will be purchased.)
- Trainers: The project will require three (3) trainers to carry out the training and media houses coaching.
- Two (2) Trainings workshops for the media practitioners each for 3 days.

Preparation and Production of the manual on investigating, reporting and media houses balanced coverage of health issues such as HIV produced.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification and buy-in of target media houses in Swaziland	■											
Developing of a Swazi specific manual	■	■										
Identifying participants and purchase of training equipment		■										
Running the workshops			■	■	■							
Coaching and follow-up with media houses			■	■	■	■						
Quarterly Reporting				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Panos Institute Southern Africa (PSAf) is a regional communication for development organisation that exists to amplify voices of the poor and the marginalised people to ensure that they participate in driving development. It was established in 1996 in Lusaka as a regional organisation. PSAf has offices in Johannesburg and Maputo to support its regional reach. The organisation is run by an Executive Director who leads a team of well experienced and qualified professionals. The Executive Director reports to a nine-member board of directors which is drawn from various countries of the region. PSAf empowers the media and other communication actors to amplify voices and effectively communicate development issues.

Management arrangements as follows:

Executive Director: Overall supervision and quality control.

Programme Manager: Planning, executing and monitoring and reporting.

Network of Journalists living with HIV members: on ground day-to-day implementation and filed data collection for reporting.

M&E Manager: leading all M&E aspects, data management and interpretation.

Finance Manager: Financial control, management and reporting.

10. SUSTAINABILITY:

The project will be sustained by the fact that the network of JLWH is already in existence and members work on voluntary basis. There is already the initiative from JLWH in ensuring effective media response to health issues such as HIV/AIDS is ongoing but needs support with trainings to guarantee professionalism and address the health issues effectively. Once this is done, PSAf and the network of JLWH will continue with the intervention.

11. FRAMEWORK OF MONITORING:

The UNESCO Field Office in Windhoek will monitor implementation of this project with the support of PSAf and the existing network of Journalists living with HIV (JLWH) in Swaziland who will be very central to monitoring the day to day project progress on the ground with the support of programme staff from PSAf.

12. EVALUATIONS CARRIED OUT:

To inform the development of this proposal, PSAf in collaboration with the Swazi network of Journalists living with HIV conducted a needs assessment with all project participants and stakeholders. The assessment informed PSAf of the gap there is in the response to health issues such as HIV/AIDS where media capacity is concerned. Panos Institute Southern Africa has implemented such kind of intervention in a number of countries before. Recent Project evaluations that have taken place in the PSAf as follows:

1. Evaluation of the Regional Communicating HIV Prevention Programme in 5 countries for phase 1 (2010)
2. Evaluation of the Fostering transformation of State Broadcasting to Public Service Broadcasting in Southern Africa Project 2011.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Through the existing M&E framework, PSAf will collect reports from the ground (Journalists living with HIV). These reports will be compiled by PSAf's Regional Health and Development Programme Manager; Mamoletsane Khathi and approved by the Executive Director before being submitted to UNESCO.

C. ADDITIONAL INFORMATION

Preparatory activities that took place prior to development of this proposal are as follows:

1. Regional meeting of JLWH which identified the key needs to the Swazi media
2. Consultation workshop with the media in Swaziland.
3. Consultation with National Emergency Response to HIV and AIDS (NERCHA).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Developing course content for both trainings and production of the manual on investigating, reporting and balanced reporting (lump sum to consultant)	2 500
Accommodation (B&B) for 2 workshops x 3 days/workshop by 20pp/training @ \$80/night	9 600
Conference package (lunch, stationery, training room) for 2 workshops for 3 days/workshop for 20pp @\$30/pp	3 600
Local Trainers fees (x2 @ USD100/pp/day x 2 days x 2workshops)	800
International Trainers (x 2 @ USD140/pp x 3 days x 4 workshops) (less USD160 to be paid by PSAf)	3 200
Participants dinner allowances (3 days x 2 x 20 @ USD25/day)	3 000
Flights (4 regional flights @ USD600/flight (2 workshops for 2 International trainers)	2 400
Training equipment (laptop, projector). The equipment will be bought in Swaziland and kept by the Network.	1 500
Total IPDC	US\$ 26 600

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Mapping exercise	1 500
Staff time for PSAf staff involved 2ppl @ 25% of their time x 12 months	9 600
Contribution to international trainers	160
Total	US\$ 11 260

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING OF PRODUCTION AND BROADCASTING SKILLS IN GOOD GOVERNANCE AND DEVELOPMENT FOR COMMUNITY RADIOS IN NAMIBIA AND SOUTH AFRICA
2.	NUMBER	IPDC/57 RAF/06
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 41 715
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 265
9.	BENEFICIARY BODY	AMARC Africa
10.	IMPLEMENTING OFFICE	UNESCO cluster office in Windhoek Contact: CI Adviser, Ms Lydiah Gachungi E-mail: l.gachungi@unesco.org
11.	PROJECT LOCATION	Windhoek, Namibia
12.	PROJECT PREPARED BY	Mr Alymana Bathily, AMARC Africa Coordinator E-mail: Alymanab@yahoo.fr & Lydia Gachungi, UNESCO Windhoek office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The promotion of “good governance “ is at the heart of AMARC Africa ‘s Program of Activities for 2011-2014 “African Voices for Rights and Development which seeks to empower poor and marginalized communities throughout Africa.....to promote social justice, sustainable, democratic and participatory human development through community radios by enabling them to exchange news and information and thus establish a conversation with government representatives at the local and national levels about issues of governance as they affect them and implement good governance practices.

The recent evaluation report on the project “Promoting Development and Good Governance through Community Radio” has indicated the relevance and usefulness and increased need for capacity development of community radio broadcasters:” ...the participating radios express the need for more tutoring mentoring and/or training. There have also been request for including some local training for trainers and knowledge sharing at local level, particularly in terms of how to reinforce the mentoring approach techniques. This aspect was raised at the evaluation discussion....”The report states further : “...We attribute this improvement to the use of the combination of training for trainers and mentoring permitting that the learning process is brought into the radios. We see this as the main intermediate outcome that will evolve in the next two years of the project...”

Some of the concerns from this study is that African community radios still often lack the capacities to produce the types of programs on development and good governance required to attract big audiences and have the targeted social impact.⁴ Specific areas of weakness identified by the study include lack of production skills on hand (program writing and script writing skills, editing techniques, proper handling of technical equipment, recording of links and pop-ops, show preparation and overall coordination notably) and presentation skills on the other (understanding how to select the guests, research on them and prepare questions for the interviews, prepare adverts and jingles, conduct the interviews, ensure broadcast under the best conditions, prepare podcasts and post them on a Web Site).

This proposed project therefore seeks to train 16 trainees as producers and presenters⁵ for 8 community radios from Namibia and 4 from South Africa to produce and broadcast good quality programs to promote good governance in delivery of social services eg water and sanitation and access to education. These community radios will later serve as models in their respective countries and train other producers and presenters for other community radios in the region. A follow up activity to ensure sustainability and have a multiplier effect is to have at least 20 community radio producers from South Africa and 8 from Namibia trained through Distance Learning and Mentoring with the assistance of the 16 trainers trained by this project .

This project eventually aims at building the capacity of the 8 functioning community radios affiliated to the Namibia Community Radio Network (NCRN) and each will delegate 1 member to the training of trainers (TOT) session. The 4 South African community radios will be selected by the National Community Radio Network (NCRF) based mainly on their capacity to duplicate the training received to other community radios in the network. AMARC Africa will request both NCRN and NCRF to consider the following criteria when selecting the future trainees: (i) Gender: AMARC policy recommends respecting the gender parity in all

⁴ Notably from the evaluation conducted in 2012 of the project « Promotion of Development and Good Governance through Community Radio in Africa » implemented in 6 countries (Burkina Faso, Ghana, Democratic Republic of Congo, Kenya, South Africa and Senegal from 2009 to 2011.

⁵ In many community radios, the two jobs are performed by the same employee.

representations. However women representation in community radios in Africa is on average of 30% only⁶ and will therefore settle for a participation of 30% of women in this project, (ii) Age: Trainees should be on average about 30 years old which is the average age of community employees, (iii) Position within the station: the selection will concern only community radio producers and presenters, (iv) Experience: 2 to 3 years experience on the job as producer/presenter.

2. DESCRIPTION OF THE TARGET GROUP:

The project targets to train 16 producers from 12 community radios in Namibia and in South Africa. Of these, 8 trainees will come from 4 South African community radios (2 trainees from each community radio) and 8 other from Namibian community radios (1 from each of the community radios).

3. DEVELOPMENT OBJECTIVE:

The project contributes to the increase in plurality and diversity of media in Namibia and South Africa and enhances the capacities of communities to use media as a platform for the promotion of development, democracy and good governance in these countries.

4. IMMEDIATE OBJECTIVE:

Producers and presenters from 12 community radios from Namibia and South Africa acquire the knowledge and skills to produce and broadcast programs of good quality and relevant content on development, democracy and good governance.

5. PROJECT OUTPUTS:

16 community radio producers (including at least 5 female) from Namibia and South Africa are trained as trainers to produce good quality programs to promote development, democracy and good governance.

1. 24 hours (2 hours per participating station) of good quality programs on different aspects of local governance (elections, delivery of social services eg water and sanitation, access to education),
2. 24 hours podcasts of programs on governance produced and broadcasted by the community radios will be posted along with their scripts on the AMARC Web Site to serve as “models” and be used freely by other community radios.
3. 3 monitoring reports are produced during the course of the project : 1 after the workshop, 1 halfway during the tutoring/ training phase and 1 halfway during the production of the programs phase.
4. Monitoring reports will thus allow for corrections in the tutoring/training phase and/or the production of programs phase if problems have been detected.
5. 1 evaluation report on the project outputs and on its short term impact will be available 3 months after the end of the production and broadcasting of programs and made available to all stakeholders.
6. 20 additional community radio producers from South Africa and an 8 from Namibia are trained through Distance Learning and Mentoring with the assistance of trainers trained by this project.
7. The Linked Data Platform implemented by the Commonwealth of Learning (CoL) will be used⁷.

Linked Data platform uses the Web to share and exchange not only documents, but also raw, accessible and directly exploitable information. It relies on the simple idea that the mechanisms used nowadays to share and interlink documents on the Web can be applied to share and interlink data and metadata about these documents, as well as the concepts and entities they relate to.

⁶ See the evaluation of the project « Promotion of Development and Good Governance through Community Radio in Africa » and also “Community Radio in Senegal”, Alymana Bathily/AMARC Africa, 2004

⁷ www.col.org/.../LinkedDataForODL.pdf

6. ACTIVITIES:

- Training of Trainers Workshop for 16 community radio producers from Namibia and South Africa on the production of programs to promote good governance. Training is based on the findings and recommendations of the assessment research.
- Production and broadcasting of 2 hours of programs on various issues of governance by the 12 community radios (for a total of 24 hours).
- Podcasting of the 24 hours of programs and posting on the AMARC Web Site along with their scripts to be downloaded by other community radios during the 6 months training and tutoring phase.
- Training and mentoring of an additional 20 selected community radio producers from South Africa and 8 from Namibia over a Distance Learning platform with the help of the trainers trained by the project.
- Monitoring to follow progress and indicate necessary interventions.
- Evaluation will analyze the short term impact of the project and indicate if the objective of enabling the community radios to produce and broadcast good quality programs on governance has been achieved and if this has allowed for good governance in practice.

7. PROJECT INPUTS:

- A 3 days training of Trainers Workshop organised in Namibia for the 12 community radio producers from Namibia and South Africa
- Distance Learning facilities for each participating community as a follow-up to the training activity (computer with WIFI access, Internet access where required and expert assistance for installation and tutoring).
- Production costs for 2 hours of good quality programs by each of 8 community radios

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
3 Day Training of Trainers Workshop for 16 producers from Community radios												
Training and mentoring of 16 community radio producers from 8 CR of South Africa and Namibia												
Production and broadcasting of 2 hours by each of 8 community radios.												
Podcasting of the 24 hours of programs and posting on the AMARC Web Site												
Distance Learning for Training and Mentoring of 20 in South Africa and 8 in Namibia												
Monitoring												
Evaluation Report												

9. INSTITUTIONAL FRAMEWORK:

AMARC is an international non-governmental organization serving the community radio movement, with almost 4 000 members and associates in 110 countries. Its goal is to support and contribute to the development of community and participatory radio along the principals of solidarity and international cooperation. All continents are represented on AMARC's International Board of Directors. AMARC Africa was established in 1997 as the Africa branch of AMARC. It is a member based organization which Board of Directors is elected every 4 years by its General Assembly. AMARC Africa presently has 567 member radio stations-individual

radios and networks- in 33 countries. It also has individuals and NGOs as members. The General Assembly adopted the Strategic Plan of Action which informs the present 4 year Program of Activities (2011-2014) and seeks to promote freedom of expression and the right to communication through community radio and social media. AMARC turn over in 2011 has amounted to Can Dol 698 630. Funding has been given by such organizations as the Canadian International Development Agency (CIDA), the Food and Agricultural Organization (FAO), the Ford Foundation, UNESCO and the Open Society Initiative.

10. SUSTAINABILITY:

This project falls within the AMARC Africa Strategic Plan of Activities 2011-2014 which is “Knowledge sharing, trainings, capacity-building, mentoring and tutoring” as one of the 6 activities to be implemented in the Africa region with the overall final objective of contributing to providing community radios with the capacities and skills required to produce and broadcast good quality and relevant programs which would contribute to development, democracy and good governance in Africa. AMARC Africa will therefore ensure the activities implemented have a multiplier effect through the follow-up activities of at least 20 community radio producers from each country who will be trained through Distance Learning and Mentoring with the assistance of the 16 trainers trained by this project in each country. AMARC Africa will also forge partnerships with partners on the ground especially the regional and national community media networks such as NCRF and NCRN in selection and follow-up activities as well as in access through links to the produced programs that will be posted to the AMARC website.

11. FRAMEWORK OF MONITORING:

Project implementation will be monitored by the UNESCO Windhoek Cluster Office in collaboration with AMARC Africa and through the partners on the ground namely the regional and the national community media networks, NCRN and NCRF. As is the usual practice of AMARC, the project methodology, objectives and calendar once approved by the targeted participants will be published on the AMARC Web Site. Three monitoring reports will be published as well on the Web Site once approved by each participating radio. Likewise, the final evaluation report will be discussed by all participants and published once approved by all participants. Monitoring will be on going as it will serve see problems and difficulties as they occur and allow for a quick response.

12. EVALUATIONS CARRIED OUT:

AMARC Africa Strategic Plan for 2011-2014 and its subsequent AMARC Africa Strategic Plan of Activities for 2012-2014 have provided the background information which justifies this project. Objective 2 of AMARC Africa Strategic Plan of Activities for 2012-2014 states as its “goal ” to: “ Develop the capacities of African community radios to produce and broadcast programs which are attractive to the audience and which can bring about behavior change. And to do so it proposes to “ Train a core of trainers (100) throughout Africa in production skills to rapidly implement professional standards of quality in program production in community radios and progressively train other community radio journalists throughout Africa...” This proposed activity is also supported by the recent evaluation report on the project “Promoting Development and Good Governance through Community Radio” which has indicated the relevance and usefulness and increased need for capacity development of community radio broadcasters.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

AMARC undertakes to submit to UNESCO reports on the progress on a quarterly basis. The present project will be managed by Mr Alymana Bathily, Senior media sociologist, AMARC Africa Coordinator who will be

in charge of the overall management, coordination, evaluation and reporting. Each participating community radio will designate a coordinator who will report to the AMARC Africa Coordinator.

C. ADDITIONAL INFORMATION

The present project is based on the data provided by the yearly Training Needs Surveys among its members that AMARC Africa has conducted for the past 5 years and on the extensive consultations it had with representatives of national networks during its “Capacity Development Conference “Improving Content, Networks Contribution and Women Empowerment” which it has funded and which was held in 19 to 22, July 2010 in Johannesburg, South Africa and its “Knowledge Exchange and Capacity Development Conference : Improving the impact of Community Radios in Africa” held in Dakar, Senegal on 24-26 January 2012. It is also based on evidence provided by the evaluation of the project “Promoting Development and Good Governance through Community Radio” which was implemented from 2009 to 2011.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1-Transport Costs	
Airfares for South African participants (\$680 x 8 = \$5440)	
Airfare for AMARC facilitator (from Dakar, Senegal) at \$1200	
Airport to hotel and back \$65x9 = \$585	
Local transport refund for Namibian participants \$20 x 12 = \$240	7 465
2- 3 Day Training Workshop for 16 Community radios producers + 2 facilitators (from AMARC and local).	
Accommodation and dinner for 8 South African participants + AMARC facilitator @ \$90 for 6 nights	4 860
Accommodation and dinner for Namibian participants : 8 producers + 1 facilitator @ \$90 X 3 nights	2 430
Venue @ day \$ 250 x 3 days	750
Lunch @ 20 \$ x 20 people (16 trainees +2facilitaors + 2 miscellaneous) x 3 days	1 200
Tea break @ \$ 5.5x 20 people x 2 times	220
Water \$ 1.5 x 20 people x 2 times	60
Dinner for Namibian participants : @ \$ 20x 8 people x 3 nights	480
Projector rental for 3 days	250
Sub Total	10 250
3-Fees	
1 local Trainer fees @ 150 x 3 days	450
Workshop Rapporteur	500
Sub Total	950
4-Program production and broadcasting support to 12 community radios in	

South Africa and Namibia	
@ 800 support for production per community radio x 12 radios	9 600
Consultant for mentoring to community radios for the production and broadcasting of 24 hour programs on good governance @ 500 X 6 months	3 000
Sub Total	12 600
Total	US\$ 31 265

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Overhead : communication, office, equipment (1/5 of total \$250 per month x 12	3 000
Provision of Distance Learning Facility and support	5000
ICE: Banner and Media campaign (3 television, 6 Radio interventions)	2000
International Facilitator fees @ 150 X 3days	450
Total	US\$ 10 450

BURUNDI

A. IDENTIFICATION DU PROJET		
1.	TITRE	Promouvoir la sécurité et la protection des journalistes au Burundi.
2.	NUMÉRO	IPDC/57 BDI/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 1 : Un système de régulation favorable à la liberté d'expression, au pluralisme et à la diversité des médias
4.	DOMAINE DE PRIORITÉ DU PIDC	La liberté d'expression
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Assistance financière
7.	COÛT TOTAL DU PROJET	US \$ 36 520
8.	MONTANT DEMANDÉ AU PIDC	US \$ 30 520
9.	BÉNÉFICIAIRE DU PROJET	Union Burundaise des Journalistes (UBJ) Maison de la Presse, Rohero I, Avenue des Travailleurs n°1, BP : 6719 Bujumbura Tél : + 257 22 25 86 92 Mobile : + 257 77 997468 E-mail : ubjburundi@gmail.com
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO Yaoundé Contact : M. Cletus Ojong E-mail : c.ojong@unesco.org
11.	LOCALISATION	Bujumbura
12.	PROJET PRÉPARÉ PAR	Union Burundaise des Journalistes (UBJ) et le Bureau de l'UNESCO Yaoundé
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Depuis les élections de 2010, les relations entre la presse privée et le pouvoir ses sont détériorées. Les responsables de l'Union Burundaise des Journalistes (UBJ) et les journalistes des principales radios indépendantes font régulièrement objet de menaces. Ils sont régulièrement intimidés, bastonnés, convoqués intempestivement devant les tribunaux, principalement aux tribunaux de grande instance de Bujumbura, de Ngozi et Bubanza pour la simple raison d'avoir dénoncé certains abus des pouvoirs publics ou d'avoir donné la parole à un opposant. Des pratiques qui rappellent la période du monopartisme.

Ces intimidations émanant des autorités judiciaires et de l'administration centrale visent à empêcher la presse de travailler car la presse est le seul canal d'expression de la société civile, des opposants et de la population. Ces mêmes menaces concernent également des correspondants des radios privées à l'intérieur du Burundi. Les correspondants de la Radio Publique Africaine (RPA) au nord et à l'Ouest du pays sont régulièrement menacés par des agents des services de renseignement. Même chose pour des correspondants de la Radio Isanganiro au sud. Souvent ces journalistes menacés se voient dans l'obligation de passer des semaines, voire des mois dans la clandestinité pour essayer de voir si les choses peuvent se décanter. Dans ce cas, ces journalistes sont laissés à eux-mêmes. Une réussite pour les auteurs de menaces. L'impact sur leur travail, leur famille, leur voisinage est immense. Actuellement la menace qui pèse sur la liberté de la presse surtout privée est permanente.

La solidarité et la protection des journalistes font partie des missions que s'est assignées l'UBJ, membre de la Fédération Internationale des Journalistes (FIJ). C'est dans cette optique que l'UBJ souhaite jouer pleinement son rôle dans la protection des journalistes et être plus près d'eux dans ces moments de combat noble d'informer correctement la population.

L'exercice effectif de cette mission passera par une stratégie et une méthodologie bien définie, qui s'appuiera sur une étude sociologique et professionnelle. Cette stratégie va reposer sur un ensemble de méthodes précises, notamment une enquête de terrain et une étude documentaire. Des études de collecte et constitution de banques de données sur le harcèlement de journalistes burundais depuis les années 2000, des ateliers de sensibilisations des magistrats sur le code de déontologie de la presse au Burundi, le droit de la presse, des ateliers regroupant les hommes de lois, les responsables en communication de différents ministères et les rédacteurs en chef sur les conditions de collecte et de traitement des informations ainsi que la sensibilisation des décideurs sur la place de la presse privée dans la consolidation de la démocratie.

2. DESCRIPTION DU GROUPE CIBLE :

Le groupe cible est constitué de journalistes de la presse écrite et audiovisuelle du Burundi, qu'ils relèvent de la presse publique ou privée.

3. OBJECTIF DE DÉVELOPPEMENT :

L'objectif de développement est d'améliorer les prestations des médias et la pratique d'un journalisme indépendant, pluraliste et objectif en luttant contre la culture d'impunité.

4. OBJECTIF IMMÉDIAT :

L'objectif est de former des journalistes sur l'exercice de la profession et de sensibiliser les autorités législatives, politiques et militaires sur l'importance de la liberté d'expression

RÉSULTATS ATTENDUS :

- Un état des lieux des violations des droits de journalistes au Burundi est dressé.
- 30 journalistes formés sur la déontologie journalistique de la sécurité des journalistes par trois universitaires/experts en éthique et liberté de la presse.
- 30 hommes de lois et les administratifs sont imprégnés du droit de la presse au Burundi, sur les conditions de collecte et de traitement des infos dans les medias et sur la complexité du métier d'informer, son champ d'application et ses limites, trois universitaires/experts en éthique et liberté de la presse
- Un plaidoyer auprès des pouvoirs publics sur de la nécessité d'une loi sur l'accès à l'information.
- Un plan d'actions pour la protection et la sécurité des journalistes est adopté
- Les heurts entre pouvoirs publics et les journalistes sont minimisés.

ACTIVITÉS :

- Organisation d'une étude d'impact des harcèlements des journalistes, sur le métier d'informer et une journée de validation des travaux de l'étude.
- Organisation d'un atelier de formations sur la pratique du journalisme, l'éthique et la déontologie journalistique.
- Sensibilisation et plaidoyer des autorités politiques, législatives et militaires sur la déontologie du journalisme et le droit à l'information.

5. INVESTISSEMENTS :

- Un consultant pour mener l'étude, avec une expertise en matière de sécurité et de la protection des journalistes;
- Développement des programmes des ateliers
- Sélection des participants et choix des lieux des ateliers
- Transport, restauration et hébergement des participants dans les ateliers;
- Transport, restauration et hébergement des leaders de l'UBJ qui vont suivre les dossiers dans les tribunaux à l'intérieur du pays
- Impression de documents des ateliers;
- Deux réunions préparatoires;
- Coûts liés aux activités de la campagne.

6. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Recrutement des personnes ressources (consultant et facilitateurs)	■											
Période de l'étude		■	■									
Atelier de validation de l'étude				■								
Atelier de formations sur l'identité d'un journaliste professionnel et la déontologie journalistique.					■							

11. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

L'UBJ va présenter les rapports période et final. C'est le Président de l'UBJ qui est responsable de la mise en œuvre du projet alors que le Secrétaire Général, Pierre Bertrand Bihizi et le Trésorier, Innocent Nduwayo se chargeront respectivement de la rédaction des rapports narratifs et financiers.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Etude d'impact des harcèlements des journalistes et sur le métier d'informer	
Honoraires consultant pour la production l'étude	1 500
DSA Consultant 21 jours d'enquête x 70\$	1 470
Sous-total	2 970
Atelier de formations sur l'éthique et la déontologie journalistique	
Location de la salle 150\$ x 3 jours	450
Frais d'hébergement des facilitateurs 30\$ x 4 jours x 3 personnes	360
Pause-café, déjeuners et rafraîchissements 30 \$ x 30 personnes x 3 jours	2 700
Honoraires des facilitateurs 150\$ x 3 jours x 3 personnes	1 350
Frais d'hébergement des participants 30\$ x 30 personnes x 4 jours	3 600
Per diems des participants 25 \$ x 30 personnes x 4 jours	3 000
Frais de transport des participants 60\$ x 30 personnes	1 800
Matériel pour les ateliers (forfait)	530
Sous-total	13 790
Atelier de sensibilisation et plaidoyer des autorités politiques, législatives et militaires	
Location de la salle 150\$ x 3 jours	450
Frais d'hébergement des facilitateurs 30\$ x 4 jours x 3 personnes	360
Pause-café, déjeuners et rafraîchissements 30 \$ x 30 personnes x 3 jours	2 700
Honoraires des facilitateurs 150\$ x 3 jours x 3 personnes	1 350
Frais d'hébergement des participants 30\$ x 30 personnes x 4 jours	3 600
Perdiems des participants 25 \$ x 30 personnes x 4 jours	3 000
Frais de transport des participants 60\$ x 30 personnes	1 800
Matériel pour les ateliers (forfait)	500
Sous-total	13 760
Total PIDC	US\$ 30 520

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE
(en dollars des Etats-Unis)

Mise en œuvre du plan d'action et les activités	4 500
Réunions préparatoires des différentes activités	1 000
Frais de communication	500
Total	US\$ 6 000

CAMEROON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ASSESSING COMMUNITY RADIO BROADCASTING IN CAMEROON
2.	NUMBER	IPDC/57 CMR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Research and institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 47 289
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 339
9.	BENEFICIARY BODY	Department of Journalism and Mass Communication, University of Buea P. O Box 63, Buea, South West Region Contact: Prof. Enoh Tanjong Tel: + 237 77 69 15 22
10.	IMPLEMENTING OFFICE	UNESCO Yaoundé, Focal Point: Cletus Ojong Contact: c.ojong@unesco.org
11.	PROJECT LOCATION	Buea
12.	PROJECT PREPARED BY	Department of Journalism and Mass Communication, University of Buea Prof. Enoh Tanjong
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The liberalization of the audiovisual space in 1990 witnessed an upsurge of private radios, television stations and newspapers across the national territory. Cameroon today boasts of over 300 newspapers, more than 200 private radio stations and over 50 private television channels. This dramatic growth of private ownership of media space has been supported by a modest growth in training institutions, most of which offer middle level journalism training.

This modest growth in the area of journalism training has created a vacuum in radio and television stations that require personnel to produce and run programs. This has resulted in the hiring of self-trained journalists or quacks whose capacity for programming is very limited and production non-existent. The result is that media programs are of low quality and hardly address issues of vital interest to their primary audience. This situation is even more critical in community radio stations that rely mainly on volunteers to produce and run programs. Otherwise, it would be interesting to know why community radios are not as performant as they were expected to be at the time of their creation. Possible constraints could be the legal framework supporting the community radio, funding, ownership, location and programming.

This project seeks to align these constraints against the performance of community radios in an attempt to develop a more functional and conducive framework within which community radios can adequately perform the role for which they were created. In order to do this, the project needs funding to conduct in depth assessment of community radios across the national territory. The study will be followed by a training workshop bringing together representatives of the community radios to work on the problematic of community radio performance based on the findings of the study. Solutions and recommendations will be replicated to all community radios across Cameroon.

2. DESCRIPTION OF THE TARGET GROUP:

The target group is made up of professionals of community radios (promoters, animators and technicians of these community radios), most of whom are volunteers.

3. DEVELOPMENT OBJECTIVE:

The development objective of this project seeks to enable the emergence of community radio that are performant within the given media landscape in terms of management, sustainability and editorial independence and also to enhance community radio's participation in the community development process.

4. IMMEDIATE OBJECTIVE:

This project seeks to set up a national framework to support the development and proper functioning of community radios that allows for participation of all community members and to promote a platform for grassroots participation, social debate and local development.

5. PROJECT OUTPUTS:

- Establish a database for community radios
- Identify policy issues on community radios
- Propose a national legal framework for community radios: currently, community radios do not have a legal status in Cameroon. The content analysis is to examine trends in community radio programming,

which should provide the focus of community radio vis-a-vis advertising, information, entertainment and education. Based on this, the proposed legal framework will draw inspiration from international conventions on community radios and take into consideration more convenient measures that will enhance viability & sustainability of community radios without influencing its editorial independence.

- Develop a comprehensive guidelines for community radio programming

6. **ACTIVITIES:**

- Training workshop for content data collectors;
- Content data collection and analysis of community radio programs:
- This will help evaluate community radio programme grill to establish the focus of these programmes and will effectively provide background for strategic analysis of community radio performance.
- Consultation forum involving beneficiary communities, policy/law makers & other stake- holders, etc
- Preparation of survey report and elaboration of draft legal framework on community radios
- Organisation of validation workshop; participants of the validation workshop will include representatives of community radio management, policy makers, stakeholders, rural communities, Municipal Administrators of each community where a community radio is located, leaders of professional journalism associations, member of the National Communication Council, legal experts.
- Finalisation, translation into French and publication of comprehensive guidelines for Community Radio Broadcasting and national legal framework.

7. **PROJECT INPUTS:**

- Ten Data collectors
- Five Data analysts
- Three audio recorders for field data collection
- Three Digital Cameras
- Video Projector for workshop
- Logistics for reporting
- SPSS software for Data analysis
- Two Desktop computers
- Two HP Laser Jet printers
- Thirty CD-ROMS

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and training of data collectors	■											
Content data collection of community radio in ten regions		■	■									
First quarter report			■	■								
Content analysis of community radio programs				■	■							
Survey data collection and analysis						■	■					
Second quarter report								■	■			
Assemblage of content analysis and survey results								■	■			
Validation workshop										■		
Finalisation and publication of guidelines											■	■

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented under the coordination of the Department of Journalism and Mass Communication (JMC), University of Buea, which was created in 1993. For almost 20 years, the department has trained over 1500 journalists and is an emerging center for journalism education in Cameroon and the Central Africa sub-region. Journalism majors have graduated to represent the department in major corporate structures across the country and are found in almost all radio, TV and newspaper organs in the country. In 2008, the department introduced the Masters and PhD programs, with 10 master's students graduating in 2011.

The JMC department is most sought-for in the University of Buea with a reputation for performance and sustainability. The department currently has three Doctors as Faculty with four more undergoing Doctoral studies. Currently, the Department is partnering with Omar Bongo University (OBU) Libreville, Gabon on curriculum development along lines of the UNESCO Model Curricular on Journalism Education, teaching and research. The Department intends to use its experience on community radio projects in Cameroon to replicate in Gabon in collaboration with the Department of communication in OBU to initiate publication of series on Community Radio Broadcasting in the central Africa sub-region.

Over the years, the department has collaborated either through the faculty or the institution with major international development partners including: Heifer Cameroon, Plan Cameroon, Rumpi Project and other international bodies. The department is renowned for the quality of its students and the dynamism of its faculty.

10. SUSTAINABILITY:

The implementation of this project will culminate with the publication on Community radio broadcasting in Cameroon. It is expected that this publication, which will be proposed to the national authorities, will be used as reference guide for policy design and serve as guideline for community radio broadcasting in Cameroon and the central African sub-region. This project will also form a basis for a serial publication on community radio broadcasting: Cameroon, Gabon, Equatorial Guinea, Central African Republic and Chad.

11. FRAMEWORK OF MONITORING:

The UNESCO office in Yaoundé will ensure the monitoring of the implementation of this project.

12. EVALUATIONS CARRIED OUT:

In 2009, UNESCO Yaoundé in collaboration with the United Nations Development Programme and the Cameroon Ministry of Communication carried out a nation-wide evaluation of twenty (21) community radios in Cameroon and published an evaluation report. Furthermore to this evaluation, a national forum on community radios was organized to examine issues related to the state of community radios in Cameroon as contained in the evaluation report. Important among issues raised in the report and which provides the basis for this project is a review of the Decree n° 2000/158 fixing conditions for the creation and exploitation of private media organs in Cameroon

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Department of Journalism and Mass Communication, University of Buea will ensure the preparation and submission of quarterly reports on project implementation, to the UNESCO Office in Yaoundé.

C. ADDITIONAL INFORMATION

Previous IPDC support to Cameroon: US\$497.000 + US\$70.060 (FIT). Full detail can be provided on request.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Data Collection and analysis (10 days)	
DSA for Data collectors and analysts 50\$ x 10 x 10 days	5 000
Consultant's fee (compilation of data and elaboration of survey report) : 100\$ x 5days	500
Consultation Forum with beneficiary communities/policy makers/stakeholders	
Moderator's fee : 150\$	150
Hiring of conference hall : 150\$ x 1day = 150\$	150
Coffee/tea (25 persons x 50\$ x 1day)	1 250
Documentation	100
Validation Workshop (3 days)	
Moderator's Fee : 250\$ x 3days	750
Hiring of Conference Hall and materials : 150 USD x 3 days	450
Meals for participant : 50\$ x 3 days x 30 persons	4 500
Lodging of participants : 50 USD x 3 days x 30 persons	4 500
Travel cost for participants : 25 USD x 30	750
Publication of finalized report on community radio broadcasting : (1000 copies)	5 000
Equipment	
02 Desktop Computer (HP Pro 3120MT)	2 541
02 HP LaserJet Printer (HP Office Jet 6313)	654
03 Digital audio recorders (MARANTZ PMD620 with 512 SD Memory Card)	2 061
30 CD-ROMs	60
03 Instant Digital cameras (CANON EOs 1000D + Zoom)	2 673
01 SPSS software for Data analysis	2 250
Reporting	3 000
Total IPDC	US\$ 36 339

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordination	2 500
Three days training workshop of 10 survey data collectors	3 500
Five days training workshop of 10 content data collectors	3 500
Communication (Telephone/Fax)	1 450
Total	US\$ 10 950

RÉPUBLIQUE CENTRAFRICAINE

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DES MOYENS DU DÉPARTEMENT DES SCIENCES ET TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION À L'UNIVERSITÉ DE BANGUI
2.	NUMÉRO	IPDC/57 CAF/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	PORTEE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation
7.	COÛT TOTAL DU PROJET	US\$ 39 872
8.	MONTANT DEMANDÉ AU PIDC	US\$ 39 872
9.	BÉNÉFICIAIRE DU PROJET	l'Université de Bangui (RCA)
10.	MAÎTRE D'ŒUVRE	Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication – ESSTIC- BP 1328 Yaoundé Cameroun
11.	LOCALISATION	Bangui
12.	PROJET PRÉPARÉ PAR	le Département des Sciences de l'Information et de la Communication de l'Université de Bangui (RCA) et ESSTIC Yaoundé Point focal pour l'UNESCO : Cletus OJONG Email: c.ojong@unesco.org
DÉCISION DU BUREAU		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

L'ouverture du paysage médiatique centrafricain est relativement récente et n'a pas pu s'exprimer pleinement du fait des crises militaro-politiques qui ont secoué le pays, de la forte paupérisation de la population et de l'absence d'un cadre juridique propice à l'épanouissement d'une communication pluraliste. Dans ce contexte, l'ensemble des médias centrafricains subit les effets de la mauvaise situation économique ce qui entrave le développement d'une presse professionnelle et libre.

Les médias dans des pays en post conflit comme la République centrafricaine ont des énormes responsabilités visant le renforcement de la démocratie et les droits humains y inclus la liberté d'expression et qui en dépend largement sur la capacité des journalistes à fournir des informations fiables à travers des reportages professionnels et responsables. Les journalistes et les professionnels de médias sont les principaux concernés à fournir les informations au public, tandis que les élèves journalistes se préparent pour prendre la relève dans le futur. C'est pour cela que la formation en journalisme surtout la formation des formateurs est la nécessité immédiate pour la réalisation de cet ultime but.

Au vu de ce qui précède, il existe une institution pouvant assurer une formation journalistique permanente et complète dans le pays mais cette institution manque un corps professoral bien outillé pour assurer une bonne formation des jeunes élèves en journalisme.

La création d'un département des Sciences de l'Information et de la Communication en 2008 est un prélude à la recherche des solutions à ce problème. Le gouvernement centrafricain a soutenu cette initiative et a encouragé les partenaires internationaux à le soutenir également. L'UNESCO a facilité la mise en œuvre d'un partenariat avec l'ESSTIC de Yaoundé pour le renforcement des capacités de façon positive. La mise en œuvre de ce partenariat a vu le début d'un processus de formation des formateurs au profit du Département des Sciences de l'Information et de la Communication à Bangui et se qui cadre bien avec l'esprit de la Conférence de Grahamstown en Afrique du Sud sur la formation en journalisme en Afrique.

Avec le concours de l'UNESCO, l'ESSTIC et le Département des Sciences de l'Information et de la Communication de l' Université de Bangui entendent poursuivre ce partenariat (formation directe des étudiants) à travers la redéfinition des programmes de formation (conformément aux modèles de curricula de l'UNESCO) et les missions d'enseignement et d'accompagnement à la recherche destinés aux étudiants de première année (L1), de deuxième année (L2) et de troisième année (L3) du Département des SIC de l'Université de Bangui pour le compte de l'année académique 2012/2013.

L'un des domaines importants de ce processus est la formation des formateurs, qui prendront à terme la relève au niveau du département des Sciences et Techniques de l'Information et de la Communication, processus ayant déjà commencé avec l'apport de l'ESSTIC. A ce jour, cette initiative a permis la formation de 9 formateurs. 3 formateurs sont en cours de formation. Après leur formation, ils seront recrutés par le gouvernement pour prendre en main le Département. Le projet vise ainsi à utiliser une fois de plus le centre d'excellence qu'est l'ESSTIC pour former les étudiants, futurs formateurs du Département des Sciences et Techniques de l'Information et de la Communication de l'Université de Bangui. La réussite de ce projet permettrait ainsi au processus d'aboutir à l'étape finale, celle de l'appropriation et de la prise en main du département.

2. DESCRIPTION DU GROUPE CIBLE :

Les étudiants et enseignants du département des sciences et techniques de l'information et de la communication de la faculté des Lettres de l'Université de Bangui.

3. OBJECTIF DE DÉVELOPPEMENT :

Participer à l'essor de la presse centrafricaine et permettre ainsi à terme le développement d'un secteur de la communication viable et professionnel en RCA.

4. OBJECTIFS IMMÉDIAT :

- Former des journalistes professionnels dans la gestion de l'information dans un contexte démocratique et apte dans la maîtrise des nouveaux médias, capables d'influer positivement sur la pratique du journalisme en RCA ;

RÉSULTATS ATTENDUS :

- Des missions d'enseignement de l'ESSTIC organisées pour dispenser des cours en journalisme et former les étudiants de la filière à Bangui ;
- Deux enseignants du Département des Sciences et Techniques de l'Information et de la Communication de l'Université de Bangui formés à l'école doctorale de l'ESSTIC (Yaoundé)
- Un cadre de formation pérenne en sciences et techniques de l'information et de la communication capable d'assurer le renforcement des compétences nationales de la RCA dans les domaines de l'information et de la communication renforcé;

ACTIVITÉS :

- Deux missions d'enseignement et de formation des enseignants de l'ESSTIC à Bangui ;
- Recrutement de trois jeunes enseignants du département des SIC pour suivre la formation doctorale à l'ESSTIC ;
- Evaluation des programmes de formation en se basant sur le modèle de curricula de l'UNESCO déjà officialisé au Département de SIC.

5. INVESTISSEMENTS :

- Deux missions d'enseignements pour le compte de l'année 2012/2013 des enseignants missionnaires de l'ESSTIC.
- Deux bourses pour trois formateurs Centrafricains à former à l'ESSTIC de Yaoundé ;

6. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Organisation d'un concours d'entrée	■	■	■									
Elaboration des enseignements		■	■	■								
Missions d'enseignements				■	■	■	■	■	■	■		
Délibérations												■

7. CADRE INSTITUTIONNEL :

Créé en 2008, le Département de journalisme de l'Université de Bangui est un prélude à la recherche des solutions aux problèmes de formation des journalistes et du manque de corps professoral bien outillé en RCA. Le gouvernement centrafricain a soutenu cette initiative et a encouragé les partenaires internationaux à le soutenir également. Aujourd'hui, le Département dispose d'une assez bonne expérience dans la mise en œuvre des différents soutiens dont il bénéficie depuis sa création.

8. VIABILITÉ A LONG TERME :

Le projet va permettre à l'Université de Bangui de disposer d'un cadre de formation conforme aux standards de formation en journalisme fixés par l'UNESCO et élaborés sur la base de l'expertise de l'ESSTIC.

L'encadrement du département des Sciences de l'Information et de la Communication de l'Université de Bangui par les enseignants missionnaires de l'ESSTIC doit permettre à celui-ci de disposer de bases solides sous la forme d'une démarche de formation. Il s'agit enfin de contribuer à la mise en place d'une masse critique de journalistes professionnels en RCA susceptibles d'améliorer les pratiques médiatiques et de développer des organes de communication permettant la liberté d'expression tout en étant économiquement viable.

9. SUIVI DU PROJET :

Le suivi et l'évaluation du projet seront assurés par le bureau de l'UNESCO à Yaoundé

10. ÉVALUATIONS EFFECTUÉES :

En juillet 2010, une mission d'évaluation conjointe de l'ESSTIC et du Bureau de l'UNESCO Yaoundé a constaté sur le terrain (RCA), le manque d'enseignants locaux pouvant dispenser des cours de journalisme. D'où la nécessité de ces missions d'enseignants demandées par le Rectorat et le Ministère de l'Education Nationale.

11. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Un rapport d'activités complet sera déposé par l'ESSTIC (qui assurera la formation de trois formateurs) au bureau de l'UNESCO à Yaoundé trois mois après la dernière mission d'enseignements. Cependant, chaque enseignant missionnaire est tenu de produire un rapport de mission au terme de son séjour, conformément aux dispositions contractuelles. Un rapport final sera produit par l'ESSTIC au terme des activités de ce projet.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

Formation doctorale à l'ESSTIC de Yaoundé, de deux enseignants du département des STIC

Formation de 03 élèves formateurs pour une durée de 9 mois

Frais de scolarité (1200\$ x 3)	3 600
Hébergement/restauration (950\$ x 3 x)	19 494

Billets d'avion Bangui/Douala/Bangui (746\$ x 3)	2 238
Matériel pédagogique	
Documentation (forfait)	1 000
Frais de recherche/these (300\$ x 3)	900
Coût total de la formation	27 232
Première mission de formation des enseignants d'une semaine	
DSA	
1 nuitée à Douala (170\$ x 2 personnes)	340
6 nuitées à Bangui (174 \$ x 6 jours x 2 personnes)	2 088
Billet d'avion Douala/Bangui/Douala 746\$ x 2 personnes	1 492
Honoraires (200\$ x 6 jours x 2 personnes)	2 400
Coût total de la première mission	6 320
Deuxième mission de formation des enseignants d'une semaine	
DSA	
1 nuitée à Douala (170\$ x 2 personnes)	340
6 nuitées à Bangui (174 \$ x 6 jours x 2 personnes)	2 088
Billet d'avion Douala/Bangui/Douala 746\$ x 2 personnes	1 492
Honoraires (200\$ x 6 jours x 2 personnes)	2 400
Coût total de la première mission	6 320
Total PIDC	US\$ 39 872

RÉPUBLIQUE CENTRAFRICAINE

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DES CAPACITÉS DES JOURNALISTES SUR LE REPORTAGE ÉLECTORAL
2.	NUMÉRO	IPDC/57 CAF/02
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Renforcement des capacités professionnelles et soutien aux institutions qui promeuvent la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation
7.	COÛT TOTAL DU PROJET	US\$ 23 580
8.	MONTANT DEMANDÉ AU PIDC	US\$ 23 580
9.	BÉNÉFICIAIRE DU PROJET	Journalistes centrafricains
10.	MAÎTRE D'ŒUVRE	Bureau UNESCO de Yaoundé Contact: M. Cletus OJONG E-mail: c.ojong@unesco.org Tél. (+237) 22 20 35 47 / 22 20 35 48
11.	LOCALISATION	Bangui, République Centrafricaine
12.	PROJET PRÉPARÉ PAR	L'Union des Journalistes de Centrafrique.
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Malgré des élections en janvier 2011 reconnues par la communauté internationale comme transparente et démocratique, la RCA affiche aujourd'hui le visage d'un pays politiquement instable, économiquement faible et dans lequel le niveau d'insécurité dans l'arrière-pays reste une source de préoccupations. C'est dans cette ambiance de pauvreté et de misère accrue ainsi que d'insécurité qu'évolue la presse centrafricaine.

La RCA n'abritant jusqu'en 2009 aucune structure de formation initiale pour les professionnels des médias, ces derniers ont donc appris leur travail « sur le tas », ce qui les amène régulièrement à des dérapages dus au non-respect de la déontologie et l'éthique professionnelle.

L'Union des Journalistes de Centrafrique a bénéficié précédemment d'un financement du PIDC afin d'équiper la nouvelle Maison de la Presse et de renforcer les capacités des journalistes notamment sur la protection et la législation des médias. Ce volet a permis aux journalistes de maîtriser la loi de dépenalisation des délits de presse (ordonnance 05/002 du 27 février 2005).

Or des nouvelles échéances électorales ont eu lieu en 2011, après la tenue d'un dialogue politique fin 2008 incluant toutes les parties y compris les groupes politico-militaires rebelles. Ces échéances ont nécessité une préparation des professionnels des médias. Cette préparation n'a pas été de bonne qualité sachant que les médias jouent un rôle déterminant et catalyseur dans le sens de l'apaisement comme dans le sens de la violence lors des échéances électorales.

Pour éviter l'incitation à la haine avant, pendant et après les élections ainsi que pour préparer l'opinion à faire un choix serein basé sur des informations objectives, l'Union des Journalistes de Centrafrique (UJCA) sollicite un appui dont l'objectif est de renforcer les capacités des journalistes centrafricains de manière à garantir la consolidation de la paix, mais également d'instaurer une culture citoyenne lors des prochaines échéances prévues en 2014.

2. DESCRIPTION DU GROUPE CIBLE :

Les journalistes centrafricains de la presse publique et privée.

3. OBJECTIF DE DÉVELOPPEMENT :

Renforcer les capacités des journalistes en matière de reportage électorale afin de consolider la démocratie en éduquant le peuple centrafricain sur leur participation citoyenneté lors des échéances électorales et leur participation à la gestion de la société.

4. OBJECTIFS IMMÉDIAT :

Développer les capacités professionnelles des médias sur techniques journalistiques spécifiques au processus électoral et les doter d'outils techniques adéquats pour éclairer et mettre à disposition de l'opinion centrafricaine les informations et analyses nécessaires.

RÉSULTATS ATTENDUS :

- 20 journalistes maîtrisant les techniques journalistiques spécifiques aux processus électoraux formés
- Les risques inhérents à la couverture médiatique des élections identifiés ; Des médias responsables et pacifiques
- Une traitement et une transmission d'informations neutres et objectives

ACTIVITÉS :

- Identification et recrutement des formateurs
- Identification et invitation des participants
- Acquisition des matériels pédagogiques
- Organisation de la formation
- Elaboration et soumission du rapport d'activité

5. INVESTISSEMENTS :

- Honoraire de deux formateurs : un journaliste/enseignant en journalisme et un enseignant-chercheur en Droit de l'Université de Bangui
- Prise en charge de 20 participants (tous medias confondus)
- Location d'une salle de conférence
- Matériels pédagogiques
- Equipements (les enregistreurs, des cassettes, des piles, etc)

6. PLAN DE TRAVAIL :

ACTIVITÉS / MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Préparation d'une méthodologie pour la formation	■	■										
Identification et recrutement des formateurs			■	■	■							
Identification et invitation des participants à la formation					■	■	■	■				
Acquisition des matériels pédagogiques pour la formation								■	■			
Organisation de la formation								■	■	■	■	
Elaboration et soumission du rapport								■	■	■	■	

7. CADRE INSTITUTIONNEL :

La mise en œuvre de ce projet sera assuré par l'Union des Journalistes de Centrafrique, une association fédératrices regroupant plus d'une dizaine des associations professionnelles des médias en RCA. Cette L4Union est renommée dans sa démarche pour la création d'une Maison de la Presse et également dans sa plaidoirie pour la création d'un Département de Journalisme à l'Université de Bangui.

8. VIABILITÉ A LONG TERME :

Le volet formation permettra aux journalistes de capitaliser les acquis et de maîtriser les différentes techniques en vue d'améliorer leur travail individuel mais aussi la qualité de leurs médias à moyen terme.

9. SUIVI DU PROJET :

L'Union des Journaliste Centrafricain offre un cadre idéal et convivial pour le partage d'expérience et pour l'échange sur la mise en pratique des techniques apprises lors des formations. . Dans le cadre du premier projet de formation des formateurs pour l'Université de Bangui, initié par l'UNESCO et le gouvernement centrafricain, l'UJCA a apporté un appui professionnel lors des recrutements et la mise à disposition de la logistique nécessaire à l'accueil des nouveaux étudiants. Dans le cadre de leur formation pratique, l'UJCA a favorisé le déploiement des étudiants dans les organes de presse pour leur permettre d'accroître leur expérience à travers les stages académiques.

10. ÉVALUATIONS EFFECTUÉES :

Une évaluation des apprenants sera faite à la fin de chaque formation avec la délivrance de certificats aux plus méritants par l'Université de Bangui et avec un certificat de participation aux moins méritants par l'UJCA.

11. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Outre les rapports d'activités et financiers, ainsi que les pièces justificatives y relatives produits par l'UJCA, l'expert où le formateur présentera également un rapport circonstancié.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Atelier de formation en technique d'interview et analyse journalistique	
Location de la salle : 150\$ x 4 jours	600
Honoraires des 02 formateurs : 100\$ x 4 jours	800
DSA des 02 formateurs : 80\$ x 4 jours x 2 personnes	640
DSA des participants : 80\$ x 4 jours x 20 personnes	6 400
Pause-café : 30\$ x 4 jours x 20 personnes	2 400
Matériels pédagogiques	950
Sous total	11 790
Atelier de formation en élaboration d'éditorial et commentaire	
Location de la salle 150\$ x 4 jours	600
Honoraires des 02 formateurs 100\$ x 4 jours	800
DSA des formateurs 80\$ x 4 jours x 2 personnes	640
DSA des participants 80\$ x 4 jours x 20 personnes	6 400
Pause-café 30\$ x 4 jours x 20 personnes	2 400
Matériel Pédagogique	950
Sous total	11 790
Total PIDC	US\$ 23 580

TCHAD

A. IDENTIFICATION DU PROJET		
1.	TITRE	PROMOTION DU JOURNALISME ENVIRONNEMENTAL AU TCHAD
2.	NUMÉRO	IPDC/57 CHD/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Renforcement des capacités professionnelles et soutien aux institutions qui promeuvent la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation
7.	COÛT TOTAL DU PROJET	US\$ 37 100
8.	MONTANT DEMANDÉ AU PIDC	US\$ 29 600
9.	BÉNÉFICIAIRE DU PROJET	Professionnels des médias tchadiens
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO B.P. 12909, YAOUNDE République du Cameroun, Tél : (237) 22 20 35 47 / 22 20 35 48 Contact : Cletus OJONG ; c.ojong@unesco.org
11.	LOCALISATION	N'Djamena
12.	PROJET PRÉPARÉ PAR	Union des Journalistes du Tchad Moussa ABBA, Président de l'UJT
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET :

Depuis 1990, le Tchad est engagé dans un processus de démocratisation de sa vie publique. Ce processus se poursuit actuellement non sans soubresauts, à la lumière des différents événements politiques, économiques et sociaux qui ponctuent le rythme de cette évolution. Les médias, malgré leur situation précaire se trouvent parmi les acteurs identifiés comme devant jouer un rôle primordial dans développement intégral et durable du pays.

Toutefois, les questions relatives au développement, telles que les changements climatiques, ne reçoivent généralement pas de la part des médias toute l'attention qu'elles méritent. Ceci s'explique en partie par le coût élevé de la diffusion, mais plus encore par les coûts élevés de production des émissions de télévision. De plus, les journalistes formés pour traiter les questions environnementales, en particulier les changements climatiques, sont en nombre insuffisamment. La plus grande partie du contenu des émissions et articles sur l'environnement, est d'origine étrangère. Ces émissions sont plutôt éducatives, informatives, intéressantes et d'assez bonne qualité. Pourtant, les programmes ne peuvent pas systématiquement identifier et traiter les priorités, les questions et les circonstances particulières propres au Tchad.

Les médias au Tchad doivent répondre au besoin pressant d'accorder une importance accrue aux questions environnementales, en particulier les changements climatiques. Il est toutefois admis que cette tâche n'incombe pas seulement aux médias, et que l'école et les initiatives de communication visant à faire changer les comportements requièrent un effort concerté des nombreux partenaires.

Le Tchad a signé et ratifié depuis 1993, la Convention Cadre des Nations Unies sur les Changements Climatiques (CCNUCC). Par cet acte, le pays s'est engagé à respecter les clauses de la Convention notamment l'intégration dans son plan national de développement, des stratégies d'adaptation aux effets néfastes des changements climatiques avec la mise en place d'un Programme d'Action National d'Adaptation (PANA) aux Changements Climatiques. Le processus du PANA a ainsi permis de mieux connaître le système climatique prévalant sur le territoire, des tendances actuelles et futures afin de mieux proposer des mesures d'adaptation les plus appropriées.

Ce processus ne peut connaître un meilleur aboutissement que s'il existe des initiatives pour éduquer et sensibiliser la population du point de vue scientifique et socio-économique, sur les effets du changement climatique.

Ainsi, le défi reste de développer les capacités des journalistes à analyser pour le profane l'information sur le changement climatique et de concentrer ses reportages sur les causes et les solutions envisageables plutôt qu'uniquement sur les faits bruts, mais aussi de créer des conditions pour la promotion des échanges des contenus liés au changement climatique.

À ce titre, l'Union des Journalistes du Tchad (UJT) et le Haut Conseil de la Communication (HCC) se proposent de former des professionnels et des acteurs des médias principaux et des médias communautaires au journalisme environnemental, en mettant l'accent sur l'information concernant les changements climatiques, pour une meilleure compréhension des questions environnementales et du changement climatique et pour produire des articles de presse plus informatifs, plus pertinents et plus exacts sur ces sujets.

2. DESCRIPTION DU GROUPE CIBLE :

Les professionnels des médias publics et privés opérant dans le secteur de la communication audiovisuelle et dans celui de la presse écrite sont les principaux bénéficiaires.

3. OBJECTIF DE DÉVELOPPEMENT :

Améliorer les compétences professionnelles des journalistes en matière de traitement des sujets liés au changement climatique.

4. OBJECTIFS IMMÉDIAT :

Créer une plateforme viable pour améliorer le journalisme environnemental par le renforcement des capacités des médias à la production et la diffusion des programmes ayant pour sujet l'environnement.

5. RÉSULTATS ATTENDUS :

- 100 professionnels de médias tchadiens formés au journalisme de presse écrite, de radio et de télévision sur les questions d'environnement.
- Les capacités d'investigation des journalistes tchadiens renforcées sur les questions d'environnement.
- Production d'un nombre accru de reportages par les médias participants concernant les sujets relatifs au changement climatique.
- Mise en place d'un réseau de journalistes spécialisés en changement climatique.

6. ACTIVITÉS :

- Identification d'experts journalistes spécialisés en changement climatique en mesure de servir de personnes ressources dans une série d'ateliers de formation.
- Consultation et concertation avec le Ministère de l'environnement tchadien et les experts choisis pour la conception et la production des matériels pédagogiques.
- Organisation d'une série de formation à l'intention des groupes cibles, suivie par la production de sujets/reportages sur des questions relatives au changement climatique.
- Mise en place d'un réseau des journalistes spécialisés dans les questions de changement climatique.

7. INVESTISSEMENTS :

- 3 formateurs ;
- 100 participants (tous médias confondus) ;
- Honoraires des formateurs ;
- Matériels pédagogiques ;
- Salle de formation
- Matériels pédagogiques.

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Identification et recrutement des formateurs			■	■								
Identification des participants à la formation					■							

Finalisation de modules de formation													
Organisation d'une série de 3 ateliers de formation													
Mise en place d'un réseau de journalistes spécialisés en changement climatique													
Evaluation et rapport													

9. CADRE INSTITUTIONNEL :

Le Haut Conseil de la Communication est un organe de régulation créé en 1994 par décret présidentiel est placé sous l'autorité du Premier ministre, chef du gouvernement avec le statut spécial d'une autorité administrative indépendante. Elle veille au respect et à l'accomplissement des médias, au respect de la déontologie et de la morale. Elle organise des séminaires de formation pour les journalistes et attribue des Prix de l'Excellence en Journalisme. Le prestige dont jouit cet organe permettra d'établir une collaboration solide avec les médias ainsi qu'avec les experts qui prendront part aux activités menées dans le cadre de ce projet.

10. VIABILITÉ A LONG TERME :

On s'attend à ce que les participants aux formations organisées dans ce projet améliorent leurs capacités d'investigation des journalistes sur les questions environnementales. De plus, le réseau de journalistes créé dans le cadre de ce projet sera par ailleurs une source utile pour les journalistes qui aspirent à s'engager dans des reportages sur le changement climatique. Le rapport final du projet et le rapport d'évaluation pourront déboucher sur une nouvelle approche portant sur son impact et sa viabilité.

11. SUIVI DU PROJET :

L'exécution de ce projet sera menée par le HCC, l'UJC et l'antenne de l'UNESCO au Tchad ; le Bureau de Yaoundé veillera sur le processus de mise en œuvre.

12. ÉVALUATIONS EFFECTUÉES :

Le Programme d'Action National d'Adaptation (PANA) aux Changements Climatiques a mené des consultations auprès des populations tchadiennes en février 2010. Il ressort des résultats de ces consultations que l'efficacité des mesures en matière de changement climatique dépend essentiellement du niveau de connaissance des problèmes qui se posent dans le secteur de l'environnement. Les populations doivent être non seulement informées et sensibilisées, mais surtout être instruites et édifiées par les médias sur le caractère spécifique des questions environnementales liées aux changements climatiques. Seulement, les professionnels des médias tchadiens ne disposent pas des outils et des approches pertinentes pour produire et de diffuser de manière efficiente l'information sur les sujets ayant trait à l'environnement. D'où la nécessité de leur formation continue.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Les rapports seront présentés en deux phases. Un rapport intérimaire soumis à la fin de la préparation des ateliers et un rapport final au terme des activités.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)			
	Qté	P. U.	Total
1ère formation : Climat, variabilité et effet de serre			
Honoraires pour 3 formateurs :	4 jours	200	2 400
Matériels pédagogiques (forfait) :	-	-	1 500
Transport pour 30 participants :	4 jours	20	2 400
Pauses café et déjeuners pour 30 participants :	4 jours	20	2 400
Photocopies (forfait) :			1 500
Sous total			10 200
2ème Formation : Changements climatiques, prévision et impacts potentiel			
Honoraires pour 3 formateurs :	4 jours	200	2 400
Matériels pédagogiques (forfait) :	-	-	1 500
Transport pour 30 participants :	4 jours	20	2 400
Pauses café et déjeuners pour 30 participants :	4 jours	20	2 400
Photocopies (forfait) :	-	-	1 000
Sous total			9 700
Troisième formation : Médias et changement climatique : Les rôles des médias			
Honoraires pour 3 formateurs :	4 jours	200	2 400
Matériels pédagogiques (forfait) :	-	-	1 500
Transport pour 30 participants :	4 jours	20	2 400
Pauses café et déjeuners pour 30 participants :	4 jours	20	2 400
Photocopies (forfait) :	-	-	1 000
Sous total			9 700
Total PIDC			US\$ 29 600

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Équipements	2 000
Supports administratifs et logistiques	2 500
Communications	2 000
Rapports d'activités	1 000
Total	US\$ 7 500

TCHAD

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DES CAPACITÉS DES MÉDIAS AUDIOVISUELS DE TROIS RÉGIONS DU TCHAD
2.	NUMÉRO	IPDC/57 CHD/02
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 3 : Les médias comme plateforme pour un débat démocratique
4.	DOMAINE DE PRIORITÉ DU PIDC	Promotion de la liberté d'expression et du pluralisme des médias
5.	SCOPE	National
6.	TYPE D'AIDE DEMANDÉE	Formation
7.	COÛT TOTAL DU PROJET	US\$ 55 200
8.	MONTANT DEMANDÉ AU PIDC	US\$ 47 300
9.	BÉNÉFICIAIRE DU PROJET	Journalistes TV et radio
10.	MAÎTRE D'ŒUVRE	Bureau UNESCO Yaoundé Point Focal: OJONG Cletus Email: c.ojong@unesco.org
11.	LOCALISATION	Tchad (N'Djaména, Moundou, Abéché)
12.	PROJET PRÉPARÉ PAR	Groupe de Recherche et d'Echanges Technologiques (GRET) Point Focal : Goual Nanassoum, Coordonnateur Programme GRET Email : goual_nanassoum@yahoo.fr
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Depuis le lancement du processus démocratique au Tchad en décembre 1990, les médias sont toujours au cœur du débat démocratique. Mais compte tenu de nombreux facteurs qui minent leur existence, ils ont de la peine à animer véritablement ce débat de type pluraliste. L'un des facteurs reconnus et admis par tous est l'insuffisance en matière de traitement de l'information d'autant plus que le secteur est pris d'assaut par des non professionnels.

En dehors de cela, les médias tchadiens ne sont pourtant pas étrangers aux clivages politiques qu'ils épousent en raison de leur manque d'indépendance économique. Médias partisans, ils défendent des positions, combattent des leaders d'opinion, mais sans véritable mise en perspective des enjeux pour le public. Ils s'adressent à un public qu'ils supposent acquis à leur ligne éditoriale.

Il s'agit de modifier les pratiques et de diversifier les genres journalistiques en menant un travail sur l'investigation et le reportage. Ce travail portera plus particulièrement sur les questions relatives aux droits de l'Homme au Tchad. Ce pays est sorti d'une longue guerre qui a laissé des stigmates visibles. En plus, le fait que des milliers de réfugiés venant du Soudan voisin partageant le même espace avec les populations hôtes du Ouaddaï crée très souvent des comportements contraires aux notions des droits humains entre ces populations. C'est pourquoi, il faut pénétrer cet espace pour informer tout ce qui se passe en matière de violation des droits humains pour permettre aux autorités et autres organismes humanitaires de mieux agir. Dans cette perspective, les médias se doivent de renouveler/renforcer constamment leurs capacités. C'est ce qui justifie le choix des trois régions notamment, N'Ndjamena, Logone occidental et le Ouaddaï. Ces régions ont la particularité d'abriter de nombreux médias audiovisuels (télévision, radios publiques et communautaire).

Le reportage est un moyen très souple pour analyser une situation, la mettre en débat de manière contradictoire, ce qui manque souvent aux productions tchadiennes. Le reportage fait intervenir plusieurs types de techniques qui peuvent se décliner sous de multiples angles de traitement et pour des publics très différents. A cet égard, c'est un véritable outil d'éducation, autre fonction essentielle des médias, peu exploitée par les médias tchadiens. Enfin, c'est un format qui suscite le débat auprès des téléspectateurs.

2. DESCRIPTION DU GROUPE CIBLE :

Le groupe cible est composé de 10 journalistes/réalisateurs de télévision et cinéma ; de 30 journalistes radios et 10 animateurs et techniciens de radios communautaires.

3. OBJECTIF DE DÉVELOPPEMENT :

Améliorer la capacité des médias audiovisuels dans le traitement des questions relatives aux droits de l'homme.

4. OBJECTIF IMMÉDIAT :

Former une cinquantaine de professionnels des médias au reportage et à l'investigation et accorder des moyens financiers à une dizaine de radios communautaires pour modifier leur grille de programme et introduire des reportages sur des questions relatives aux droits de l'homme.

RÉSULTATS ATTENDUS :

- 50 professionnels de l’audiovisuel formés au reportage et à l’investigation sur des questions relatives aux droits de l’homme ;
- Des ressources financières mises à la disposition des radios communautaires ciblées pour la production et la diffusion des reportages sur les droits de l’Homme ;
- La capacité de traitement et d’analyse des questions relatives à la situation des droits de l’Homme des médias améliorées : professionnalisation pour les journalistes, mais aussi des médias auprès desquels ils collaborent ;
- Les grilles des programmes des médias bénéficiaires en capacité de mieux représenter les diversités d’opinion et de composantes de la société tchadienne.

ACTIVITÉS :

- Identification et recrutement des formateurs
- Location de la salle de formation
- Préparation du matériel de formation
- Identification des participants à la formation
- Formation de N’Ndjamena (documentaire sur les violations des droits humains)
- Formation de Moundou (production radio sur l’actualité politique)
- Formation de Bongor (production radio sur des conflits intercommunautaires)
- Formation d’Abéché (Production radio sur des cas de la traite des enfants)
- Formation/action au reportage radio pour une dizaine de radios communautaires de N’Ndjamena, du Logone Occidental, et du Ouaddaï.
- Production des émissions radiophoniques et télévisuelles sur les droits de l’homme.
- Diffusion des produits

5. INVESTISSEMENTS :

- Hébergement des formateurs ;
- Honoraire des formateurs ;
- Titres de transport pour les participants ;
- Hébergement et restauration des participants ;
- Per diem pour les participants ;
- Matériel pédagogique ;
- Secrétariat et logistique ;
- Production des rapports ;
- appui à une dizaine de radios communautaires pour mener des reportages..
- Suivi et évaluation.

6. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Identification et recrutement des formateurs												
Location de la salle de formation												
Préparation du matériel de formation												
Identification des participants à la formation												

11. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Les rapports seront présentés en deux phases. Un rapport intérimaire soumis à la fin de la préparation des ateliers et un rapport final au terme des activités.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

	Qté	Prix unitaire	Total
Hébergement des 3 formateurs	6 jours	100	1 800
Honoraire des formateurs	3	1000	3 000
Titres de transport pour les participants	50	40	2 000
Hébergement et restauration des 50 participants	6 jours	30	9 000
Per diem pour les 50 participants	6 jours	40	14 000
Matériel pédagogique			1 000
Secrétariat et logistique			1 500
Production des rapports			1000
Suivi et évaluation			4 000
Appui aux radios communautaires	10	1 000	10 000
Total PIDC			US\$ 47 300

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Ressources humaines	1 000
Déplacements	2 500
Equipement, matériel et fournitures	900
Bureau local	1500
Autres coûts et services dont frais d'organisation	2 000
Total	US\$ 7 900

REGIONAL

A. IDENTIFICATION DU PROJET		
1.	TITRE	DÉVELOPPEMENT DES COMPÉTENCES MANAGÉRIALES DES CADRES DE PRESSE EN ZONE CEMAC
2.	NUMÉRO	IPDC/57 RAF/07
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 4 : Renforcement des capacités professionnelles et soutien aux institutions qui promeuvent la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	SCOPE	Régionale
6.	TYPE D'AIDE DEMANDÉE	Assistance à la formation
7.	COÛT TOTAL DU PROJET	US\$ 48 097
8.	MONTANT DEMANDÉ AU PIDC	US\$ 41 535
9.	BÉNÉFICIAIRE DU PROJET	Les cadres de presse des pays de la CEMAC
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Yaoundé Tél : (237) 22 20 35 47 /22 20 35 48 E-mail : yaounde@unesco.org
11.	LOCALISATION	Bangui
12.	PROJET PRÉPARÉ PAR	Union des Journalistes de Centrafrique (UJCA); Union des Journalistes Tchadiens (UJT); Union des Journaliste du Cameroun (UJC)
DÉCISION DU BUREAU		

A. PRESENTATION

1. JUSTIFICATION DU PROJET :

Les médias en Afrique centrale ont connu, depuis les années 1990, un développement extraordinaire, dans la foulée des processus de transition politique. Les instruments juridiques allant dans le sens la libéralisation des médias ont favorisé une diversité des médias. Ces avancées ont considérablement été soutenues par le PIDC qui a financé une cinquantaine de projets. L'aide apportée par le PIDC a consisté en apports très divers : soutien direct aux médias, aide à la structuration du secteur de la presse, formation des professionnels de l'information, appuis institutionnels, amélioration de l'accès aux sources d'information, création des radios communautaires. Aujourd'hui, le pluralisme médiatique est une réalité dans les différents pays.

Toutefois, les questions liées à la pérennité de ces médias se posent avec acuité. La diversité médiatique à cet effet est à relativiser, car il existe quelques groupes disposant des ressources humaines et financières et fonctionnant de manière durable, et d'autres qui évoluent dans « la précarité » et parfois diffusent, ou paraissent de manière sporadique et conjoncturelle. Cette précarité trouve son origine dans le MANQUE ABSOLU DE CONNAISSANCES EN MANAGEMENT DES ENTREPRISES DE PRESSE. Nées généralement de l'initiative personnelle d'un homme d'affaire, d'un journaliste professionnel, d'un groupe d'enseignants ou d'un homme politique, beaucoup de ces entreprises de presse continuent, après des années, à fonctionner de manière improvisée et aléatoire, avec des moyens financiers dérisoires et des fonds de roulement pratiquement inexistantes. Les entreprises médiatiques sont ainsi gérées de manière artisanale, dans l'ignorance totale de la législation sociale, du code du travail et des obligations fiscales.

Au vu de cette situation, le soutien dont les médias ont davantage besoin en Afrique centrale se situe au niveau de leur management. En effet, comment développer et enrichir les compétences managériales des cadres des entreprises de presse ? C'est en ces termes que se pose aujourd'hui la problématique du développement durable des médias en Afrique centrale.

En conséquence, le présent projet ambitionne de renforcer les capacités des cadres de presse du Cameroun, du Congo, du Gabon, de la Guinée Equatoriale, de la RCA et du Tchad au management des entreprises de presse pour l'émergence d'une presse plus professionnelle.

2. DESCRIPTION DU GROUPE CIBLE

La formation est destinée aux cadres des médias (presse écrite, télévision, radio, agences de presse, internet), des pays de la Zone CEMAC. Au total 30 cadres des entreprises de presse. La formation se tiendra à Malabo, en Guinée Equatoriale.

3. OBJECTIF DE DÉVELOPPEMENT

Permettre aux cadres de presse d'améliorer leurs savoirs et compétences en matière de management des entreprises de presse, en leur dispensant un enseignement adapté et utilisable par eux dans leurs médias respectifs. Les capacités ainsi renforcées leur permettront d'assurer, par leur gestion, la durabilité des entreprises de presse qui sont à leur charge.

4. OBJECTIFS IMMÉDIAT :

Offrir à 30 cadres de presse la possibilité d'améliorer concrètement leur pratique du management au sein de leurs entreprises de presse.

5. RÉSULTATS ATTENDUS :

- 30 cadres de presse formés à la pratique du management au sein de leurs entreprises de presse pendant un séminaire de 6 jours.
- 6 modules de formation qui intègrent les principales facettes du management : économie des médias, ressources humaines, marketing, finances, management de projets, mais aussi du développement personnel et du droit de la presse, dispensés par des intervenants de haut niveau, universitaires ou cadres des médias.
- Des échanges d'expériences favorisés dans la pratique de management des entreprises de presse entre les participants venus des 6 pays,.
- Un réseau des managers de presse, mis en place.

6. ACTIVITÉS :

- Réunions préparatoires ;
- Sélection et recrutement des formateurs
- Finalisation du plan de travail et des modules de formation ;
- Sélection des participants au séminaire ;
- Préparation du matériel de formation ;
- Séminaires de 6 jours et évaluation des connaissances ;
- Evaluation des travaux et production du rapport d'activités.

7. INVESTISSEMENTS :

- Transport aérien pour les formateurs ;
- Hébergement des formateurs ;
- Honoraire des formateurs ;
- Titres de transport pour les participants ;
- Hébergement et restauration des participants ;
- Per diem pour les participants ;
- Matériel pédagogique ;
- Secrétariat et logistique ;
- Production des rapports ;
- Suivi et évaluation.

8. PLAN DE TRAVAIL

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Réunions préparatoires	■	■										
Sélection et recrutement des formateurs	■	■										
Finalisation du plan de travail et des modules de formation		■	■									
Sélection des participants au séminaire		■	■									
Préparation du matériel de formation		■	■	■								

Séminaires de 6 jours et évaluation des connaissances																				
Evaluation des travaux et production du rapport d'activités																				

9. CADRE INSTITUTIONNEL :

Les sessions de formation et les évaluations seront mises en œuvre par l'Union des Journalistes de Centrafrique (UJCA), l'Union des Journalistes Tchadiens (UJT), l'Union des Journaliste du Cameroun (UJC) avec la collaboration du Bureau UNESCO -Yaoundé.

10. VIABILITÉ A LONG TERME :

On s'attend à ce que les participants aux formations organisées dans ce projet améliorent leurs compétences et savoir-faire dans le management des entreprises de presse est qu'ils deviennent des formateurs à leur tour. Aussi, dès le retour à leur pays respectifs ils pourront assurer la formation d'autres cadres de presse. Ceci va assurer une meilleure pérennité des médias dans les pays de la CEMAC.

11. SUIVI DU PROJET :

L'exécution de ce projet sera menée par l'Union des Journalistes de Centrafrique (UJCA), l'Union des Journalistes Tchadiens (UJT), l'Union des Journaliste du Cameroun (UJC) avec la collaboration du Bureau UNESCO -Yaoundé.

12. ÉVALUATIONS EFFECTUÉES :

Le rapport des 10 ans du PIDC en Afrique centrale et l'étude intitulée La situation des médias en Afrique, produits en 2011 par le Bureau de UNESCO de Yaoundé ont clairement identifié la question du management des entreprises de presse comme l'un des principaux freins à la pérennité des médias et comme par voie de conséquence à une véritable pluralité médiatique dans ces différents pays. Ces deux études ont fortement recommandé aux différents soutiens des médias de « mettre un accent sur le contenu des formations qui devraient intégrer davantage les modules relatifs à la création et la gestion des entreprises de communication, car l'un des éléments clés du développement médiatique est l'existence de bons gestionnaires des entreprises de communication».

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Des rapports d'activité seront réalisés à la fin des séminaires.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)			
	Qté	P. U.	Total
Transport aérien pour les formateurs	3	650	1 950
Hébergement des formateurs	6 jours	120	2 160
Honoraire des formateurs	3	1500	4 500
Titres de transport pour les participants	20	650	13 000
Transport des participants locaux	10	74.73	747
Hébergement et restauration des participants	6 jours	16	2 880
Per diem pour les participants	6 jours	300	9 000
Matériel pédagogique	-	-	1 000
Secrétariat et logistique	-	-	1 500
Production des rapports	-	-	800
Suivi et évaluation	-	-	4 000
Total PIDC			US\$ 41 535

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Coordination du projet	5 000
Communications	500
Carburant pour le véhicule de location	800
Frais généraux	260
Total	US\$ 6 560

ARAB REGION

JORDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	OPTIMAL USE OF THE JOURNALISTS' RIGHT TO ACCESS INFORMATION
2.	NUMBER	IPDC/57 JOR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial Assistance
7.	TOTAL COST OF PROJECT	US\$ 47 600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 200
9.	BENEFICIARY BODY	Da3em – Centre for Training and Freedom of Media
10.	IMPLEMENTING OFFICE	UNESCO Jordan office Contact: Ms Maaly Hazzaz E-mail: m.hazzaz@unesco.org
11.	PROJECT LOCATION	Amman, Aqaba
12.	PROJECT PREPARED BY	Da3em – Centre for Training and Freedom of Media
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Right of access to information is considered as one of the most essential Constituents of freedom of press and media. As per the studies and annual reports issued by the Press Syndicate and the Civil Society Institutions, right of access to information is inaccessible to journalists and media professionals in Jordan. The Jordanian Constitution does not provide citizens the right of access to information, in addition to the fact that the law which guarantees the right of access to information is a restricted law which leads to making the confidentiality of information and documents is the base, while providing the information itself is exceptional, in addition to the availability of a law which protects the confidentiality of the State documents “law of protecting State documents”, which destroys the freedom of press and media, as it prohibits media to cover all issues of concern to the community, such as corruption cases. It also leads to publicize inaccurate or missing information which actually resulted into an increase of number of cases raised against journalists, media professionals and media institutions in the last several years. At the same time and due to the recent development of media, developing special tools related to searching for information has become essential.

Therefore, this project is presented in order to provide legal and professional assistance to media professionals and institutions to empower them to access to information through the modern electronic tools and legally deal with the secret legislation in the Kingdom of Jordan.

2. DESCRIPTION OF THE TARGET GROUP:

In 2012, an amendment of the press and publication law was adopted by the Jordanian government that includes online media under its umbrella. Under the new law, online media is required to register and receive a license and it holds online media outlets publishers responsible for any content. Critics say that the law will stifle freedom of expression online. In regard to these current developments within the legal framework of the media environment in Jordan, the project will address various stakeholders from the old and new media sector, such as website owners, website publishers, editors-in-chief, journalists, reporters as well as representatives from the Audio Visual Sector.

3. DEVELOPMENT OBJECTIVE:

Increase the awareness of media professionals and develop their skills of searching for information and documentation in addition to successfully navigating privacy legislation.

4. IMMEDIATE OBJECTIVE:

- Raise the media professionals’ understanding to search for information through developed tools via the internet, modern communication tools and multimedia tools, including the establishment of networks on Skype and You Tube as well as mobile applications.
- Increase the media professionals’ skills in archiving and documenting information on any legal action in the form of statements and comments through modern media tools.
- Raise the media professionals’ legal awareness in terms of proofs and documentations accredited by the Judiciary in regard to a variety of media cases.
- Increase the legal awareness of media professionals in regard to the 2012 amendment of the Press and Publication law.

5. **ACTIVITIES:**

- A three-day training session for media professionals will be conducted in Amman. The session will focus on the ways and means by which journalists can access information from different sources. It aims at raising awareness on the ways and means of action in the light of their legal rights, especially under the amended Press and Publication Law.
- Four field visits will be conducted after the above mentioned training.
- A three-day training session for media professionals will be conducted in Aqaba (South of Jordan).
- Three field visits will be conducted after the above mentioned training.
- Prepare and distribute the awareness newsletters in the last six months of the year.
- Conduct a one-day forum to gather all training participants, to enable them to exchange their experience from the training, and share their practical practices and knowledge. Furthermore, a network between participants will be developed and maintained which will have its base in Da3em will establish a Facebook group for the project, also, the network will contain of an email distribution list and face to face meetings.

5. **PROJECT OUTPUTS:**

- Cultivate and expand the knowledge and awareness of media professionals on using the internet as a tool to access information alternatively to conventional tools such as face to face interviews.
- Final report for each training session based on the training evaluation conducted by the end of each session.
- In-house-training “coaching” sessions after each training session. Seven field visits will be done by the trainers to assist the participants in the field. Some organizations, such as the official news agency Petra will send more than one participant. During the field visits, Da3em will function as a focal point to aware colleagues and to support them in their work.
- Awareness newsletters “An ounce of prevention is better than cure” which will be distributed electronically and physically to all concerned on a monthly basis. The hard copy of the newsletter is especially important to deliver information to governmental institutions and to the older generation of journalists because they don’t rely or use the internet as a source of reliable and trustworthy information. The newsletters will contain two major parts, one of which will be done by the media professionals participated in the training sessions, while the second part will be done by legal consultants. Both parts will cover real life situations that reporters have experienced, mechanisms to obtain the information and legal options for every case.

6. **PROJECT INPUTS:**

- Two trainers, one of which is specialized in legal protection of journalists, while the second trainer is specialized in training technical aspects (biography attached)
- One Co-trainer capable to back up and assist the trainers – training content wise (biography attached)
- Project Coordinator capable of coordinating administrative and logistical aspects of the training and coaching sessions.
- Project Manager capable of managing the project with the timeline and specified development and immediate objectives. (Biography attached)
- Accountant capable of tracking all payments conducted throughout the project period.
- Editor capable of scrupulousness and production of the newsletters.
- A laptop and a printer for the use of training preparations (will be provided by Da3em)
- Twenty rented computers for the two training sessions.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Hiring of personnel	■											
Preparation of training #1 (Amman)		■										
Training #1 (Amman)			■									
In-House training (Coaching) – training #1				■								
Preparation of training #2 (Aqaba)					■							
Training # 2 (Aqaba) & Selection of Editor						■						
In-House training – training #2							■					
Issuance of first Newsletter								■				
Issuance of second Newsletter									■			
Issuance of third Newsletter										■		
One day forum to exchange experience											■	
Issuance of forth Newsletter												■
Issuance of fifth Newsletter												■
Issuance of sixth Newsletter												■

9. INSTITUTIONAL FRAMEWORK:

Al Da3em is a non-governmental organization concerned to develop the media sector throughout providing training and continuous education to journalists in their right of access to information and rights and legal protection of media. The stockholders of al Da3em are experts in Media transactions and well known in media society especially online media and TV stations. The administrative staff of Da3em have a background as TV and radio producers, owners and publishers of electronic news sites. The majority of its staff comes from the media sector and holds a BA in media or journalism.

Al Da3em is affiliated to any political movement. It has wide connections with media institutions in the public and private sector.

10. SUSTAINABILITY:

Al Da3em will continue to issue the monthly newsletters after the end of the completion of the project on its own expenses. Al Da3em needs the support of the UNESCO to issue the first six editions which are the only one included in this project proposal. The information network which will be initiated during the project and will be maintained by Al Da3em through its publication on the official website, through media outlets and will be considered as a source of information for journalists

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

- A representative from UNESCO will be invited to attend all the sessions of trainings.
- An evaluation report related to each training will be sent to UNESCO
- A representative from UNESCO will be invited to attend the one-day forum
- A report related to the Forum will be sent to UNESCO
- A comprehensive final report will be sent to UNESCO after the completion of the project. f. Newsletters will be sent to UNESCO after the completion of the project showing the continuous activities of Al Da3em afterwards.

- Da3em will survey the participants 6 months following the training to ascertain long-term impact and then share with UNESCO.

12. **EVALUATIONS CARRIED OUT:**

This project depends on the long experience of Al Da3em in terms of training which guarantees the optimal implementation of the project, as the trainers have personally contributed in developing the objectives of the project. Participants are implementing practical duties during the project on using appropriate methods to access to information. Furthermore, this project is based on the quality of activities rather than quantity, as the activities have been developed on an accumulative basis whereas each activity is based on the other activities. The timeline of the project (12 months) is sufficient enough to implement the objectives of the project. Another essential point that is worth to be mentioned is that the subject of this project is considered as a hot and continuous issue to the legal and media arena in Jordan, so it will gain a vast turn-out by the journalists and the media professional to participate in this project and will gain a huge interest among the media professionals as daily media coverage.

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

- Financial and administrative report will be provided to UNESCO on quarterly basis
- An evaluation report related to each training will be provided to UNESCO
- A report related to the Forum will be provided to UNESCO
- A comprehensive final report will be provided to UNESCO after the completion of the project

C. ADDITIONAL INFORMATION

Al Da3em will assign a specific room in its premises as a dedicated control operations office for the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training Locations (accommodation, banqueting and training facility) \$120 x (20 participant+ 3 trainers + 1 UNESCO Rep. + 1 coordinator +) x 7 days	18 000
Transportation of participants to training locations (South)	4 000
Communication Requirements (Phones, faxes and internet subscription)	1 200
In-house training and transportation costs for field visits (\$150 x 2 trainers x 7 visits)	2 100
Trainers fees (\$150 x 3 trainers x 2 sessions)	900
Trainers preparation day (\$ 150 x 2 trainers x 2 sessions)	600
Preparation of training manuals (\$ 150 x 2 trainers x 2 sessions)	600
Training Supplies and stationary (White Board, notebook, data show, badges, panels)	1 800
Editor fees (\$100 x 12 month)	1 200
Renting fees of 20 laptops to be used by participants during the training (\$50 x 20 laptop x 4 days (2 days per training)	4 000
Printing of Newsletters	4 800
Total IPDC	US\$ 39 200

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

Project Accountant Salary (100 x 12)	1 200
Project Coordinator Salary (200 x 12)	2 400
Project Manager Salary (400 x 12)	4 800
Total	US\$ 8 400

EGYPT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING COURSE FOR EGYPTIAN JOURNALISTS AND MEDIA WOMEN ON THE IMPACT OF WOMEN IN THE DEVELOPMENT OF UPPER EGYPT
2.	NUMBER	IPDC/57 EGY/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 39 450
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 300
9.	BENEFICIARY BODY	The Center of Media and Women studies Dept. of journalism - Faculty of Mass Communication, Cairo University – Egypt Tel/Fax: +35695333 ; +35733727 Email: com.mass@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Cairo Office 19 Abdel Rahman Fahmy St. Garden City – Cairo, Egypt Mr Marius Lukosiunas – CI Officer m.lukosiunas@unesco.org
11.	PROJECT LOCATION	Upper Egypt (Assiut and Suhag)
12.	PROJECT PREPARED BY	Prof Dr. Awatef Mohamed Abdel Rahman (First investigator) profawatefabdelrahman@yahoo.com
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The conclusion many researchers have drawn is that (for the most part) the media relegate women to marginality, silence or absence. It has been revealed to several field studies and media conferences that there are certain obvious obstacles to women's access to various communication and information sources, particularly in Upper Egypt. These include poverty, illiteracy, low levels of education and lack of time. Women in Upper Egypt are overloaded by housekeeping burdens and family care and suffer from pressure of social customs and traditions. Many field studies also revealed that women in Upper Egypt are dependent on radio programs, sometimes TV (religious programs), but rarely newspapers (only for the educated women) to get information.

The national and local conferences about mass-media confirmed that journalists in Upper Egypt, and especially women, are in dire need for consistent systems of scientific knowledge about the most recent trends in the journalistic and media field such as: Writing, editing, layout, journalistic management and advertising policy, and making and editing policies. They also lack equal opportunities for training when compared with their colleagues working in capital newspapers, as well as facing several obstacles in regard to access to information sources and access to leading positions.

As long as the Egyptian media persist in promoting only traditional roles for women in general and marginalizing rural women in particular, they will serve to maintain the status quo impeding women's emancipation and their full integration in the economical, political, social and cultural development of Egypt.

In order to improve the status of upper Egyptian women and accelerate the process of national development, a field study on "Upper Egyptian Media Women and Development" should be conducted at the same time as providing training courses to women working in media. The study and the courses will focus on the two integrated main aspects of the issue of Women and the Media and their impact on the development of Upper Egypt:

- 1- Women's access to communication and information resources.
- 2- Women as communicators and journalists.

2. DESCRIPTION OF THE TARGET GROUP:

- 8 women journalists, graduated from Assuit and Suhag universities (of various social science disciplines such as: Media, History, Sociology, Languages, Politics, etc) and working in a local newspaper (Al Dawar Magazine). They have never been trained professionally.
- 8 women journalists working in TV and radio institutions of the North and South Upper Egypt
- 4 women journalists working in national newspapers (Al-Ahram, Al-Shrouk, Al-Wafd) who are specialists of Upper Egypt affairs.

3. DEVELOPMENT OBJECTIVE:

- Identifying the Egyptian women's communication and information needs for exploring the new forms of communication that assist the rural women to create their own expressive channels and manifesting their non-conformity and demands related to rural development in Upper Egypt.

- Identifying the real constraints and problems facing the Upper Egyptian women as practitioners and communicators which affect negatively their communicative professional performance.
- Helping the practitioners to resolve problems affecting the implementation of development projects for rural women in Upper Egypt.
- Assuring the involvement of Media women in planning the developmental projects in Upper Egypt.
- Identifying the developmental dimensions of the images of women and the socio- economic categories of Women in Upper Egypt (rural urban and marginal) as portrayed in the newspapers, TV and broadcasting during the period 2011-2012.

4. **IMMEDIATE OBJECTIVE:**

Twenty journalists and media women working in different media outlets (Al Dawaar Magazine, TV and radio broadcasters from Assiut and Suhag, national newspapers) in Upper Egypt will acquire skills and knowledge of editing techniques after having participated in a two-week training course. They will be qualified for developmental journalism according to the communicative felt needs of rural women in Upper Egypt. A field study will be conducted in support with this workshop so as to bring updated insights of the situation of media women in Upper Egypt.

5. **PROJECT OUTPUTS:**

- Twenty community journalists and media women have acquired the knowledge, skills and techniques to source information, edit it and have apply these skills by producing journalistic material.
- One short research study issued to assess the situation of women in media in Upper Egypt and accordingly prioritize their needs.
- A special copy of Al Dawaar Magazine edited by the trained journalists and focusing on women and development in Upper Egypt.
- 15 to 20 other articles and contributions edited by the trained journalists and published in local newspapers (Voice of Assiut, News of Assiut and Voice of Suhag, etc)
- A radio programme to be broadcast on South Upper Egypt Radio Station will be created by the trained journalists.

6. **ACTIVITIES:**

- A minor field study will be conducted by 6 data collectors under the supervision of 2 academic supervisors in order to explore and define the felt needs and models of communication used by women in Upper Egypt applied to urban-rural areas in Assiut and Suhag. The results of this study will be used for designing the programme of scientific knowledge and the training course which will be performed by group of media academics and professionals.
- A series of lectures (8 days) will be organized in Cairo, Assiut and Suhag Universities, for 20 participants. Lectures will be delivered by the following academics:

1- *News editing, reporting and practice on layout applied to Women issues in Upper Egypt*

Dr. Mohamed Bassiouni (executive editor of Al Dawaar magazine)

2- *History of Journalism in Upper Egypt*

Dr. Ramy Atta (higher institute of media)

3- *T.V and Radio News with emphasis on development and women programmes in Upper Egypt*

Dr. Fatma Saleh (Suhag University)

4- *The impact of Media on women and development in Upper Egypt*

Dr. Oumima Omran (Assiut University)

5- *The impact of advertising on Women in Upper Egypt*

Dr. Abdel Basset Hashem (Suhag University)

6- *The Egyptian Press and Public Opinion in Upper Egypt*

Dr. Magda Abdel Baki (Assiut University)

7- *The impact of international media and Technology on Women Issues in Upper Egypt*

Dr. Azza Abdel Aziz (Suhag University)

8- *The specialized Journalism with emphasis on Women Journalism*

Prof. Nagwa Kamel (Cairo University)

- A 6-day sub-workshop will be organized for the same 20 participants, focusing on:
 - Editing, writing and issuing a special copy of Al Dawaar Magazine
 - Editing and producing required material for a radio programme about women and development in Upper Egypt
 - Editing and writing other articles and contributions to be publish in local newspapers.

7. **PROJECT INPUTS:**

- One project coordinator
- 8 lecturers
- 2 academic supervisors
- 6 data collectors for the field study
- 1 trainer for newspaper editing & writing
- 1 trainer for radio program production

8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Contracting	■											
Design of field study		■	■									
Field study in Assiut & Suhag				■	■	■						
Training Courses							■	■				
Production of Al Dawaar Magazine & Radio Program									■	■	■	
Submission of implementation reports				■				■				■

9. **INSTITUTIONAL FRAMEWORK:**

The center of Media and Women studies was established in 1998 at the initiative of Prof. Awatef Abdel Rahman, ex-head of the Dept. of Journalism of the Faculty of Mass Communication at Cairo University. It has since carried out much research and field studies into Media and Women in Egypt and the Arab world. It has also conducted over 30 seminars and workshops about Media and Women in Egyptian rural areas. It has issued Al Dawaar Magazine under the auspices of UNESCO (2003-2012). The Center comprises 20 researchers, scholars from different disciplines of social sciences. It will offer the following facilities for the project, including:

- 1- Two halls for researchers and trainers.
- 2- Two computers for printing and duplication.
- 3- Other necessary daily services for the project. Both the University of Assiut and Suhag will offer Halls for activities training course and some logistic facilities for achieving the field study in rural villages.

10. SUSTAINABILITY:

All departments of Media and Journalism in Cairo, Assiut and Suhag Universities have agreed to adopt the program of sustainable field studies and workshops for media women in order to fulfill the communicative needs of gender in rural areas of Upper Egypt through building the professional capacity of journalists and media women working in newspapers and TV broadcasting. This project will thus be incorporated within their curriculum and will serve as a model for other training courses and studies.

11. FRAMEWORK OF MONITORING:

The Department of Journalism within the faculty of Mass Communication at Cairo University will collaborate with UNESCO Cairo Office in project monitoring under the direct supervision and follow-up by the main coordinator, Prof Dr. Awatef Abdel Rahman.

12. EVALUATIONS CARRIED OUT:

Under the auspices of UNESCO, the leading investigator, Prof. Awatef Abdel Raham has carried out many workshops, programmes of sustainable training courses for Arab Media Women (1994-1997), as well as a basic field study about Media and Women in Upper Egypt (2004). Also, Al Dawaar Magazine for cultural and social development in Upper Egypt was been issued thanks mainly to the support of UNESCO in 2003. She is still working and organizing annual workshops for the local correspondents in Upper Egypt.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The lead investigator will provide reports on project progress on a 4-month basis to the regional office of UNESCO in Cairo, together with the final report at the end of the fixed period of the project (12 months).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
2 academic supervisors for field study (@ 1000 \$)	2 000
6 local data collectors for field study (@ 150 \$)	900
Supplies for field study gatherings (questionnaires + local gatherings)	2 000
Training Course	
8 local lecturers' fees x 100 \$	800
2 local trainers' fees x 250\$	500
20 participants accommodation and per diem (50 \$ x 14 days x 20)	14 000
10 local trainers & lecturers accommodation and per diem (50 \$ x 14 days x 10)	7 000
Local travel: 20 participants + 2 trainers + 8 lecturer + 2 academic supervisors x 50 \$	1 600
Editing Progress reports, summary in English	500
Production of the Final report	800
Production Al Dawaar magazine + Radio program	2 200
Printing + Duplication	1 000
Total IPDC	33 300

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

Materials & Venue	
Venue Renting (2 halls) 100\$ x 2 x 14 days	2 800
2 Computer Renting 50\$ x 2 x 14 days	1 400
Staff costs	
Project Coordinator	1 000
Secretariat expenses	500
Communication	450
Total	US\$ 6 150

ALGÉRIE

A. IDENTIFICATION DU PROJET		
1.	TITRE	FORMATION DES PROFESSIONNELS DE LA PRESSE INDEPENDANTE ALGERIENNE SUR LES QUESTIONS LIEES A LA SECURITE DES JOURNALISTES
2.	NUMÉRO	IPDC/57 ALG/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 3 « Les médias comme plateforme de débat démocratique »
4.	DOMAINE DE PRIORITÉ DU PIDC	Promotion de la liberté d'expression et du pluralisme des médias
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation
7.	COÛT TOTAL DU PROJET	US\$ 29 930
8.	MONTANT DEMANDÉ AU PIDC	US\$ 25 380
9.	BÉNÉFICIAIRE DU PROJET	El Watan, 1 rue Bachir Attar Alger (Algérie) Tél : (+213) 21 65 77 24 / +213 21 65 92 75 Mourad Hachid, rédacteur en chef Web et responsable de la formation : mhachid@elwatan.com, admin@elwatan.com, obelhouchet@elwatan.com
10.	MAÎTRE D'ŒUVRE	UNESCO Rabat Batirtze Eguiluz et Misako Ito m.ito@unesco.org
11.	LOCALISATION	Maison de la presse Tahar Djaout 1 rue Bachir Attar Alger (Algérie)
12.	PROJET PRÉPARÉ PAR	Mourad Hachid et Misako Ito
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

La presse écrite indépendante en Algérie est née en 1990, dans des conditions difficiles. Plus de 100 journalistes ont été assassinés au début des années '90 et d'autres ont été emprisonnés.

Aujourd'hui, il existe plus de 80 quotidiens dans les deux langues, arabe et français. Plusieurs quotidiens réalisent des tirages très importants, dépassant les 100 000 exemplaires/jour. 90% des journalistes travaillant dans ces médias ont moins de 45 ans et ne bénéficient pas de cycles de formation continue ou de perfectionnement.

Bien que l'on puisse considérer la presse algérienne comme étant l'une des plus libres de la région, la réalité est très complexe et un nouveau élément contribue, depuis quelques mois, à durcir la situation : la nouvelle loi régissant le paysage médiatique algérien. Selon la majorité des professionnels de la presse algérienne, cette nouvelle loi, qui a été adoptée en janvier 2012 « est très restrictive et constitue une menace contre la liberté d'expression des journalistes ».

A titre d'exemple, l'accès aux sources, qui est déjà très difficile, n'est pas garanti lorsqu'il s'agit de sujet traitant de la souveraineté de l'état, lorsque l'information concerne "le secret économique stratégique", sans que ces notions ne soient bien définies.

L'article 92, fixe les limites à ne pas franchir par les journalistes, qui n'ont pas le droit, par exemple, de traiter des sujets qui porteraient atteinte à l'histoire nationale. Une enquête sur un fait historique, qui contredirait une version officielle de l'histoire, pourrait valoir à son auteur des poursuites judiciaires.

Les amendes infligées aux journalistes varient de 50000 à 200000 DA soit l'équivalent d'un à quatre mois de salaire pour un journaliste, qui publie une information sur le secret d'une enquête préliminaire, pour outrage à chef d'état ou à des membres de missions diplomatiques.

La loi donne le droit à n'importe quel citoyen de saisir la justice ou de demander un droit de réponse, s'il considère qu'un article de presse porte atteinte aux valeurs de l'Etat algérien, à son histoire ou à ses institutions. ce qui ouvre la voix à tous les dérapages.

Par ailleurs, les journalistes exerçant aussi bien dans les rédactions centrales qu'en régions sont souvent livrés à eux mêmes face à la pression exercée par les responsables locaux intimidants ou des groupes d'intérêt. De ce fait, de nombreux journalistes manquant de protection ou ne connaissant pas la manière dont ils peuvent se protéger contre ces groupes de pression sont souvent agressés physiquement ou moralement.

Dans ce contexte, ce projet vise à répondre à des besoins maintes fois exprimés par les journalistes en ce qui concerne l'apprentissage des méthodes pratiques pouvant aider à améliorer les conditions sécuritaires dans lesquelles ils travaillent. Le projet répond aussi à certaines recommandations des Nations Unies, notamment les articles 5.17, 5.20 et 5.22 du plan d'action des Nations Unies sur la sécurité des journalistes et la question de l'impunité. Le plan conseille la sensibilisation des décideurs des entreprises de presse sur les dangers qui menacent leur personnel. Il encourage également les écoles de journalisme et les départements de communication à développer des programmes de formation sur ces questions.

C'est sur cette base que le projet prévoit l'organisation d'un atelier de formation des formateurs sur la sécurité des journalistes afin que les stagiaires puissent, à leur tour, former leurs pairs et ainsi multiplier l'impact de l'intervention.

2. DESCRIPTION DU GROUPE CIBLE :

15 journalistes, hommes et femmes, issus de 4 journaux indépendants algériens, à savoir El Watan, Liberté, El Khabar et Echourouk.

3. OBJECTIF DE DÉVELOPPEMENT :

Contribuer à la consolidation du rôle des médias en tant qu'espace de débat démocratique en Algérie tout en renforçant les capacités de journalistes à minimiser les risques qu'ils encourent pendant l'exercice de leur métier.

4. OBJECTIF IMMÉDIAT :

- Renforcement de capacités de 15 journalistes, hommes et femmes, issus de 4 journaux indépendants algériens arabophones et francophones sur les questions liées à la sécurité et à la protection des journalistes propres au contexte algérien et les méthodes pédagogiques pour qu'ils soient capables de dupliquer la formation au sein de leurs rédactions.
- Elaboration d'un outil de vulgarisation/sensibilisation concernant la sécurité des journalistes en Algérie.

5. RÉSULTATS ATTENDUS :

- 15 journalistes sont formés pour se protéger contre les risques qu'ils encourent pendant l'exercice de leur fonction et sont capables de sensibiliser les autres journalistes travaillant au sein de leurs rédactions.
- Un outil de vulgarisation est élaboré afin de sensibiliser les autres journalistes en Algérie.

6. ACTIVITÉS :

- Un atelier de formation de 4 jours pour 15 journalistes issus de 4 journaux indépendants algériens, arabophones et francophones sur les questions liées à la sécurité et à la protection des journalistes propres au contexte algérien.
- Un atelier de « formation de formateurs » de 4 jours pour permettre aux 15 journalistes stagiaires d'acquérir les techniques pédagogiques nécessaires pour multiplier la formation au sein de leurs propres rédactions.
- Un atelier de travail de 3 jours pour 15 journalistes pour l'élaboration d'une brochure de vulgarisation/sensibilisation en arabe et en français concernant la sécurité des journalistes en Algérie. La brochure sera publiée et distribuée parmi les journalistes algériens, tout média confondu. Par ailleurs, elle sera disponible en ligne sur le site d'El Watan et du Bureau régional de l'UNESCO à Rabat.

7. INVESTISSEMENTS :

- Location d'une salle de formation équipée en matériel multimédia pour 11 jours
- 3 formateurs internationaux
- Déplacements, hébergement et restauration des formateurs
- Conception et réalisation graphique de la brochure

- Déplacements, hébergement et restauration des 7 stagiaires en provenance des régions
- Frais de restauration pendant les jours de formation

8. PLAN DE TRAVAIL :

ACTIVITES / MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Préparation des ateliers, choix des journalistes participants	■											
Sélection et recrutement des formateurs		■										
Atelier de formation sécurité			■									
Atelier d'élaboration d'outil de sensibilisation				■								
Atelier de formation méthodes pédagogiques					■							
Rapports finaux						■						

9. CADRE INSTITUTIONNEL :

El Watan est un quotidien indépendant algérien créé le 10 octobre 1990 par un groupe de journalistes suite à l'ouverture démocratique qui a suivi les événements d'octobre 1988. Aujourd'hui, El Watan est une société qui réalise un chiffre d'affaires de près de 14 millions de dollars et emploie à titre permanent 183 personnes dont 86 journalistes. El Watan a été le premier journal algérien à se faire certifier par l'Office de justification de la diffusion en 2009. Les ressources d'El Watan proviennent essentiellement de la vente d'espaces publicitaires et très peu de la vente d'exemplaires.

El Watan possède un site web très fréquenté, une édition weekend et plusieurs suppléments. Des éditions locales sont réalisées quotidiennement par des journalistes correspondants exerçant dans la majorité des villes du pays.

El Watan est membre de l'Association mondiale des journaux depuis plusieurs années. Il est aussi membre de « African media initiative » et « African media leaders forum ».

Depuis 2008, El Watan est lié par un partenariat avec l'Ecole Supérieure de Journalisme de Lille, en France. C'est dans le cadre de ce partenariat qu'El Watan a financé sur fonds propres, plus de 25 sessions de formation au profit de ses journalistes. El Watan participe, en outre, à différents projets de formation initiés par des organisations internationales et par les services de coopération des représentations diplomatiques présentes en Algérie, principalement l'Ambassade de France à Alger.

10. VIABILITÉ A LONG TERME :

La formation sur la sécurité et la protection des journalistes qui sera organisée avec l'aide de l'UNESCO et le concours de l'ESJ Lille permettra aux bénéficiaires d'assurer d'autres formations au sein de leurs propres rédactions. La brochure de sensibilisation qui résultera de l'atelier de travail sera distribuée à tous les journalistes en exercice et servira de support pour encourager les entreprises de presse à mettre des moyens afin de protéger les journalistes dans l'exercice de leur métier.

11. SUIVI DU PROJET ET STRATÉGIE DE COMMUNICATION :

Le suivi du projet sera assuré par le Bureau de l'UNESCO pour le Maghreb. El Watan publiera un article sur chaque atelier organisé dans le cadre du présent projet aussi bien sur son édition papier que sur son édition

numérique afin d'assurer la visibilité de l'intervention auprès du grand public. Les articles seront publiés la veille du démarrage de chaque atelier. Une fois le projet finalisé, des photos prises lors des ateliers ainsi que des témoignages des bénéficiaires seront diffusées sur le site web d'El Watan et envoyées au Bureau de l'UNESCO pour le Maghreb.

12. ÉVALUATIONS EFFECTUÉES :

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Une fois le projet finalisé, un rapport narratif et un rapport financier seront soumis par El Watan au Bureau de l'UNESCO pour le Maghreb.

D. BUDGET

**BUDGET CONCERNANT LES APPORTS DU PIDC
(en dollars des Etats-Unis)**

Location salle de formation (150 USD / jour * 11 jours)	1 650
Honoraires de 3 formateurs internationaux (250 USD *11 jours)	2 750
Restauration (30 USD *18 pax * 11 jours)	5 940
DSA formateurs (170 USD *5 jours) + (170 USD *4 jours) + (170 USD *5 jours)	2 380
Conception graphique et impression de la brochure en 1500 exemplaires	3 000
DSA stagiaires à Alger (110 USD *12 jours *7 stagiaires)	9 240
Déplacements nationaux (60 USD * 7 stagiaires)	420
Total PIDC	US\$ 25 380

**BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE
(en dollars des Etats-Unis)**

Déplacements internationaux (850 USD * 3 personnes)	2 550
Coordonateur du projet (1 mois)	2 000
Total	US\$ 4 550

MAROC

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DE CAPACITES DES RADIOS ASSOCIATIVES COMMUNAUTAIRES SUR LES TECHNIQUES DE PLAIDOYER ET ANIMATION
2.	NUMÉRO	IPDC/57 MOR/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégories 2 et 4
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des médias communautaires
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation des acteurs et opérateurs des radios associatives communautaires au Maroc
7.	COÛT TOTAL DU PROJET	US\$ 49 311
8.	MONTANT DEMANDÉ AU PIDC	US\$ 30 216
9.	BÉNÉFICIAIRE DU PROJET	Forum des Alternatives Maroc (FMAS), Programme « Portail de la société civile Maghreb-Machrek e-joussour »
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO pour l'Algérie, le Maroc, la Mauritanie et la Tunisie Misako Ito, Conseillère pour la communication et l'information m.ito@unesco.org
11.	LOCALISATION	Web radio e-joussour, Fabrique Culturelle des Abattoirs de Casablanca
12.	PROJET PRÉPARÉ PAR	Leghtas Mohamed, Coordinateur du Programme e-joussour, FMAS Email : ejoussour@gmail.com Tel : (+212) 6 61 32 54 54
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Au Maroc, la réforme de l'audiovisuel engagée en 2004, n'a pas débouché sur le pluralisme médiatique escompté : le paysage audiovisuel demeure à ce jour restreint aux médias du pôle public et aux médias privés à caractère commercial. La suppression du monopôle de l'Etat en matière de radiodiffusion et la création de la Haute Autorité de la Communication Audiovisuelle (HACA), n'ont pas abouti à un cadre juridique garantissant la liberté d'expression et le pluralisme et la loi en vigueur ne prévoit pas l'attribution de licence pour opérer des médias audiovisuels à caractère associatif ou communautaire.

Aujourd'hui, la société civile marocaine milite pour remédier à cette carence. Et c'est dans cette perspective que le Forum des Alternatives Maroc a initié le projet « médias communautaires : pour une information citoyenne ». Ce projet, mis en œuvre à travers le portail de la société civile Maghreb-Machrek e-joussour, est co-financé par l'Union Européenne et soutenu par l'Association Mondial des Radiodiffuseurs Communautaires (AMARC) et l'International Media Support (IMS). Il vise la reconnaissance juridique et la mise en place des radios associatives-communautaires au Maroc.

Dans le cadre de ce projet, une campagne de plaidoyer portée par un millier d'associations implantées dans toutes les régions du Maroc a été lancée en juin 2012, en vue d'amender la loi 77/03 relative à la communication audiovisuelle afin qu'elle permette l'existence de ces radios car elles se sont avérées être des véritables outils de démocratisation et développement.

Dans cette perspective, une étude, un mémorandum, les lignes directives d'un projet de loi et une charte d'éthique ont été élaborés et publiés. Un dialogue a par la suite été initié avec les différentes parties prenantes notamment, la HACA, les élus et les acteurs gouvernementaux. Par ailleurs, la webradio « e-joussour » a été lancée afin de contribuer à l'aboutissement de ce processus tout en donnant un espace d'expression aux différents acteurs et en contribuant à l'effectivité du droit la liberté d'expression et la communication. Cette webradio, qui se veut participative et à la disposition de la société civile marocaine, est basée à Casablanca et dispose de six antennes régionales.

Ce projet a pour but la pérennisation des interventions susmentionnées à travers la mise en place d'un programme de renforcement de capacités des opérateurs de webradios associatives communautaires en matière de gestion et animation ainsi que de techniques de plaidoyer et de négociation en faveur de la reconnaissance juridique de ces radios.

En effet, en mars 2013, le dialogue entamé avec les acteurs impliqués sur la question de la reconnaissance juridique aura avancé et, parallèlement, 80 opérateurs de ces webradios auront bénéficié, dans le cadre de ce projet, d'une formation de base sur les techniques de journalisme citoyen et de production de capsules, d'émissions et de programmes.

Ainsi, un cycle de perfectionnement au profit des acteurs impliqués dans cette intervention s'avère nécessaire et ce afin de: Encadrer le débat et les négociations sur la question de la reconnaissance juridique (un module au profit de 10 acteurs impliqués dans le processus de plaidoyer juridique) ; Perfectionner les acquis et améliorer la qualité des émissions diffusées en vue d'être à la hauteur des aspirations des auditeurs (un module au profit de 10 acteurs qui seront chargés de la gestion de la webradio « e-joussour » et de ses antennes et de la production de contenus).

Les bénéficiaires des formations s'engageront à transmettre les savoirs et savoir faire acquis aux 60 autres opérateurs de web radios, membres du groupe de revendication de reconnaissance des radios associatives communautaires au Maroc du projet « Médias communautaires : pour une information citoyenne ». Ces derniers contribueront à leur tour à former de nouveaux opérateurs éventuels, qui animeront de nouvelles webradios communautaires qui émergeront par la suite.

2. DESCRIPTION DU GROUPE CIBLE :

- 20 opérateurs sélectionnés (10 hommes et 10 femmes) parmi les 80 ayant bénéficié des formations préalables sur la webradio (les opérateurs sélectionnés sont soit des journalistes soit des acteurs associatifs, actifs et mobilisés au niveau de leur région sur les différentes problématiques qui seront abordées à travers la grille de programmes de la webradio) ;
- 60 acteurs associatifs impliqués dans le projet « Médias communautaires : pour une information citoyenne ».

3. OBJECTIF DE DÉVELOPPEMENT :

Le projet contribuera à promouvoir la participation active des citoyens dans les débats relatifs à tous les aspects de la vie publique et contribuera aux efforts entamés par différentes institutions publiques et civiques en matière de consolidation de la liberté d'expression en tant que pilier de la démocratie au Maroc.

4. OBJECTIF IMMÉDIAT :

- Renforcer les capacités de 10 acteurs des radios associatives communautaires sur les techniques de plaidoyer et de négociation en faveur de la reconnaissance juridique de ces radios.

5. RÉSULTATS ATTENDUS :

- 10 acteurs de radios associatives communautaires, issus du tissu associatif, du domaine médiatique et des élus locaux, représentant la dynamique de revendication en matière de reconnaissance juridique des radios communautaires, ont leurs compétences renforcées en plaidoyer et négociations;
- 10 opérateurs de radios associatives communautaires, issus du tissu associatif mobilisé dans la dynamique nationale de reconnaissance de radios associatives au Maroc et la promotion des radios associatives communautaires au Maroc, ont leurs compétences et savoir-faire renforcés en matière de production et de diffusion de programmes radios pour le web et gestion d'une webradio associative communautaire ;
- 10 sessions de transfert de compétences sont organisées dans des régions par les 20 bénéficiaires des formations au profit des 60 autres acteurs associatifs impliqués dans la dynamique du projet « Médias communautaires : pour une information citoyenne ».
- Un kit pédagogique en matière de gestion des webradios associatives communautaires est élaboré, distribué parmi les acteurs impliqués et diffusé à travers le portail *e-joussour*, la page Facebook "Médias communautaires: pour une information citoyenne" ainsi que d'autres plateformes dédiées à la question.

6. ACTIVITÉS :

- Cycle de renforcement des capacités :

- Module 1 (12 jours répartis en deux séances de six jours chacune) : formation en techniques de plaidoyer et négociation en vue d'un changement de législation.
- Module 2 (12 jours répartis en deux séances de six jours chacune) : formation en gestion et animation de webradios.
- 10 sessions de transferts de compétences et de savoir faire de deux jours chacune.
- Edition / diffusion des kits pédagogiques.

7. INVESTISSEMENTS :

- 2 formateurs nationaux
- 2 formateurs internationaux
- Transport, hébergement et restauration des formateurs
- Transport, hébergement et restauration de 20 bénéficiaires des formations
- Transport, hébergement et restauration de 60 bénéficiaires des séances de transfert de compétences
- Edition du kit pédagogique

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Définition des grandes lignes du contenu pédagogique	■	■										
Définition et diffusion des termes de références des formateurs	■	■										
Sélection des bénéficiaires			■									
Sélection et recrutement des formateurs			■									
Organisation de la formation sur le module 1				■								
Evaluation				■								
Organisation de la formation sur le module 2					■							
Evaluation					■							
Capitalisation des programmes					■							
Edition et diffusion des kits pédagogiques					■							
Préparation des 10 sessions de transfert des compétences						■						
Sessions de transfert des compétences							■					
Capitalisation des programmes								■				
Evaluation									■			

9. CADRE INSTITUTIONNEL :

Le Forum des Alternatives Maroc (FMAS) s'inscrit dans la lutte pour le respect des droits humains. Il se définit comme une association de défense et de promotion des droits économiques, politiques, sociaux,

civiques et culturels des groupes et des individus, sans distinction raciale, ethnique, linguistique, religieuse ou sexuelle.

10. VIABILITÉ A LONG TERME :

La durabilité du projet sera renforcée par une stratégie agissant parallèlement selon deux dimensions : négociations, plaidoyer et renforcement des capacités.

La diversification des publics cibles, collaborateurs et institutions impliquées sera un atout majeur en termes d'enrichissement de l'initiative. Ces expériences multi acteurs incluant société civile, professionnels des médias, traditionnels et alternatifs, ministères et instances régulatrices concernées seront mises en valeur par le biais du projet, et constitueront un tremplin aux innovations utiles et pertinentes. Ainsi, les différentes parties prenantes pourront « porter » les ambitions du projet, au-delà de sa réalisation. La formation de pôles d'expertise outillés aux notions de médias citoyens et aux techniques de diffusion d'information alternative via les radios électroniques permettra d'assurer la continuité à travers l'appropriation de ces outils de communications par les acteurs cibles.

Enfin, le contexte actuel de débat, réformes et construction démocratique est particulièrement favorable à l'ouverture et à la poursuite de débats sur la liberté d'expression et le pluralisme médiatique. Ainsi, les conditions sont favorables pour l'élargissement de ce débat jusqu'à la reconnaissance juridique des radios associatives communautaires et l'appropriation des médias par les citoyens.

11. SUIVI DU PROJET :

Le projet fera l'objet du suivi du bureau de l'UNESCO pour le Maghreb.

12. ÉVALUATIONS EFFECTUÉES :

L'expérience du projet « médias communautaires : pour une information citoyenne » a permis de tester le terrain et de confirmer l'adhésion de plus d'un millier d'associations à la démarche du projet et la campagne de plaidoyer lancées.

13. VISIBILITE :

FMAS assurera la visibilité de l'intervention à travers des news qui seront envoyés aux médias et postés sur le site e-joussour. L'information relative à la mise en œuvre du projet sera aussi relayée via les différents réseaux sociaux dont FMAS est membre. Une fois le projet finalisé, les photos prises lors des activités et les témoignages des bénéficiaires seront également postés sur le site e-joussour et les réseaux sociaux dont FMAS est membre. La visibilité de la contribution de l'UNESCO est assurée par la présence de son logo sur tous les supports produits et diffusés lors de différentes manifestations dans le cadre du projet, notamment :

- La charte graphique de tous documents du projet ;
- Les dossiers des participants ;
- Les CD-ROMs de documentation sur le projet ;
- Les banderoles et roll up ;
- Les kits pédagogiques

La contribution de l'UNESCO sera également mentionnée lors de chaque passage radio ou télévision, sur les sites relayant les activités du projet, notamment sur le site e-joussour, et les réseaux sociaux.

14. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Une fois le projet finalisé, un rapport narratif incluant une évaluation des séances de formation et transfert de compétences de la part des personnes formées sera soumis par Mohamed Leghtas, Coordinateur du Portail e-joussour, au Bureau de l'UNESCO pour le Maghreb. Par ailleurs, six mois après la clôture du projet, un autre rapport comprenant l'évaluation de la mise en œuvre des connaissances acquises par les bénéficiaires sera fourni.

C. INFORMATIONS COMPLÉMENTAIRES

Dossier du projet « Médias communautaires : pour une information citoyenne » comprenant les rapports des séminaires et des rencontres internationales, les publications, les revues de presse, les activités, les photos et les vidéos est disponible sur le site e-joussour

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Formation	
2 formateurs nationaux (2 * 8 jours à 138 USD/jour)	2 208
2 formateurs internationaux (2 * 4 jours à 225 USD/jour)	1 800
Hébergement et subsistance de 20 bénéficiaires et 2 formateurs pendant 12 jours (52 USD/jour * 22 personnes * 12 jours)	13 728
Transports locaux (40 USD * 20 bénéficiaires + 2 formateurs nationaux)	880
Transports internationaux (600 USD * 2 formateurs internationaux)	1 200
Location salle équipée 12 jours * 2 ateliers (60 USD/jour)	1 440
10 Sessions de Transfert des Compétences	
Hébergement et subsistance de 60 participants (52 USD/jour * 2 jours * 60 participants)	6 240
Transports locaux (40 USD * 60 participants)	2 400
Editer Le Kit Pedagogique	
Mise en forme et gravage sur CD (2 USD * 80 unités)	160
Impression pochette + étiquette (2 USD * 80 unités)	160
Total PIDC	US\$ 30 216

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
1 coordinateur du portail e-joussour (1/3 de temps * 9 mois)	5 900
2 chargées de projet médias communautaires (1/3 de temps * 9 mois)	7 240
1 chargée de rédaction – mobilisation e-joussour (1/3 temps * 9 mois)	2 975
1 chargée financière du FMAS (1/4 temps * 9 mois)	2 980
Total	US\$ 19 095

MAURITANIE

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DE CAPACITÉS DES JEUNES JOURNALISTES MEMBRES DU SYNDICAT DES JOURNALISTES MAURITANIENS (SJM) AFIN DE PROMOUVOIR LA CULTURE DU JOURNALISME D'INVESTIGATION EN MAURITANIE
2.	NUMÉRO	IPDC/57 MAU/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Renforcement de capacités de journalistes
5.	SCOPE	National
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation
7.	COÛT TOTAL DU PROJET	US\$ 14 335
8.	MONTANT DEMANDÉ AU PIDC	US\$ 13 335
9.	BÉNÉFICIAIRE DU PROJET	Syndicat des journalistes mauritaniens (SJM)
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO de Rabat Contact : Misako Ito m.ito@unesco.org
11.	LOCALISATION	Nouakchott, Mauritanie
12.	PROJET PRÉPARÉ PAR	Syndicat des journalistes mauritaniens (SJM)
DÉCISION DU BUREAU :		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Après l'élection de Mohamed Ould Abdel Aziz à la tête de l'Etat en juillet 2009 qui marque le retour de la Mauritanie à un ordre constitutionnel, le paysage médiatique mauritanien connaît un renouveau sans précédent. La liberté de ton, en particulier dans la presse écrite, semble constituer aujourd'hui un acquis. Le secteur audiovisuel est également en pleine mutation. Il a en effet été longtemps dominé par les deux médias étatiques, Radio Mauritanie et la Télévision de Mauritanie mais depuis l'adoption par l'Assemblée nationale le 2 juillet 2010 d'un projet de loi sur la libéralisation du secteur audiovisuel, le monopole de l'Etat sur la radio et la télévision est en voie de disparaître.

Or, malgré l'existence d'un environnement plutôt favorable, l'absence de structure locale de formation de journalistes, l'accès difficile et le nombre réduit de formations à l'étranger ont constitué jusqu'ici des obstacles à une formation adaptée aux besoins des professionnels des médias. L'Ecole Nationale d'Administration, créée en 1966 pour former les hauts fonctionnaires de l'Etat mauritanien, s'est ainsi vu confier la mission de créer un institut de journalisme. Depuis fin mars 2010, elle offre un programme de formation continue de quatre mois pour les journalistes en exercice et depuis elle a adopté le nom suivant : Ecole nationale d'administration, du journalisme et de la magistrature (ENAJM). Ce programme de formation est fondé sur les Modèles de de l'UNESCO pour l'éducation au journalisme et les enseignants de ce programme ont reçu une formation par l'UNESCO en février 2010.

L'un des points forts de cette formation est la mixité des médias y représentés: médias publics et privés, télévision, radio et presse écrite. Ce programme de formation continue allie formation et production par la mise en place, pendant les quatre mois de formation, de stages pratiques en groupe de 10 stagiaires sur trois semaines au sein des rédactions des médias publics pour que les journalistes perfectionnent leurs capacités de production : à l'Agence Mauritanienne d'Information pour l'écrit, à Radio Mauritanie et à la Télévision de Mauritanie pour l'audiovisuel.

Bien que la mise en place de l'institut représente une avancée vers la professionnalisation du secteur, elle est loin d'être suffisante pour la mise à jour des capacités de l'ensemble des personnes exerçant le métier de journaliste en Mauritanie.

Dans un pays où les journalistes en exercice manquent souvent des capacités indispensables pour l'exercice du métier, il est capital d'appuyer des actions de renforcement des capacités leur permettant d'exercer leur fonction de chien de garde du gouvernement chargé de promouvoir la transparence dans la vie publique tout en dénonçant la corruption et la mauvaise gestion des affaires publiques.

Dans ce contexte et considérant l'existence d'un environnement favorable à la liberté d'expression et d'information en Mauritanie, il est essentiel que les journalistes acquièrent des connaissances sur la base desquelles ils seraient à même d'exercer un journalisme d'investigation de qualité dont l'existence est inhérente à un véritable régime démocratique.

Le présent projet propose donc un atelier de formation sur les techniques du journalisme d'investigation d'une durée de 5 jours au profit de 20 jeunes journalistes membres du SJM, ainsi que la création d'un réseau mauritanien de journalistes d'investigation. La formation sera dispensée sur la base des thématiques proposées dans le manuel développé par l'UNESCO *L'enquête par hypothèse: manuel du journaliste d'investigation et*

sera structurée comme suit : introduction au journalisme d’investigation, méthodes d’utilisation d’une hypothèse, méthodes de vérification d’une hypothèse, organisation des données, techniques de rédaction d’une enquête, contrôle de qualité de l’enquête et diffusion, promotion et défense de l’enquête.

2. DESCRIPTION DU GROUPE CIBLE :

20 jeunes journalistes membres du SJM, 10 hommes et 10 femmes, exerçant à la presse écrite traditionnelle et électronique. Les participants à la formation seront sélectionnés par le syndicat national des journalistes sur la base du soutien obtenu des organes de presse auxquels ils appartiennent afin de publier les articles d’investigation réalisés par les bénéficiaires de la formation.

3. OBJECTIF DE DÉVELOPPEMENT :

Consolidation du régime démocratique à travers la promotion des médias libres, indépendants et pluralistes en mesure de jouer leur rôle de chien de garde du pouvoir et de faire parvenir aux citoyens une information de qualité leur permettant d’influencer et de participer de manière davantage active au jeu démocratique.

4. OBJECTIF IMMÉDIAT :

Renforcement de capacités de 20 jeunes journalistes, hommes et femmes, membres du SJM sur les techniques propres au journalisme d’investigation.

5. RÉSULTATS ATTENDUS :

- 20 jeunes journalistes, hommes et femmes, membres du SJM formés aux techniques du journalisme d’investigation et capables de mener à bien le processus de l’enquête journalistique depuis l’identification du sujet à la publication du reportage.
- Un réseau mauritanien de journalistes d’investigation qui rejoindra, suite à la formation, le réseau régional Arab Reporters for Investigative Journalism (ARIJ).

6. ACTIVITÉS :

- Un atelier de formation de cinq (5) jours au profit de 20 jeunes journalistes, hommes et femmes, membres du SJM sur les techniques du journalisme d’investigation
- Etablissement d’un réseau mauritanien de journalistes d’investigation qui rejoindra, suite à la formation, le réseau régional ARIJ.

7. INVESTISSEMENTS :

- Deux formateurs internationaux spécialisés en journalisme d’investigation capables d’enseigner aux 20 bénéficiaires les fondements théoriques et pratiques du journalisme d’investigation en tenant compte des particularités du contexte mauritanien.
- Transport aérien pour les formateurs.
- Hébergement des formateurs.
- Location d’une salle de formation équipée d’ordinateurs et connexion à Internet.
- Restauration.

8. PLAN DE TRAVAIL :

ACTIVITÉS / MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Sélection et recrutement des formateurs	■											
Cadrage et définition du programme de la formation		■										
Notification aux bénéficiaires			■									
Organisation de l'atelier				■								
Création du réseau				■								
Soumission du rapport d'activités					■							

9. CADRE INSTITUTIONNEL :

Le Syndicat des Journalistes Mauritaniens (SJM) est une association indépendante à but non lucratif créée en 2009. Le SJM se consacre à la défense des journalistes et de leurs intérêts matériels et moraux, à l'organisation de séances de formation pour le renforcement de capacités des professionnels des médias et à la promotion et défense de la liberté d'expression, d'information et de la presse dans le pays.

10. VIABILITÉ A LONG TERME :

Le dynamisme du réseau sera alimenté par des futures activités, notamment des journées de réflexion et débat autour des questions touchant au journalisme d'investigation en Mauritanie et de séances de renforcement de capacités qui seront organisées par le SJM dans l'exercice de ses fonctions en tant qu'acteur de premier ordre agissant en faveur de la promotion des médias libres, indépendant et pluralistes au pays.

11. SUIVI DU PROJET :

La mise en œuvre du projet fera l'objet d'un suivi par le Bureau régional de l'UNESCO à Rabat.

12. VISIBILITE :

Le SJM assurera la visibilité de l'intervention à travers des news qui seront envoyés aux médias. L'information relative à la mise en œuvre du projet sera aussi relayée via les différents réseaux sociaux dont le SJM est membre. Une fois le projet finalisé, les photos prises lors des activités et les témoignages des bénéficiaires seront envoyés au Bureau de l'UNESCO pour le Maghreb et postés sur les réseaux sociaux dont le SJM est membre.

La visibilité de la contribution de l'UNESCO est assurée par la présence de son logo sur tous les supports produits et diffusés lors des activités prévues dans le cadre du projet, notamment :

- Les dossiers des participants ;
- Les banderoles ;

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Une fois le projet mis en œuvre, le SJM présentera un rapport sur le déroulement de l'activité au Bureau de l'UNESCO de Rabat. Par ailleurs le SJM assurera pendant 6 mois la soumission à l'UNESCO des rapports d'investigation réalisés par les bénéficiaires de la formation et publiés dans la presse écrite mauritanienne.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

2 formateurs internationaux (250*5j*2)	2 500
Transport des 2 formateurs internationaux (1500 * 2)	3 000
DSA 2 formateurs internationaux (55*6*2)	660
Location salle équipée d'ordinateurs, rétroprojecteur & connexion Internet (350*5)	1 750
Confection de banderoles (75*3)	225
Fournitures et reproduction de documents	500
Pauses-café (10*22*5)	1 100
Déjeuners (20*22*5)	2 200
Hébergement des 2 formateurs internationaux (150*6j)	900
Video de l'activité	500
Total PIDC	US\$ 13 335

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Frais de coordination du projet	1 000
Total	US\$ 1 000

TUNISIE

A. IDENTIFICATION DU PROJET		
1.	TITRE	EDUCATION AUX MEDIAS ET A L'INFORMATION DES JEUNES DE LA SOCIETE CIVILE TUNISIENNE
2.	NUMÉRO	IPDC/57 TUN/01
3.	CATÉGORIE DES INDICATEURS DE DÉVELOPPEMENT DES MEDIAS	Catégorie 4
4.	DOMAINE DE PRIORITÉ DU PIDC	Promotion de la liberté d'expression
5.	SCOPE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation et à l'équipement
7.	COÛT TOTAL DU PROJET	US\$ 34 265
8.	MONTANT DEMANDÉ AU PIDC	US\$ 20 450
9.	BÉNÉFICIAIRE DU PROJET	LAM ECHAML 104 Avenue de l'Union du Maghreb Arabe 2036 La Soukra Tél : (+216) 70 69 30 90 Mobile : (+216) 93 97 13 30 Email : lam.echaml@gmail.org Site web : www.lamechaml.org
10.	MAÎTRE D'ŒUVRE	Secteur Communication et Information Bureau de l'UNESCO pour le Maghreb Misako Ito : m.ito@unesco.org
11.	LOCALISATION	Les régions tunisiennes suivantes : Jendouba, Beja, El Kef, Siliana, Zaghouan, Kasserine, Kairouan, Sidi Bou zid, Gafsa, Tozeur, Kébili, Médenine, Gabés, Tataouine
12.	PROJET PRÉPARÉ PAR	Moncef Ben slimane, Président de Lam Echaml
DÉCISION DU BUREAU :		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Les réseaux sociaux ont joué un rôle primordial dans le déclenchement du « Printemps Tunisien ». Dans une société dominée par les médias officiels, les réseaux sociaux ont permis aux jeunes de faire entendre au monde entier la voix de ce printemps. Chaque citoyen étant devenu un correspondant engagé relatant le quotidien de la révolution par le biais du net.

A travers les médias sociaux, les jeunes tunisiens ont diffusé les idéaux de la révolution. Ils se sont organisés contre la dictature afin de mobiliser la population tunisienne contre les violations systématiques des droits humains par l'ancien régime. Les réseaux sociaux ont ainsi constitué d'apports précieux en faveur de la démocratie et de la liberté d'expression mais de nombreuses fausses informations ont aussi circulé par le net pendant les jours de la révolution et ces réseaux ont servi pour insulter des citoyens ou diffuser des discours de haine parmi les internautes.

Si les médias sont essentiels à la démocratie et à la bonne gouvernance, à la fois comme plate-forme pour le débat démocratique et comme diffuseurs d'informations et de connaissances, il faut aussi que les citoyens comprennent comment les utiliser avec un esprit critique, en sachant comment interpréter et évaluer les informations qu'ils reçoivent. En tant que citoyens, les jeunes issus de la société civile tunisienne ont besoin de renforcer leurs compétences en matière de maîtrise des médias et de l'information afin de profiter des ressources dont ils disposent et exercer pleinement la citoyenneté du 21^{ème} siècle.

2. DESCRIPTION DU GROUPE CIBLE :

20 jeunes (10 filles et 10 garçons) âgés entre 18 et 30 ans, membres d'associations du réseau LAM ECHAML travaillant sur le dialogue démocratique, la citoyenneté active et les droits humains, n'ayant jamais reçu de formation similaire et provenant des régions de : Jendouba, Beja, El Kef, Siliana, Zaghouan, Kasserine, Kairouan, Sidi Bouzid, Gafsa, Touzeur, Kebili, Médenine, Gabés, Tataouine.

3. OBJECTIF DE DÉVELOPPEMENT :

Soutenir le processus de transition démocratique en Tunisie à travers la formation des jeunes membres de la société civile tunisienne à la maîtrise des médias et de l'information afin qu'ils puissent ;

- Émettre des interprétations et des opinions éclairées sur les informations qui leur parviennent ;
- Promouvoir la liberté d'expression au niveau de leurs régions en tant que pilier majeur d'une société démocratique ;
- Utiliser les médias comme canaux pour exercer une citoyenneté proactive tout en faisant entendre leurs revendications et en sensibilisant la classe politique aux bénéfices de la participation des jeunes, aussi bien au niveau social que politique, dans la transition démocratique.

4. OBJECTIF IMMÉDIAT :

- Renforcement de capacités de 20 jeunes (10 filles et 10 garçons) membres de la société civile tunisienne à la maîtrise des médias et de l'information en utilisant le curriculum de l'UNESCO à l'éducation aux médias et à l'information.

• **RÉSULTATS ATTENDUS :**

- 20 jeunes (10 filles et 10 garçons) membres de la société civile tunisienne acquièrent des compétences théoriques (meilleure compréhension des fonctions et des rôles des médias et connaissance des méthodes de recherche, d'évaluation, d'utilisation et de production de l'information) et pratiques en matière de maîtrise des médias et de l'information.
- Des points d'information destinés aux jeunes sur les différents programmes et les opportunités offertes aux jeunes seront mis en place et six bulletins d'information seront publiés.

5. **ACTIVITÉS :**

• ***Formation à la maîtrise des médias et de l'information:***

Une formation de 7 jours sera organisée au profit de 20 jeunes sur la base du curriculum de l'UNESCO à l'éducation aux médias et à l'information, notamment sur le rôle et les fonctions des médias, l'éthique de la déontologie journalistique et la maîtrise des outils de communication pour faire passer un message. La formation sera suivie par un stage de 7 jours dans les stations de radios régionales afin de mettre en pratique les connaissances acquises pendant la formation.

• ***Points d'information pour la jeunesse et bulletins d'information :***

Chaque point d'informations sera géré par un Club LAM ECHAML régional et fournira des informations adaptées aux jeunes pour une participation active au niveau local, national et international. Pendant la période du projet, six bulletins d'information seront publiés. Le bulletin d'information sera directement préparé par les jeunes impliqués dans le projet, les thèmes seront choisis directement par les participants.

6. **INVESTISSEMENTS :**

- Transport pour 20 bénéficiaires
- Hébergement pour 20 bénéficiaires
- 2 formateurs
- Frais d'organisation de la formation
- Publication des bulletins

7. **PLAN DE TRAVAIL :**

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Réunion comité de pilotage	■					■						■
Sélection des bénéficiaires	■											
Achat équipement		■										
Formation à la maîtrise des médias et de l'information			■									
Création des points d'information pour la jeunesse				■								
Stages dans les radios régionales					■	■	■					
Publication des bulletins d'information							■	■	■	■	■	■
Rapport d'évaluation												■

8. CADRE INSTITUTIONNEL :

LAM ECHAML (« être ensemble ») est un réseau plus de 60 associations de la société civile, d'initiatives et d'autant de citoyens indépendants qui avancent la main dans la main afin de constituer une force citoyenne dans le sens d'un modèle tunisien englobant aussi bien nos 3000 ans d'histoire, que le socle des valeurs de la modernité, de la République que de la démocratie et de la paix. Le réseau se veut une caisse de résonance entre les acteurs de la société civile pour relayer les informations des activités de chacune et œuvrer ensemble à leur réussite.

Le réseau a été créé le 29 avril 2011 lors des « Assises Nationales de la société civile ».

9. VIABILITÉ A LONG TERME :

Le principal impact attendu est la création d'un réseau d'au moins 20 jeunes animateurs-médias, informées, formées, actifs, et voulant s'engager dans un dialogue avec les autorités sur des thématiques qui concernent les jeunes. Les activités du projet ont été conçues pour soutenir un réseau de clubs de jeunes activistes-journalistes et pour disséminer des messages précis envers la population jeune et les autorités locales et nationales dans les 15 régions, mais aussi dans le pays tout entier.

Ce réseau de jeunes journalistes-activistes pourra ensuite transmettre des connaissances aux membres de leurs organisations, voire à d'autres jeunes. Les jeunes journalistes-activistes seront bénéficiaires de la formation seront capables de transférer leurs savoirs et leurs capacités acquises à leurs organisations et associations de jeunes et contribueront au développement des points d'information ouverts à un plus grand nombre de jeunes intéressés au niveau régional, dans les 15 régions concernés.

10. SUIVI DU PROJET ET STRATEGIE DE COMMUNICATION :

Le projet fera l'objet d'un suivi de la part du secteur Communication et Information du Bureau de l'UNESCO pour le Maghreb ainsi que du bureau de projet UNESCO à Tunis. LAM ECHAML assurera la visibilité du projet à travers des actualités qui seront envoyées aux médias et mises en ligne son site web. L'information relative à la mise en œuvre du projet sera aussi relayée via les différents réseaux sociaux dont LAM ECHAML est membre. Une fois le projet finalisé, les photos prises lors des activités et les témoignages des bénéficiaires seront également postés sur le site de LAM ECHAML et les réseaux sociaux.

La visibilité de la contribution de l'UNESCO sera assurée par la présence de son logo sur tous les supports produits et diffusés lors des différentes activités prévues dans le cadre du projet, notamment : la charte graphique de tous documents du projet, les dossiers des participants, les bulletins d'information et les banderoles.

11. ÉVALUATIONS EFFECTUÉES :

Au cours de sa campagne pour la sensibilisation des citoyens aux élections dans les régions (juillet-octobre 2011), LAM ECHAML a perçu une forte disponibilité des jeunes pour l'action citoyenne et un besoin en matière de moyens d'expression et de communication. De même l'atelier d'écriture citoyenne de la Constitution intitulé « La nouvelle constitution tunisienne : liberté d'expression et régulation des médias » que LAM ECHAML a organisé le 30 juin 2012, a confirmé dans le sentiment que les jeunes dans les régions ont besoin de faire porter leur voix.

12. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Un rapport narratif et un rapport financier seront soumis au bureau de l'UNESCO pour le Maghreb une fois le projet conclut. Le rapport narratif aura pour but de déterminer si les résultats du projet ont été atteints, d'évaluer l'impact du projet sur les groupes cibles, de tirer des conclusions sur les leçons apprises.

C. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

Formation à la maîtrise des médias pour 20 personnes pendant 7 jours	
Transport des participants : 20 pers x 10 USD	200
Hébergement des participants : 20 pers x 7 j x 25 USD	3 500
Restauration des participants : 20 pers x 7 j x 15 USD	2 100
Matériel pédagogique : 20 pers x 5 USD	100
Honoraires des formateurs : 2 pers x 7 j x 175 USD	2450
Stage de 20 personnes pendant 7 jours dans des radios locales	
Transport des participants : 20 pers x 10 USD	200
Hébergement des participants : 20 pers x 8 j x 25 USD	4 000
Restauration des participants : 20 pers x 7 j x 15 USD	2 100
Matériel pédagogique : 20 pers x 80 USD	1 600
Impression de 6,000 bulletins d'information : 6,000 x 0.7 USD	4 200
Total PIDC	US\$ 20 450

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Ordinateurs + logiciels : 20 x 650 USD	13 000
Fournitures de bureau	500
Location des salles de séminaires : 45 USD x 7j	315
Total	US\$ 13 815

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SAFETY TRAINING FOR MEDIA STUDENTS
2.	NUMBER	IPDC/57 PAL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 35 680
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 620
9.	BENEFICIARY BODY	Palestinian Center for Development and Media Freedoms (MADA) Office 304, 3rd floor, Beit Asia Building, Al-Ersal St, Almasayef, Ramallah, Palestine Email: info@madacenter.org Website: www.madacenter.org Phone: +970 2 2976519
10.	IMPLEMENTING OFFICE	UNESCO – Ramallah Office Contact: Laura Ciudad – Project Assistant lciudad-rioja@unesco.org
11.	PROJECT LOCATION	Palestine (Ramallah)
12.	PROJECT PREPARED BY	Riham Abu Aita, Public Relations Officer E-mail: riham@madacenter.org Tel: +970 599933868
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Since signing the peace agreements, between PLO and Israel, in Washington DC, on September 13, 1993, there was a noticeable increase in the number of media entities operating in Palestine (there are currently approximately 123 TV & radio stations, daily newspapers, tens of magazines, press agencies, and news websites). This quantitative development in Palestinian media is supposed to be a healthy phenomenon, and should have provided the opportunity for citizens to freely express their concerns and issues. Unfortunately, most of these media outlets don't produce qualitative information, because of political reasons (partisan media), economic reasons, and poor professional standards linked to shortcomings of journalism curricula at universities, threats and restrictions to freedom of expression that often result in self-censorship.

The status of media freedoms in Palestine is under serious threat. The Palestinian Center for Development and Media Freedoms (MADA) identified a total of 206 violations against media freedoms in Palestine last year (2011). The high overall number of violations is the result of Israel's continued occupation of the Palestinian territories, and ongoing internal divisions within Palestine. 82 of the violations were physical attacks against journalists (55 by Israeli occupation forces and 27 by Palestinian security forces in the West Bank and Gaza).

During the first six months of the current year, MADA center has monitored 102 violations against journalists and media outlets, of which 34 were physical attacks (31 by IOF and 3 by Palestinian security forces). Additionally, in the past decade IOF have killed 20 journalists during while they were covering various events in Palestine.

Media departments at the Palestinian universities are contributing to the current situation in two ways: curricula do not include courses about local media laws or international conventions, legal standards and resolutions related to journalism. Therefore, they are not aware of their rights and obligations, which renders them unprotected in face of violations committed against them. A second aspect has to do with capacity building on safety considerations, since the media students don't receive any training in this regard either during their university studies.

The purpose of this project is to protect the future journalists by implementing 5 safety training courses for media students (3 in the West Bank and 2 in Gaza). Each course will last for 10 days and will include modules on first aid basics training, stress management and professional safety procedures, as well as knowledge on legal framework and international standards according to safety of journalist and freedom of expression. The project will improve the knowledge of the students and the curricula at Media Universities, on practical aspects being a journalist on a conflict zone (first aid) and theoretical issues according to the international law. Once they know their rights, it will be easier for them to denounce the attacks against them, as well as create and improve a network between them where there can advise each other and support each other.

The duration of the project will be 7 months. It will be aligned with the UN Inter-Agency Plan of Action on the Safety of Journalists and the Issue of Impunity, led by UNESCO and will build upon and contribute to the work of UNESCO to prevent and denounce crimes against media workers. This project is closely linked to UNESCO's mandate and the priorities of the organization, through the promotion of freedom of expression, the support of independent and pluralistic media and universal access to information. Freedom of expression is a fundamental right for the promotion of others rights. This is why, independent and pluralistic media are essential for ensuring transparency, accountability and democracy. To reach this goal, journalists who work in

conflict areas must be able to fully enjoy, first, their right to be safe, in order to be able to perform with no obstacles their function of providing quality information for all.

4. DESCRIPTION OF THE TARGET GROUP:

The main target group will be journalism students at Palestinian Universities. At least 50% of the trainees will be women. The indirect target group will be the Palestinian society, which will benefit from the enhanced capacity of journalists to better protect themselves and, consequently, to provide quality information and create an environment enabling everyone's freedom of expression.

5. DEVELOPMENT OBJECTIVE:

The journalism students acquire skills and knowledge equipping them to better protect themselves while they are covering the news. The journalism curricula at the universities involved has been improved.

6. IMMEDIATE OBJECTIVE:

Five journalism universities in Palestine will be trained on safety matters of particular relevance to journalists: first aid, stress management and safety procedures. Journalism students gain knowledge international standards on freedom of expression, press freedom and freedom of information, and public awareness is raised about these matters.

5. PROJECT OUTPUTS:

- 50 media students and 50 instructors of Media Universities (gender equality is taking into account) trained on first aid, stress management and safety procedures.
- 50 media students and 50 instructors of Media Universities (gender equality is taking into account) have been raising awareness on freedom of expression from several Palestinian Media Universities with whom UNESCO has worked before. These Universities have the highest number of media students in all West Bank and it will cover almost all the areas.

6. ACTIVITIES:

- 5 training courses for 50 media students and 50 instructors in Palestinian universities (3 in the West Bank – Birzeit, Hebron, Alnajah and 2 in Gaza – Al-Aqsa - Birzeit) will be held to improve journalism students' knowledge on safety issues. Each course will consist of:
 - 3 training days about first aid basics.
 - 3 training days about stress management.
 - 4 training days about safety training procedures. (comprising theoretical and practical aspects)

The training will refer to the UN Inter-agency Plan of Action on the Safety of Journalists and the Issue of Impunity as well as to UNESCO resolutions and efforts in this regard, while also taking stock of UNESCO publications and resources (such as the Handbook on Journalists Safety published by UNESCO and Reporters without Borders). MADA, in consultation with the selected trainers and UNESCO Ramallah, will develop training material and distribute it among the participants

- 10 lectures for 100 journalism students (Birzeit, Al-Aqsa, Alquds, Hebron and Bethlehem) about the importance of freedom of expression, international standards and legal issues related to this fundamental right, along with other critical matters pertaining to the challenges faced by journalists. The lectures will last for 2 hours each, featuring presentations by speakers selected by MADA in consultation with UNESCO. After lectures, the students will write articles to be published on MADAs website and MADA Magazine.

7. PROJECT INPUTS:

- One first aid-trainer
- One stress-management
- One trainer on safety-protection techniques
- One lecturer on freedom of expression, capable of sharing with the students knowledge about international standards, the mandate and work of UNESCO and other organizations in this field
- Existing training resources and other material: Handbook on Journalists Safety published by UNESCO and Reporters without Borders, *UN Inter-Agency Plan of Action on the Safety of Journalists and the Issue of Impunity*, led by UNESCO and other resources that may be produced in the context of this plan and other initiatives implemented by UNESCO and other key organizations.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation	■	■										
Training courses		■	■	■	■	■						
Progress report to UNESCO				■								
Lectures							■					

9. INSTITUTIONAL FRAMEWORK:

The Palestinian Center for Development & Media Freedoms (MADA) is an independent, nongovernmental, and nonprofit organization that supports the development of Palestinian media and defends journalists and media institutions. MADA is the leading media organization in monitoring media freedom violations in Palestine. It was established in 2006 and licensed by the Palestinian Interior Ministry.

MADA’s work started with a focus on monitoring violations against journalists and media outlets in Palestine, through the publication of press releases, monthly and annual reports about media freedoms. Through its accurate and professional reports, MADA became a credible source for local, Arab, and international organizations that defend media freedoms in Palestine, in addition to institutions and governments all over the world. MADA has since then widened its work, and now implements 3 other programs besides the one centred on monitoring and documentation: the legal aid program, the media development program and the advocacy and support program (in the context of which MADA launched several campaigns and conducted diverse trainings and workshops for journalists, media students and lawyers).

Past cooperation between MADA and the UNESCO Office in Ramallah resulted in a fruitful experience. In December 2010, an implementation partnership agreement was signed between the UNESCO Office in Ramallah and MADA, to implement the project "Promotion of Freedom of Expression", in the context of a broader extra-budgetary initiative financed by the Government of Finland. The agreement between UNESCO and MADA resulted in the delivery of a range of activities for a period of 14 months. The project was founded

on initial capacity building activities for MADA in regards to marketing, building logistical infrastructure capacity and improving the Center's web page. Following, monitoring, advocacy and awareness-raising actions, along with legal advice services and capacity building efforts were facilitated. MADA currently has 8 staff.

10. SUSTAINABILITY:

The media students will use their knowledge in their future jobs and they will be able to work on safety conditions. The students will also know more about the freedom of expression situation in Palestine and the international standards relating to this right. They will be encouraged to write more about the cause for freedom of expression and make efforts together as a committee. They can create a network that could be addressed to support the journalists' rights.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

MADA will submit a 3 -month progress report to the UNESCO, as well as a final report. MADA will invite UNESCO to attend to the courses and activities proposed. MADA also will develop evaluation forms to be completed by trainees, in order to evaluate the activities implemented. MADA also will ask the universities to fill out an evaluation form to help us understand how they plan to integrate such training or not, and what they would need to do so in order to help in future planning and funding efforts

MADA will issue a press release/report "before and after" each activity, and following the signing of the IPDC contract. The press releases often include pictures about the activity covered, and MADA will also facilitate pictures for UNESCO and participants' testimonies to publish when covering them on the Organization's website. The logo of UNESCO and the reference to the IPDC will be featured in the press releases and materials connected to the activities. UNESCO Ramallah Office will evaluate the project through the implementation report to be presented to the IPDC Bureau.

12. EVALUATIONS CARRIED OUT:

MADA usually evaluates its projects both internally and by hiring external evaluation expert. We hired the expert Aref Jaffal to evaluate MADA's previous project with UNESCO, Mr Jaffal concluded that: "MADA has managed to implement successfully the activities in top professional manner". The Head of the Media Department at Birzeit University Dr.Waled Alshurafa, also evaluated MADA's media magazine project, finding that the "*magazine is a phenomena in Palestinian media sector*". The Open Society Institute also hired the expert Inaam Obaidi to evaluate MADA center and all its programs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The public relation officer of MADA, Riham Abu Aita, will prepare and submit the narrative reports to UNESCO Ramallah Office. While the accountant Murad Obaid will prepare the financial reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Legal Aid Trainers (35 \$ per hour) 90 hours	3 150
Stress management Trainers (35\$ per hour) 90 hours	3 150
Safety trainers (35 \$ per hour) * 120 hours	4 200
Catering 6 \$ per student (25 students, 50 days)	7 500
Training materials 5 \$ per student (25 students, 5 courses)	620
10 Lectures (300 \$ per each lecture)	3 000
Total IPDC	US\$ 21 620

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

Project Coordinator (800 * 8)	6 400
Accountant (8 months * 300)	2 400
Admin costs (8 months * 250)	2 000
Communications (8 months * 120)	960
Contingencies	1 500
Transportation (8 months * 100)	800
Total	US\$ 14 060

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTION OF PALESTINIAN WOMEN'S VIEWS IN THE NEWS
2.	NUMBER	IPDC/57 PAL/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 28 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 800
9.	BENEFICIARY BODY	NISAA FM – Broadcasting company Tel : +970 2 295 1983 Fax: +970 2 298 8176 Ramallah (Palestine) info@radionisaa.ps
10.	IMPLEMENTING OFFICE	UNESCO Ramallah Office Laura Ciudad – Project Assistant l.ciudad-rioja@unesco.org
11.	PROJECT LOCATION	Radio NISAA FM West Bank and Gaza. (oPt)
12.	PROJECT PREPARED BY	Maysoun Odeh Gangat Manager of radio NISAA FM E-mail: m.gangat@radionisaa.ps
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Palestinian Basic Law of 2003 includes guarantees related to press freedom, media pluralism and the protection of journalists; yet these have not been accompanied by enforcement measures ensuring their respect in practice.

According to *Reporters without Borders*, Palestine ranked 153 over 179 in the freedom of the press index. The IREX Media Sustainability Index⁸ reports that in 2008 Palestine experienced a worsening situation. Across all the indicators of the index (free speech, professionalism of journalism, plurality of news sources, business management, supporting institutions), Palestine ranked between 1.57 and 1.98. Countries with values comprised between 1 and 2 are defined as unsustainable mixed system where “the country minimally meets objectives, with segments of the legal system and government opposed to a free media system. Evident progress in free-press advocacy, increased professionalism, and new media businesses may be too recent to judge sustainability. In this context, the media and the gender issue appears as an important matter to protect and improve the women point of view on the media, as well as to give them, leadership position. Improve the quality of radio services targeting women of all ages and social groups (including ‘housewives’, university students, professionals, working women, teenagers) as well as men of all ages and social groups has to be one of the main goals to improve the Palestinian media situation. In addition, the news market in Palestine and in the region is dominated by a male perspective whereby women are considered passive recipients of contents, in which they rarely act as positive protagonists. Women’s image is often stereotyped, and news tends to focus on topics that portray women as victims of violence and abuse. Women are rarely news-producers and presenters. Furthermore, limitations related to the political situation and social norms undermine press freedom and often cause self-censorship among journalists. A recurrent example is self-censorship about honour killings, which is often reported as a suicide or accident as well as they avoid saying words such as murder. According to this media context, dominated by a male perspective, the social media plays an important role to guarantee to the Palestinian population the right to be informed in an unbiased and objective manner, and to receive news from a plurality of perspectives in order to make their own opinions on facts.

2. DESCRIPTION OF THE TARGET GROUP:

The project has a direct target group represented by seven women journalists who will subsequently contribute to news coverage by NISSA FM. They come from marginalized areas in Palestine (rural areas, Jerusalem, and the 48 territories: Arab population living in Israel.) It is very important to research these areas to connect women from Jerusalem and 48, with the Palestinian women in the West Bank to improve a network between them where they can share their problems and inequities regarding to gender issues through social media.

The indirect target group will be Palestinian women, as their perspective will be better reflected in media content, through increased representation within the sector and strengthened gender-sensitive media coverage. Moreover, Palestinians in general will benefit from enhanced media pluralism.

3. DEVELOPMENT OBJECTIVE:

The present project aims to increase the pluralism of media as a platform for democratic discourse taking into account the gender balance and perspective using the social media as tool for this. It enhances the role

⁸ IREX’s Media Sustainability Index – Palestinian Territories - 2008

of professional women journalists in the media environment in Palestine as well as improving their knowledge using the social media. It reflects and represents the diversity of views and interests in the society by training and giving voice to women, especially the ones in rural areas, who are often marginalized and are without any access to Internet

4. IMMEDIATE OBJECTIVE:

Building-up on the achievements under the IPDC project implemented in 2011, the immediate objective of the present proposal is to train additional 7 women reporters and establish a newsroom in radio NISAA FM, in order to provide the Palestinian population with gender-sensitive, unbiased and accurate daily news using also the social media (facebook, twitter)

5. PROJECT OUTPUTS:

- Seven professional women reporters are trained to produce and present news in a gender-sensitive manner, in order to increase the wealth of perspectives and the quality of information produced in Palestine;
- A professional newsroom is set up in NISAA FM, enabling the journalists to produce and present daily news for the Palestinian population, using social media (facebook and twitter);
- Daily bulletins are produced on radio and on Nissa FM website where women can share their worries and aspirations, enhancing the Palestinian population's access to objective and professionally delivered news; at the same time strengthening the representation of women's perspectives in the news agenda, as witnesses of events, as representatives of society and as experts.

6. ACTIVITIES:

- Organize a 32-hour training on news gathering, production and presentation of news with a gender-sensitive approach, professional standards and code of conduct (including issues related to the accountability of sources and witnesses, impartiality, objectivity, balance of opinions, etc.) and on the use of ICT tools (use of new communication technologies and social media to spread news and information and to engage the audience while complying with ethical standards of journalism). Based on the previous training experience sponsored by UNESCO-IPDC in 2011, Radio NISAA aims to train 7 new women from local areas. Trainees will be selected among women who have academic and professional experience in journalism. Other criteria for their selection will be their high motivation to pursue a career in radio outlets and their sensitivity when addressing women's issues. The women have to have a quite experience in journalism as well as in gender issues (such as gender violence, honour killings, women's rights) In particular, it is expected for the group of trainees to include one candidate from East Jerusalem and one from the Green Line area. The other candidates will be selected in order to allow a diversified coverage of the different Palestinian governorates. The training will be held at NISAA FM premises for a period of 32 hours.
- Appoint the trainers to conduct the training sessions. The design of the sessions will be done in coordination between NISAA FM and the local and international trainers selected, in consultation with UNESCO Ramallah Office
- The first training session (16 hours) will focus on professional standards, code of conduct, news gathering and investigative reporting techniques The training session will focus on all of this aspects taking into account the gender perspective (how to report women news according with women rights).The second training session (16 hours) will concentrate on broadcasting techniques and will focus on practical aspects including live reporting techniques, use of social media and new technology tools to inform the audience and encourage their feedback. Trainees will learn how to interact during the news bulletins to make the broadcast dynamic and professional.

- Both training sessions (32 hours in total) will take place in month 2 of the project. The first session is conducted by an international trainer and the second by a local trainer.
- Purchase furniture and equipment to setup a newsroom in 96 NISAA FM. Nissa Fm has the capacity to make the equipment being sustainable (as they did it on the past IPDC project) After the training sessions they will continue with the bulletin and website using the equipment.
- Daily bulletins produced in the context of the newsroom, will be aired at the beginning of every hour from 7am to 7pm and posted on the website. These will focus predominantly on Palestinian women and development issues. Each bulletin will last 3-4 minutes. At 7 am a press review lasting 20 minutes will be scheduled, presenting the headlines of the major local and international newspapers. At 12 am, a bulletin of 20 minutes will deepen the coverage of local news and will feature interviews involving voices of women marginalized from rural areas, as well as experts and commenters.

7. **PROJECT INPUTS:**

- One international and one local trainer for the training. The local trainer will be selected among professionals in Palestine and the international trainer among a list of well-know professionals available to work in Palestine, in consultation with UNESCO Ramallah
- The equipment to set-up the newsroom, purchased and installed within the first month of the project. Items include: a server with back up; 2 mixers; a telephone hybrid; 2 Desktop computers; basic furniture for the newsroom; a sound card. The set-up of the newsroom is necessary to build the capacity of the reporters to produce and present their reports within news content. Nissan can guarantee the sustainability of the project, with the continuation of the bulletin after the trainings sessions. NISAA FM presently has the following available equipment which will be used in the training and also in the news making, its production and broadcast:

- KLOTZ MIXER – DIGITAL VADIS212 – DCENNIUM
- 3 MICS SHURE TYPE DYNAMIC 5M7B X3
- HEADPHONE 2 UNITS SENNHEIZER HD 212 PRO
- CD DENON CAD PLAYER DN C-635
- TELEPHONE HYBRID AST 2 LINE

We will also require the following equipment in order to have a proper newsroom:

- HP Server Proliant ML 350e GEN 8 Family
- Windows Server software original
- 2 Soundcraft Mixers
- Hybrid AST Line
- Sound card DELTA
- Desktops Dell 380, 500 HD , 2MB

This equipment is a long term investment and will be needed regularly even after the termination of the IPDC proposal. Nissa Fm has the capacity to use and maintain the equipment after the IPDC project. Nissa Fm has a strong relation with other partners such as Womanity Foundation, which also designs projects that generate employment and income. Through these projects focusing on training and employment creation, it aims to help underprivileged communities to reach social and financial self-reliance. At present, Womanity Foundation runs programs in Morocco, Afghanistan and Palestine. The Womanity Foundation is a non-profit organisation registered in Switzerland and the United Kingdom. See: <http://www.radionisaa.net/partners.html>

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase technical equipment, identify the trainees, identify the trainers, design the training program, set-up the newsroom												
First part training course (16 hours)												
Second part training course (16 hours)												
Daily news production and broadcasting on NISAA FM and on Nissa FM website												
Progress reports and final reports to UNESCO												

9. INSTITUTIONAL FRAMEWORK:

96 NISAA FM is the first commercial radio station for women in the Middle East. It finds its origins in a project launched late 2009 by the Womanity Foundation. It creates and caters to a community of more than 1.8 million Palestinian women across generations, social status and geographic distances, by offering a platform for the sharing of cultural and social information, discussion and entertainment, and by voicing women’s aspirations and opinions. It aims to connect women to a supportive community that showcases inspirational models and promotes their empowerment. Furthermore, the radio employs and trains women in the media industry, a field largely dominated by men. Presently, NISAA employs 8 staff and interns, counts with the collaboration of 4 community reporters and regularly trains interns from Birzeit University.

NISAA FM broadcasts in Arabic worldwide through www.radionisaa.net (since December 2009); as well as on 96.0 FM for the central West Bank of Palestine (since June 2010), on 96.2 FM for the Northern West Bank (since December 2010) and on 92.2 FM for the Southern territories. NISAA FM has been granted the license to broadcast from the various locations by the Palestinian Minister of Telecommunications. The license is renewed every year. NISAA FM’s studios are based in Ramallah.

10. SUSTAINABILITY:

The contribution of IPDC will support NISAA’s objective of building the capacity of women in journalism and to set-up of a small newsroom. It is meant to be a natural development of the project supported in 2011 when NISAA trained the first 5 reporters. However, the training needs of women reporters are higher comparing with the first group, and it is important to ensure that new female reporters from different areas can strengthen their skills on social media, ICTs tools and gender perspective on news. Thus, in order to broaden the representation of women across the country, giving them a voice both in traditional and new media, NISAA FM aims to gradually offer employment opportunities to the women trained with the contribution of UNESCO.

Three reporters trained in 2011 are still cooperating with NISAA on a voluntary basis, while the reporter from Gaza is employed within the framework of a USAID sponsored project. NISAA is able to sustain its operations by covering about 40% of its costs with advertisements and sponsorships. It has also received grants and donations from the American Consulate, Synergos, Ashoka and the Womanity Foundation. It has partnered with European Commission in the framework of the program “A European Walk” and with several women NGOs who have been granted the opportunity to present their programs and campaigns on NISAA FM.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

NISAA FM's manager will monitor the implementation of the proposed activities to ensure that they achieve the expected results. She will monitor the purchasing of equipment and setting up of the newsroom, the design and delivery of the training, and the resulting programme productions. The trainers will produce a report at the end of their training sessions. Based on these reports and on the contributions of the trained reporters to NISAA FM daily news, the managing director of NISAA FM will produce quarterly reports which include qualitative and quantitative analysis of the news bulletins and reportages from the local area, based on a survey that Nissa Fm will develop among the women trained. Nissa will make reports to make sure that other media outlets have notice the increase of women presence on media. The website (where women can share their comments) will be used as the main tool to develop these reports. She will undertake all the necessary adjustments, if needed, to achieve the objectives of the project. Reporting on progress to UNESCO Ramallah will be done every four months, including a final comprehensive report. The communication strategy of the project should provide to UNESCO some documentation such as photos, testimonies by participants and some articles for UNESCO's website.

12. EVALUATIONS CARRIED OUT:

Since the beginning of its activities, NISAA FM has undertaken informal talks with women's organizations and influential women. It has taken part in several conferences and events focused on women's role in business, in social media and in society at large. They include: "Change Your World!" summit on women and social and digital media in Cairo on January 2012, MENA Businesswomen Forum in Dubai - April 2012, The Global Summit of the International Foundation of Women in Media in March 2011, and several conferences hosted in Palestine. The conclusions from these discussions will be taken into account into the training's design.

With its diversified programming, radio NISAA is aligned with the national priorities identified by the Ministry for Women's Affairs:

- Engage women more in the political decision and in public debates.
- Empower women economically.
- Fight domestic violence.

Furthermore radio programs represent a privileged observatory for women's concerns, aspirations, difficulties and needs of information and entertainment. This gives to NISAA FM a unique position to respond to women's needs and to contribute to gender equality and women's participation to the public sphere. For example, when NISAA interviewed representatives from U'nwan Al-A'amel, a Jenin-based organisation that protects Palestinian workers' rights, they immediately issued a press release stating "(We) have been receiving hundreds of calls from workers who ask for clarifications about their rights after hearing the discussion on the radio, (...). This only shows the great efficiency of media, and the speed and ease it offers in delivering information to a targeted group". NISAA FM is the only station who has been interviewing on daily basis women candidates for the forthcoming municipal and local elections and they will continue doing it to improve the visibility of women in politics. In addition, sponsors like the American Consulate renewed their support to NISAA's noon show based on their positive evaluation on its impact. Finally, NISAA FM plans an impact evaluation and audience survey in 2013.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Following the process explained in section 11, the manager of NISAA FM will assess the reports produced by

the trainers. NISAA FM will submit two progress reports (on month 4 and month 8) and a comprehensive final report to UNESCO. NISAA FM will also regularly communicate with UNESCO Ramallah staff as needed, to keep them updated about progress and any other relevant detail as needed.

C. ADDITIONAL INFORMATION

According to a survey recently conducted by Jawal, the largest telecommunication private company in the Palestinian Territories, NISAA FM is considered the 5th radio station for importance in the central areas of the west Bank out of a total of 20. Maysoun Odeh Gangat, the director of the radio station, was selected as one of Ashoka Fellows and a Synergos' Arab Innovator. Recently, she has been awarded the complimentary membership of the Clinton Global Initiative (CGI) to attend their annual meeting in September 2012. She presented NISAA's commitment to train women journalists and reporters at the plenary session of the CGI summit. Furthermore, NISAA FM partnered with UNESCO to train women professionals in radio broadcasting techniques (contract n. 3240247140); and with the US Consulate to produce the noon program in 2011-2012. To date, 96 NISAA FM has trained 11 students from Birzeit University and has supported and promoted a large number of NGOs working on welfare and women's issues in the country.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training expenses	
International trainer (USD 200 x 4 days)	800
Local trainer (USD100 x 4days)	400
Stationery for the training	200
Daily residency, transportation for the trainees within Ramallah for trainees – plus return transportation costs from trainees places of residence (USD 100 per day x 7 x 8 days)	5 600
Food and subsistence for trainers and trainees (unit cost 20 per day x8@8)	1 280
Transportation costs within Ramallah for trainers (USD20 x 2 x 4days)	160
Sub-Total Training expenses	8 440
Equipment	
Server with back up	4 000
Mixers (USD 300@2)	600
Telephone hybrid	300
Desktops (USD 750@2)	1 500
Sound card	300
Sub-Total Equipment	6 700
Contribution to the news bulletin production costs (USD 800 x 12months) – this includes editing stories; mixing of stories; producing the sound bites for the bulletins; communication costs; and salaries for the coordinator of the bulletin.	5 660
Total IPDC	US\$ 20 800

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

NISAA's Contribution to the news bulletin production cost (USD 600 x 12 months) – this includes rent of NISAA premises; fees and taxes;	7 200
Total	US\$ 7 200