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United Nations
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Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

**IMPLEMENTATION REPORTS ON
PROJECTS APPROVED AND FINANCED
IN 2010 - 2012**

PART I:

**AFRICA
ARAB REGION
EUROPE**

IPDC BUREAU
(Fifty-seventh meeting)

UNESCO HQ, PARIS

20-22 MARCH 2013

TABLE OF CONTENTS

	UNESCO CLUSTER OFFICE	PROJECT TITLE BUDGET CODE AMOUNT APPROVED	PAGE
AFRICA			
1.	ABUJA	NIGERIA: CURRICULUM DEVELOPMENT AND CAPACITY BUILDING WORKSHOP FOR UNESCO POTENTIAL CENTRES OF EXCELLENCE AND REFERENCE IN NIGERIA BUDGET CODE: 354 NIR 5001 US\$ 24 200	15
2.	ABUJA	NIGERIA: BUILDING COMMUNITY RADIO IN NIGERIA BUDGET CODE: 354 NIR 5011 US\$ 27 500	18
3.	ACCRA	REGIONAL: CIRTEF: TRAINING OF ARCHIVISTS AND IT PERSONNEL FOR THE SETTING UP OF AN ARCHIVING AND MULTIMEDIA-EXCHANGE CENTRE BUDGET CODE: 354 RAF 5005 US \$40 700	19
4.	ACCRA	GHANA: GENDER AND MINORITIES MAINSTREAMING IN JOURNALISM EDUCATION AT AUCC BUDGET CODE: 354GHA5001 US \$22 000	21
5.	ACCRA	GHANA: SUSTAINING COMMUNITY BROADCASTING TO DEEPEN DEMOCRACY, GOOD GOVERNANCE AND ACCOUNTABILITY BUDGET CODE: 354 GHA5002 US \$19 800	23
6.	ACCRA	LIBERIA: CAPACITY BUILDING FOR WOMEN COMMUNITY RADIO JOURNALISTS BUDGET CODE: 354 LIR 5011 US\$ 34 100	25
7.	ACCRA	LIBERIA: MEDIA DEFENSE AND SAFETY OF JOURNALISTS BUDGET CODE: 354 LIR 5012 US\$ 15 400	27
8.	ACCRA	SIERRA LEONE: CAPACITY BUILDING FOR WOMEN COMMUNITY RADIO JOURNALISTS BUDGET CODE: 354 SIL 5011 US\$ 30 800	29
9.	ACCRA	TOGO: SUPPORTING PROJECT FOR “LIBERTÉ”: CREATION OF REGIONAL CORRESPONDENTS POSTS BUDGET CODE: 354 TOG 5001 US\$ 13 860	31
10.	ADDIS ABABA	MEDIA LAW REFORM CAMPAIGN IN EASTERN AFRICA CODE: 355 RAF 5007 US\$ 28 600	33
11.	ADDIS ABABA	ETHIOPIA: TRAINING FOR BROADCAST JOURNALISTS ON ELECTION REPORTING BUDGET CODE: 354 ETH 5091	34

		US\$ 29 700	
12.	ADDIS ABABA	ETHIOPIA: TRAINING ON INVESTIGATIVE JOURNALISM AND DOCUMENTARY PROGRAM PRODUCTION (ERTV) BUDGET CODE: 354 ETH 5001 US\$ 27 500	36
13.	ADDIS ABABA	ETHIOPIA: PROFESSIONAL CAPACITY BUILDING FOR SUDE COMMUNITY RADIO BUDGET CODE: 354 ETH 5002 US\$ 12 100	37
14.	BAMAKO	BURKINA FASO: DEVELOPMENT OF NATIONAL LANGUAGE NEWSPAPERS BUDGET CODE: 354 BRF 5091 US\$ 16 000	39
15.	BAMAKO	BURKINA FASO: FORMATION DES ENSEIGNANTS OF THE COMMUNICATION AND JOURNALISM DEPARTMENT OF THE UNIVERSITY OF OUAGADOUGOU BUDGET CODE:354 BKF 5001 US 18 150	40
16.	BAMAKO	BURKINA FASO : CRÉATION DU CENTRE MULTI MÉDIA COMMUNAUTAIRE DE BOUNDOUKUY BUDGET CODE: 354 BKF 5011 US\$ 22 000	41
17.	BAMAKO	MALI: RADIO BROADCASTS ON PARLIAMENTARY ACTIVITIES BUDGET CODE: 354 MAL 5091 US\$ 18 000	42
18.	BAMAKO	MALI: CRÉATION DE LA RADIO COMMUNAUTAIRE BRICO BUDGET CODE : 354 MLI 5001 20 000 \$ US	43
19.	BAMAKO	MALI- RENFORCEMENT DES CAPACITÉS DE PRODUCTION DE LA RADIO RURALE DE KAYES BUDGET CODE: 354 MLI 5011 US\$ 20 900	44
20.	BAMAKO	NIGER: DEVELOPMENT OF "RADIO FAHAM" BUDGET CODE: 354 NER 5091 US\$ 20 000	45
21.	BAMAKO	NIGER: FORMATION DES FORMATEURS À L'INSTITUT DE FORMATION AUX TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION (IFTIC) BUDGET CODE: 354 NER 5011 US\$ 16 500	46
22.	BAMAKO	NIGER: DÉVELOPPEMENT DES RADIOS COMMUNAUTAIRES DES RÉGIONS DE DOSSO, NIAMEY ET TILLABERY BUDGET CODE: 354 NER 5012 US\$ 19 800	47
23.	DAKAR	GUINEA BISSAU: COMMUNITY RADIO AND MULTIMEDIA CENTRE "CAMECONDE / QUITAFENE" BUDGET CODE: 354 GBS 5091 US\$ 27 000	48
24.	DAKAR	LIBERIA: COMPUTER LITERACY AND INTERNET JOURNALISM TRAINING FOR LIBERIAN JOURNALISTS	49

		BUDGET CODE: 354 LIR 5091 US\$ 20 000	
25.	DAKAR	SENEGAL: "BAOBABS FM " YOUTH COMMUNITY RADIO BUDGET CODE: 354 SEN 5091 US\$ 17 000	50
26.	DAKAR	SENEGAL: ASSISTANCE FOR THE COMMUNITY RADIO, "LA VOIX DU JEGUEM" BUDGET CODE: 354 SEN 5002 US\$ 19 800	51
27.	DAR ES SALAM	COMOROS: CAPACITY BUILDING OF COMORIAN PRESS IN MODERN NEWS GATHERING AND PRODUCTION METHODS BUDGET CODE: 354 COI 5091 US\$ 20 000	52
28.	DAR ES SALAM	MADAGASCAR: SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO BUDGET CODE: 354 MAG 5091 US\$ 30 000	53
29.	DAR ES SALAM	TANZANIA: CAPACITY BUILDING OF THE NEW COMMUNITY MEDIA NETWORK OF TANZANIA BUDGET CODE: 354 URT 5091 US\$ 24 000	54
30.	DAR ES SALAM	TANZANIA: ESTABLISHMENT OF A CMC FOR THE MAASAI PASTORAL COMMUNITIES OF NGORONGORO DISTRICT BUDGET CODE: 354 URT 5092 US\$ 24 000	56
31.	DAR ES SALAM	TANZANIA: ESTABLISHMENT OF COMMUNITY RADIO FOR KAHAMA DISTRICT BUDGET CODE: 354 URT 5001 USD 28 600	58
32.	DAR ES SALAM	TANZANIA: TRAINING OF TRAINERS (TOT) ON THE STANDARDISED DIPLOMA LEVEL CURRICULUM FOR JOURNALISM TRAINING IN THE UNITED REPUBLIC OF TANZANIA BUDGET CODE: 354 URT 5002 USD 38 500	59
33.	DAR ES SALAM	TANZANIA: CAPACITY BUILDING OF THE TANZANIA SCIENCE JOURNALISTS ASSOCIATION BUDGET CODE: 354 URT 5011 US\$ 12 100	61
34.	HARARE	REGIONAL: CAPACITY-BUILDING FOR GENDER BALANCED CONTENT PRODUCTION IN SOUTH EAST AFRICA BUDGET CODE: 354 RAF 5012 US\$ 22 000	63
35.	HARARE	BOTSWANA: SUPPORT FOR THE CAMPAIGN ON FREEDOM OF INFORMATION BUDGET CODE: 354 BOT 5011 US\$ 12 100	64
36.	HARARE	MALAWI: ESTABLISHMENT OF THE USISYA COMMUNITY	65

		RADIO BUDGET CODE: 354 MLW 5091 US\$ 20 900	
37.	HARARE	MALAWI: ESTABLISHMENT OF NSANJE CHIKWAWA COMMUNITY RADIO BUDGET CODE: 354 MLW 5092 US\$ 24 200	66
38.	HARARE	MALAWI: LAUNCHING OF CAMPAIGNS TO ENACT ACCESS TO INFORMATION LEGISLATION BUDGET CODE: 354 MLW 5001 US\$ 13 200	67
39.	HARARE	MALAWI: TRAINING OF JOURNALISTS IN GENDER-SENSITIVE REPORTING BUDGET CODE: 354 MLW 5011 US\$ 13 200	68
40.	HARARE	MALAWI: STRENGTHENING THE CAPACITY OF INDEPENDENT PRIVATE RADIO STATIONS BUDGET CODE: 354 MLW 5012 US\$ 13 200	69
41.	HARARE	ZAMBIA: ESTABLISHMENT OF THE KWENJE COMMUNITY RADIO BUDGET CODE: 354 ZAM 5091 US\$: 22 000	70
42.	HARARE	ZIMBABWE: CURRICULUM ADAPTATION AND CAPACITYBUILDING IN RADIO AND TELEVISION BROADCASTING AT NUST (POTENTIAL CENTRE OF REFERENCE): BUDGET CODE: 354 ZIM 5001 US\$ 27 500	71
43.	HARARE	ZIMBABWE: IMPLEMENTING GENDER EQUALITY POLICIES IN SOUTHERN AFRICA BUDGET CODE: 354 ZIM 5011 US\$ 24 200	72
44.	LIBREVILLE	CONGO (DEMOCRATIC REPUBLIC OF): CREATION OF A COMMUNITY RADIO STATION "FM KAMOLE" BUDGET CODE: 354 ZAI 5091 US\$ 25 000	73
45.	LIBREVILLE	DEMOCRATIC REPUBLIC OF CONGO: RURAL RADIO FOR THE YOUTH AND WOMEN OF BUKAVU BUDGET CODE: 354 ZAI 5001 US\$ 26 400	74
46.	LIBREVILLE	CONGO: APPUI À LA CRÉATION DE L'INSTITUT DE FORMATION AU JOURNALISME ET À LA COMMUNICATION BUDGET CODE: 354 DRC 5011 US\$ 22 000	75
47.	LIBREVILLE	EQUATORIAL GUINEA: STRENGTHENING CAPACITY OF RTVGE JOURNALISTS AND CAMERAMEN BUDGET CODE: 354 EQG 5091 US\$ 19 000	76
48.	LIBREVILLE	EQUATORIAL GUINEA: HARMONIZATION OF THE JOURNALISM	77

		AND COMMUNICATION TRAINING PROGRAMS WITH UNESCO'S MODEL CURRICULA BUDGET CODE: 354EQG5001 US\$ 13 750	
49.	LIBREVILLE	GABON: ASSISTANCE WITH THE SETTING UP OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES (UOB) BUDGET CODE: 354 GAB 5001 US\$ 22 000	78
50.	LIBREVILLE	GABON: RÉVISION ET SENSIBILISATION AU RESPECT DES CODES D'ÉTHIQUE ET DE DÉONTOLOGIE BUDGET CODE: 354 GAB 5011 US\$ 17 050	79
51.	LIBREVILLE	SÃO TOME & PRINCIPE: STRENGTHENING THE EDITORIAL DEPARTMENTS OF NATIONAL RADIO (RNSTP) BUDGET CODE: BUDGET CODE 354 STP 5091 US\$ 24 000	80
52.	NAIROBI	REGIONAL: CBA: MEDIA SELF-REGULATION TRAINING IN EAST AFRICA BUDGET CODE: 354 RAF 5093 US\$ 20 000	81
53.	NAIROBI	REGIONAL: TRAINING OF TRAINERS IN NEW MEDIA JOURNALISM, CURRICULUM REVIEW AND FACULTY EXCHANGE. BUDGET CODE: 354 RAF 5001 US\$ 27 500	83
54.	NAIROBI	REGIONAL: BOLSTERING THE SAFETY AND PROTECTION OF JOURNALISTS IN EASTERN AFRICA BUDGET CODE: 354 RAF 5008 US\$ 26 400	84
55.	NAIROBI	BURUNDI: REPORTING ON CHILDREN AND WOMEN'S RIGHTS BUDGET CODE: 354 BDI 5011 US\$ 13 200	85
56.	NAIROBI	KENYA: UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY BUDGET CODE: 354 KEN 5091 US\$ 20 000	86
57.	NAIROBI	KENYA: ESTABLISHMENT OF RWARE COMMUNITY MULTIMEDIA CENTRE, NYERI DISTRICT BUDGET CODE: 354 KEN 5001 US\$ 26 400	87
58.	NAIROBI	KENYA: BUILDING THE CAPACITY OF THE COMMUNITY MEDIA IN KENYA THROUGH DEVELOPMENT AND SHARING OF LOCAL CONTENT BUDGET CODE: 354 KEN 5011 US\$ 22 550	88
59.	NAIROBI	RWANDA: TRAINING AND PRODUCTION RADIO STUDIO OF THE GREAT LAKES MEDIA CENTRE BUDGET CODE: 354 RWA 5091 US\$ 20 000	89
60.	NAIROBI	RWANDA: COMMUNICATING FOR DEVELOPMENT:CAPACITY	90

		BUILDING OF WOMEN RADIO JOURNALISTS BUDGET CODE: 354 RWA 5011 US\$ 14 300	
61.	NAIROBI	RWANDA: EMPOWERING THE RWANDAN PEACE AND DEMOCRACY JOURNALISTS NETWORK BUDGET CODE: 354 RWA 5012 US\$ 22 000	91
62.	NAIROBI	SOMALIA: PUNTLAND COMMUNITY BROADCASTER'S TRAINING BUDGET CODE: 354 SOM 5091 US\$ 12 700	92
63.	NAIROBI	SOMALIA: ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO BUDGET CODE: 354 SOM 5092 US\$ 20 000	94
64.	NAIROBI	SOMALIA: STRENGTHENING HUMANITARIAN INFORMATION FLOW THROUGH MEDIA IN SOMALIA AND AMONG SOMALI DISPLACED COMMUNITIES BUDGET CODE: 354 SOM 5001 US\$ 20 900	95
65.	NAIROBI	SOMALIA: RAISING WOMEN VOICES IN SOMALIA THROUGH COMMUNITY MEDIA BUDGET CODE: 354 SOM 5011 US\$ 20 900	96
66.	NAIROBI	SOUTH SUDAN: CAPACITY BUILDING OF THE UNION OF JOURNALISTS OF SOUTH SUDAN BUDGET CODE: 354 SUD 5011 US\$ 26 400	97
67.	NAIROBI	UGANDA: ESTABLISHING KABALE COMMUNITY RADIO, SOUTH WESTERN UGANDA BUDGET CODE 354 UGA 5001 US\$ 27 500	98
68.	NAIROBI	UGANDA: CAPACITY BUILDING FOR SELF REGULATION BY NEWSPAPER EDITORS AND RADIO PROGRAM PRODUCERS BUDGET CODE: 354 UGA 5002 US\$ 17 820	100
69.	NAIROBI	UGANDA: ASSESSING THE MEDIA LANDSCAPE IN UGANDA USING THE MEDIA DEVELOPM ENT INDICATORS BUDGET CODE 354 UGA 5011 US\$ 27 500	101
70.	NAIROBI	UGANDA: BUILDING SKILLS OF COMMUNITY RADIO EDITORS AND PRODUCERS IN DIGITAL RADIO PROGRAMME PRODUCTION BUDGET CODE: 354 UGA 5012 US\$ 24 200	102
71.	WINDHOEK	REGIONAL: AMARC: REINFORCING AFRICAN COMMUNITY RADIO NETWORKS TO INCREASE THEIR SOCIAL IMPACT ON DEVELOPMENT BUDGET CODE: 354 RAF 5091 US\$ 22 000	103
72.	WINDHOEK	REGIONAL: RHODES UNIVERSITY: WORKSHOP FOR THE	104

		CAPACITATION OF THE CENTRES OF EXCELLENCE IN JOURNALISM EDUCATION IN AFRICA BUDGET CODE: 354 RAF 5092 US\$ 33 000	
73.	WINDHOEK	REGIONAL: CBA: BUILDING THE KNOWLEDGE BASE OF BROADCASTING REGULATORS TO ENSURE PUBLIC SERVICE BROADCASTING BUDGET CODE: 354 RAF 5094 US \$ 22 000	105
74.	WINDHOEK	REGIONAL: SABA: CLIMATE CHANGE AWARENESS POLICY BUDGET CODE: 354 RAF 5095 US\$ 22 000	106
75.	WINDHOEK	REGIONAL: BUILDING CAPACITIES OF HIGHER LEARNING IN SOUTHERN AFRICA TO MAINSTREAM GENDER IN JOURNALISM EDUCATION (GENDER LINKS) BUDGET CODE: 354 RAF 5002 US\$ 24 200	108
76.	WINDHOEK	REGIONAL: AFRICA-UK: JOURNALISM EDUCATION EXCHANGE NETWORK (POLYTECHNIC OF NAMIBIA) BUDGET CODE: 354 RAF 5003 US\$ 30 800	109
77.	WINDHOEK	REGIONAL: AMARC: REINFORCING THE NAMIBIAN COMMUNITY RADIO NETWORK TO BUILD CAPACITY OF COMMUNITY RADIO COUNTRY NETWORKS BUDGET CODE: 354 RAF 5013 US\$ 27 500	110
78.	WINDHOEK	ANGOLA: TRAINING IN INVESTIGATIVE JOURNALISM IN ANGOLA BUDGET CODE: 354 ANG 5091 US\$ 22 000	111
79.	WINDHOEK	LESOTHO: CAPACITY BUILDING FOR BOARD AND STAFF MEMBERS OF THE MAFETENG COMMUNITY MULTIMEDIA CENTRE BUDGET CODE: 354 LES 5011 US \$ 22 000	112
80.	WINDHOEK	NAMIBIA: UPGRADING SKILLS TO EXPAND THE COMMUNITY NEWSPAPER "CAPRIVI VISION" BUDGET CODE: 354 NAM 5091 US\$ 32 000	113
81.	WINDHOEK	NAMIBIA: REINFORCING THE NAMIBIAN COMMUNITY RADIO NETWORK TO BUILD CAPACITY OF COMMUNITY RADIO COUNTRY NETWORKS BUDGET CODE: 354 NAM 5011 US\$ 27 500	114
82.	WINDHOEK	SOUTH AFRICA: UPGRADING THE TECHNICAL AND RADIO PRODUCTION SKILLS OF WOMEN IN COMMUNITY RADIO TO PRODUCE FEATURES AND DOCUMENTARIES ON WOMEN IN SCIENCE AND ENGINEERING BUDGET CODE: 354 SAF 5001 US\$ 27 500	115

83.	WINDHOEK	SOUTH AFRICA: COMMUNITY RADIO AS A PARTICIPATORY DEVELOPMENT CHANNEL FOR DIALOGUE BUDGET CODE: 354 SAF 5011 US\$ 18 700	116
84.	WINDHOEK	SWAZILAND: MEDIA COMPLAINTS COMMISSION (MCC) (MISASWAZILAND) BUDGET CODE: 354 SWA 5001 US\$ 15 400	117
85.	YAOUNDÉ	REGIONAL: CIRTEF – NEW MEDIA TRAINING BUDGET CODE: 354 RAF 5006 US\$ 27 500	118
86.	YAOUNDÉ	REGIONAL: SEMINAIRE ATELIER SUR LE REPORTAGE SCIENTIFIQUE EN FAVEUR DES JOURNALISTES DE LA ZONE CEMAC BUDGET CODE: 354 RAF 5014 US\$ 25 300	119
87.	YAOUNDÉ	CAMEROON: STRENGTHENING JOURNALISM TRAINING BUDGET CODE: 354 CMR 5091 US\$ 7 700	120
88.	YAOUNDÉ	CAMEROON: IMPROVING INFORMATION ON CLIMATE CHANGE IN THE NATIONAL COMMUNITY RADIO NETWORK BUDGET CODE: 354 CMR 5011 US\$ 22 000	121
89.	YAOUNDÉ	CENTRAL AFRICAN REPUBLIC: DIGITALIZATION OF THE CENTRAL AFRICAN RADIO AND TELEVISION SERVICE'S ARCHIVES BUDGET CODE: 354 CAF 5091 US\$ 19 800	122
90.	YAOUNDÉ	CENTRAL AFRICAN REPUBLIC: SUPPORT FOR TEACHER TRAINING IN THE JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI BUDGET CODE: 354 CAF 5092 US\$ 24 200	123
91.	YAOUNDÉ	CENTRAL AFRICAN REPUBLIC: TRAINING OF TRAINERS IN THE DEPARTMENT OF JOURNALISM, UNIVERSITY OF BANGUI BUDGET CODE: 354 CAF 5001 US\$ 27 500	124
92.	YAOUNDÉ	CHAD: STRENGTHENING THE CAPACITIES OF RADIO FM LIBERTE BUDGET CODE: 354 CHD 5091 US\$ 25 000	125
93.	YAOUNDÉ	CHAD: STRENGTHENING THE RESOURCES OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES AT THE UNIVERSITY OF NDJAMENA BUDGET CODE: 354 CHD 5001 US\$ 38 500	126
94.	YAOUNDÉ	CHAD: TRAINING OF MEDIA PROFESSIONALS IN ELECTORAL REPORTING BUDGET CODE: 354 CHD 5002 US\$ 22 000	127

95.	HQ (FEM)	URTI/IRTU: TRAINING IN THE USE OF A WEB PLATFORM FOR THE JOINT PRODUCTION AND EXCHANGE OF PROGRAMMES BETWEEN PUBLIC RADIO BROADCASTERS BUDGETCODE: 354 RAF 5004 US\$ 30 000	128
ARAB REGION			
96.	AMMAN	JORDAN: BUILDING CAPACITIES OF WOMEN CITIZEN JOURNALISTS IN RURAL AREAS BUDGET CODE: 354 JOR 5001 US\$ 17 600	133
97.		JORDAN: CAPACITY BUILDING FOR YOUNG CITIZEN JOURNALISTS IN AMMAN & ZARQA'A BUDGET CODE: 354 JOR 5011 US\$ 23 650	135
98.	BEIRUT	REGIONAL: BUILDING FREE EXPRESSION ADVOCACY CAPACITY IN THE MENA REGION BUDGET CODE: 354 RAB 5001 US\$ 27 000	137
99.	CAIRO	EGYPT: CAPACITY BUILDING FOR LOCAL MEDIA IN EGYPT BUDGET CODE: 354 EGY 5001 US\$ 24 200	138
100.	RABAT	REGIONAL: AMÉLIORATION DES CAPACITÉS DES INSTITUTIONS MÉDIATIQUES SUR L'ÉGALITÉ ENTRE LES FEMMES ET LES HOMMES À TRAVERS LA PRODUCTION DES CONNAISSANCES ET LE RENFORCEMENT DE CAPACITÉS BUDGET CODE: 354 RAB 5091 US\$ 30 000	139
101.	RABAT	REGIONAL: "SOUTH-MEDITERRANEAN PUBLIC RADIO AND TV JOURNALISM TRAINING NEEDS" SURVEY AND WORKSHOP BUDGET CODE: 354 RAB 5092 US\$ 20 000	141
102.	CAIRO/RABAT	REGIONAL: BUILDING FREE EXPRESSION ADVOCACY CAPACITY IN THE MENA REGION BUDGET CODE: 354 RAB 5001 (FIT-BELGIUM) US\$ 142 650	143
103.	RABAT	REGIONAL: BUILDING CAPACITY OF TEACHERS AT MASS COMMUNICATIONS AND JOURNALISM FACULTIES IN THE ARAB REGION ON REPORTING DIVERSITY BUDGETCODE: 354 RAB 5002 US\$ 24 530	146
104.	RABAT	ALGERIE: STRENGTHENING CAPACITY AT THE WEB RADIO 'VOIX DE FEMMES' BUDGET CODE: 354 ALG 5011 US\$ 14 000	147
105.	RABAT	MAURITANIE: APPUI AU CENTRE DE FORMATION DE RADIO MAURITANIE BUDGET CODE: 354 MAU 5091 US\$ 19 100	148
106.	RABAT	MAURITANIE: STAGE PROFESSIONNEL AU PROFIT DES MEMBRES DU RESEAU DES FEMMES JOURNALISTES DE	150

		MAURITANIE BUDGET CODE: 354 MAU 5001 US\$ 20 900	
107.	RABAT	MAURITANIE : RENFORCEMENT DES CAPACITES PROFESSIONNELLES DE L'UNION DES FEMMES DE MEDIA DE MAURITANIE CODE BUDGETAIRE : 354 MAU 5011 US\$ 10 500	152
108.	RABAT	MOROCCO: STRENGTHENING TEACHING CAPACITY AT ISIC BUDGET CODE: 354 MOR 5091 US\$ 21 000	154
109.	RABAT	MOROCCO: RENFORCEMENT DES CAPACITES PEDAGOGIQUES DE L'ISIC POUR L'INSERTION DE L'APPROCHE GENRE DANS LES CURSUS D'ENSEIGNEMENT AU JOURNALISME BUDGET CODE: 354 MOR 5001 US\$ 14 850	156
110.	RABAT	TUNISIA: BUILDING PROFESSIONAL CAPACITY OF TUNISIAN JOURNALISTS ON COMPUTER ASSISTED REPORTING AND INVESTIGATIVE JOURNALISM BUDGET CODE: 354 TUN 5001 US\$ 12 870	157
111.	RABAT	TUNISIA: RENFORCEMENT DES CAPACITES PEDAGOGIQUES DE L'INSTITUT DE PRESSE ET DES SCIENCES DE L'INFORMATION DE TUNIS (IPSI) BUDGET CODE: 354 TUN 5011 US\$ 19800	158
112.	RABAT	TUNISIA: DEVELOP AND DESIGN COMMUNICATION AND INFORMATION STRATEGIES FOR THE RECOVERY, RECONSTRUCTION, AND DEMOCRATIZATION OF THE TUNISIAN SOCIETY BUDGET CODE: 504 TUN 5000 (FIT-NORWAY) US\$ 276 420	159
113.	RAMALLAH	PALESTINE: MEDIA PRODUCTION FOR THE COMMUNITY DEVELOPMENT IN THE GAZA STRIP BY BIRZEIT UNIVERSITY MEDIA DEVELOPMENT CENTER BUDGET CODE: 354 PAL 5091 US\$ 20 000	162
114.	RAMALLAH	PALESTINE: DEVELOPING HUMANITARIAN NEWS REPORTING IN THE PALESTINIAN NEWS AGENCY Wafa BUDGET CODE: 354 PAL 5092 US\$ 20 000	164
115.	RAMALLAH	PALESTINE: CITIZEN MEDIA: A TOOL FOR CHANGE BUDGET CODE: 354 PAL 5001 US\$ 11 000	166
116.	RAMALLAH	PALESTINE: WOMEN PRODUCING NEWS: ENHANCING WOMEN'S ROLES AND VOICES IN THE MEDIA ENVIRONMENT IN THE PALESTINIAN TERRITORIES BUDGET CODE: 354 PAL 5002 US\$ 16 500	167
117.	RAMALLAH	PALESTINE: BUILDING CAPACITY OF THE PALESTINIAN	168

		MEDIA IN CONFLICT-SENSITIVE REPORTING BUDGET CODE: 354 PAL 5011 US\$ 19 800	
118.	RAMALLAH	PALESTINE: CAPACITY BUILDING OF WATTAN NEWS DEPARTMENT BUDGET CODE: 354 PAL 5012 US\$ 20 900	170
		EUROPE	
119.	MOSCOW	REGIONAL: MULTIMEDIA TECHNOLOGIES FOR THE DEVELOPMENT OF MASS MEDIA INDEPENDENCE AND PROFESSIONAL STANDARDS OF JOURNALISM BUDGET CODE: 354 RER 5092 US\$ 27 500	173
120.	MOSCOW	REGIONAL: CULTURE OF DIALOGUE VERSUS THE LANGUAGE OF HATRED BUDGET CODE: 354 RER 5093 US\$ 16 500	175
121.	MOSCOW	ARMENIA: CITIZEN REPORTING MEDIA: EVOLVING CITIZEN JOURNALISM IN ARMENIA BUDGET CODE 354 ARM 5001	177
122.	MOSCOW	AZERBAIJAN: TRAINING OF BROADCAST JOURNALISTS TO STRENGTHEN QUALITY COVERAGE OF CLIMATE CHANGE RELATED ISSUES. BUDGET CODE: 354 AZE 5091 US\$ 19 800	178
123.	HQ	REGIONAL: ERNO: INCREASING PUBLIC AWARENESS WITH THE SOUTH EAST EUROPEAN PUBLIC BROADCASTERS FOR CLIMATE CHANGE BUDGET CODE: 354 EUR 5091 US\$ 20 000	180

PROJECT IMPLEMENTED BY THE ABUJA OFFICE

NATIONAL PROJECT

NIGERIA: CURRICULUM DEVELOPMENT AND CAPACITY BUILDING WORKSHOP FOR UNESCO POTENTIAL CENTRES OF EXCELLENCE AND REFERENCE

BUDGET CODE: 354 NIR 5001

US\$ 24 200

TYPE OF PROJECT

The objective of this project was to implement minimum standards established in three potential Centres of Excellence and Reference in journalism education in Nigeria (University of Lagos, University of Ibadan and Lagos State Polytechnic) by adapting their curricula to the UNESCO Model.

IMPLEMENTATION

After months of preparation and planning, the long anticipated conference on curriculum development and capacity building kicked off at the Department of Mass Communication, University of Lagos, the only UNESCO potential Centre of Excellence in journalism training in Nigeria. The first day witnessed paper presentations by resource persons from various institutions and reports from the UNESCO Centres, while the second exhaustive deliberations on the curricula took up the second day.

Professor Ralph Afolabi Akinfeleye, who gave the keynote address, introduced all representative members of the Center of Excellence in Journalism (Department of Mass Communication, University of Lagos) and the two Centres of Reference (Department of Language and Communication Arts, University of Ibadan and Lagos State Polytechnic). He also introduced all the other fifteen (15) non-UNESCO journalism schools in Nigeria. Prof. Akinfeleye stated that the UNESCO centres as well as other Journalism institutions had come together to map out ways in which to harmonise their various journalism curricula in order to promote quality journalism education in the country and to allow for student transfer without the loss of credits. He proposed for the Africanisation of the UNESCO model curricula to include courses like Reporting Africa, Comparative African Media Systems, Africa Media and African Union, History of Press in Africa, Contemporary Issues in the African Communication Systems, amongst others.

UNESCO Country Representative, Dr. Joseph Ngu, whose welcome address was delivered by the National Programme Officer, Communication and Information, UNESCO Abuja, Mr. Oluseyi Soremekun, pointed out that the importance of adopting new trends of media usage, especially with regard to the increasing use of the Internet and its applications, and its use in journalism and other forms of mass media activities. He also reiterated the need to harmonise the curricula for journalism training in Nigeria, to ensure that the gap between course contents and reality of practice (link between town and gown) is bridged, while making sure that student transfer is encouraged with no negative consequences to their credit hours. He argued that synchronisation had become very needful, given the structural and pedagogical diversities and disparities that exist in the curricula of all the potential Centres of Excellence and Reference identified by UNESCO in Nigeria. He opined that the adoption of the model curricula proposed by the conference will help to improve critical thinking; enhance comprehension, analysis and synthesis; hone evaluation and research skills; etc amongst emerging journalists who are being trained.

Review of Curricula of non-UNESCO institutions

Eight non-UNESCO curricula were reviewed by the conference. These were curricula of the Lagos state University, Covenant University, Redeemer's University of Nigeria, University of Nigeria, Ahmadu Bello University, Moshood Abiola Polytechnic, Times Journalism Institute, International Institute of Journalism.

Eleven institutions (the eight above and Yaba College of Technology, Pan African University and Al-Hikmah University) committed to adopting parts of the UNESCO model curricula for journalism training in Africa.

RESULTS

Attendance: 221 participants from fourteen institutions registered on the opening day while 101 participants registered on the second day. At the end of the conference, more than 25 journalism training institutions and media organisations attended the conference.

Publicity:

- The conference was broadcast live on UNILAG FM. There was coverage of the event by both print and electronic media.
- Conference banners (back-drop and locational) were produced and hoisted
- Branded conference participants' name tags with conference-branded lanyards
- Branded conference bags were produced and distributed to participants
- Branded note-books were also produced and distribute to participants

CONCLUSION

The following resolutions for curricula improvements were reached as follows:

- There is a need to "indigenise" the UNESCO model and have courses Like Reporting Africa, Comparative African Media Systems, Africa Media and African Union, History of the Press in Africa, Contemporary Issues in African Communication Systems, amongst others which would help to increase its relevance and resonance with the prevalent milieu and thus adequately prepare the journalists-in-training to function optimally.
- There should be the inclusion of new media journalism or ICT-aided journalism into journalism curriculum in Nigerian journalism schools and departments; and where it has been introduced, for the expansion of the syllabus for journalism education in such schools to meet the standards of journalism schools in advanced countries of the world.
- That Multimedia and Online Journalism should be introduced where they are not already being taught to equip our graduates for a fast technologically changing industry. That Online Journalism should include Social Media in the course content.
- The Nigerian Universities Commission (NUC), and National Board of Technical Education (NBTE) should be advised to specialize the curricula for Mass Communication training in Nigerian universities (polytechnics and monotronics) by allowing Mass Communication and Journalism institutions to offer degrees in Public Relations and Advertising (PRAD), Print, Broadcast, Multimedia and Cinematography
- The Industry Attachment that mass communication/journalism students engage in should be named 'Media Attachment', and this title should be adopted across all mass communication/journalism institutions in Nigeria
- The duration of media attachment should be three (3) months, split between the end of 200 level and 300 level break or holidays. It was also agreed that each media attachment should attract a credit load of 2 units

- Journalism schools should ensure that Nigerian mass communication/journalism students are equipped for global best practices.
- French should be included as a compulsory language for journalists, and courses should be designed to teach the language.
- The NUC should participate in curricula-enhancing forums such as these, which will help them to raise the standards for mass communication courses/departments' accreditation
- The management of universities in Nigeria should be sensitized on the need to be responsive to the infrastructural and research support needs of mass communication/journalism programmes, and invest in them.
- Institutions should invest in capacity building of faculty members, since there is the need for experienced and seasoned professionals in the field to teach practical courses; especially since they can bring their practical experience to bear on training students to be equipped to deal with the challenges of the industry absorbing them.
- Lecturers should engage in self development and research and be consistent in publishing articles in peer-reviewed journals and books, both locally and internationally.
- Journalism teachers should partner with the media practitioners to link Gown with Town.
- The conference called for a repeat of this type of interactive contribution to be supported by UNESCO and any other Development Partners.

PROJECT IMPLEMENTED BY THE ABUJA OFFICE

NATIONAL PROJECT

NIGERIA: BUILDING COMMUNITY RADIO IN NIGERIA
BUDGET CODE: 354 NIR 5011
US\$ 27 500

TYPE OF PROJECT

This project is designed to make a strategic contribution to the development of community radio in Nigeria through training of grassroots communities and regional awareness raising events. It builds on over five years of community radio advocacy in Nigeria and meets needs clearly expressed by civil society and community-based organizations to increase awareness of community radio and to build capacity for community radio development. The purpose is to support four pilot community radio initiatives with planning and start-up workshops in various locations throughout Nigeria.

IMPLEMENTATION

Two consultative meetings with the communities were held in preparation to the commencement of the project's implementation. The first of the four planned community-based workshops will be held unfailingly on 11th and 12th March, 2013. This activity could not be held at an earlier date due to the delays in the transfer of funds.

RESULTS

- Two consultative meetings held
- Community-based workshops planned (the first of which will take place in March 2013)

CONCLUSION

Although delayed, the project's activities should be implemented as foreseen.

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

REGIONAL PROJECT

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

BUDGET CODE: 354 RAF 5005

US\$ 40 700

TYPE OF PROJECT

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

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

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

IMPLEMENTATION

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

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

Project Outcome:

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

RESULTS

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

NATIONAL PROJECT

**GHANA: GENDER AND MINORITIES MAINSTREAMING IN JOURNALISM
EDUCATION AT AUCC
BUDGET CODE: 354 GHA 5001
US\$ 22 000**

TYPE OF PROJECT

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

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

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

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

IMPLEMENTATION

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

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

Project Outputs:

- AUCC Curricula will be adapted to the UNESCO Model Curricula.
- A gender mainstreaming will be included on the curriculum based on UNESCO Model Curricula.
- Youth, persons with disabilities and minorities will be included in the AUCC curricula.
- Enriching the library as a repository of material for further research and enquiry.

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

NATIONAL PROJECT

**CHANA: SUSTAINING COMMUNITY BROADCASTING TO DEEPEN
DEMOCRACY, GOOD GOVERNANCE AND ACCOUNTABILITY
BUDGET CODE: 354 GHA 5002
US \$ 19 800**

TYPE OF PROJECT

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

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

Overall goal:

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

IMPLEMENTATION

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

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

RESULTS

An initial amount of GH16,786.00(\$10,900) was received to finance the procurement a console, 4 microphones, 4 headphones, a flat screen computer, a pair of speakers and a UPS. Bahamus Electronics Services won the bid to procure and deliver the equipment. BES was selected from three (3) companies that applied to Radio Builsa. The second tranche of the grant will be used to install the equipment while the third and fourth will support the training of staff of the station to improve their professional competence. There was a delay in the release of funds to Radio Builsa. This affected the implementation of the project according to schedule.

CONCLUSION

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

THIS PROJECT IS ONGOING.

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

NATIONAL PROJECT

**LIBERIA: CAPACITY BUILDING FOR WOMEN COMMUNITY RADIO
JOURNALISTS
BUDGET CODE: 354 LIR 5011
US\$ 34 100**

TYPE OF PROJECT

Research conducted by various media development organizations showed that women account for a mere 13 to 16% of the journalists in Liberia. A further survey conducted by Christian Media Center (CMC) showed that women hold a dismal one percent of clout positions in the media. The situation is appalling at the community radio stations which are in the 15 political subdivisions of Liberia and provide information for over half of the population of Liberia. Of 20 community radio stations assessed by FeJAL, only the Mano River Union Peace Network Radio has a female in a senior management position. Most of the women who worked at Community radio stations have had little or no form of journalistic training and can hardly make meaningful inputs and women issues are hardly being reported.

To address this problem, FeJAL proposed to develop a comprehensive and inclusive training program to build the capacity of community radio women, and develop senior producers and reporters leadership skills to occupy managerial positions.

The project aimed to develop the skills of community radio female journalists through a 3-week computer and program production and presentation training course, two weeks on-hand-training in women peace and security and gender reporting and internship with Monrovia based media institutions and leadership training for senior reporters and manager to help reduce the gender disparities in the newsroom.

Expected outcome:

In line with the objectives of the project, the following outcomes were to be obtained:

- Ten community radio journalists be trained to produce stories on issues that affect women at the community level;
- Ten senior female reporters, editors and producers be trained with leadership and managerial skill to take up leadership roles at their different institutions;

IMPLEMENTATION

Ten community radio journalists from five regions of the country were trained for three weeks on:
Gender issues

- Gender and Sex/Gender Stereo Typing
- Gender Sensitive Reporting
- Monitoring and reporting on Women Peace and security
- Climate Change and it effect on women
- Radio Program Production

- Introduction to basic computer/Adobe Editing
- Introduction to basic computer operating systems
- Internet broadcast techniques
- Networking and sharing resources
- Introduction to adobe
- Adobe Editing Training

In addition, the ten women spent a week at the Liberia Broadcasting Services (the national broadcaster) for internship.

RESULTS

Project status: ended (December 2012)

CONCLUSION

The training carried out by FeJAL has given clear idea of the capacity building needs of female journalists across the country. According to the participants who spoke during the training, it was discovered that more capacity building workshops and training are needed to help improve the career of women journalists in Liberia.

The issue of women being under-develop in the newsroom has been outlined as very worrying. Following this are the numerous calls for women to exert themselves in the newsrooms. In looking at the role women have played in Liberia's peace process, and at the level of maintaining the peace, the participants in addition to their request for more training are also advocating for FeJAL to train their male managers in gender sensitivity so as to help them in dealing with females that work with them at the different media institutions.

The UNESCO-funded training has been a crucial opportunity to the rural female journalists to speak out about the issue of under-development that could hinder the progress in their professional career. There is need for more funding from other organizations and resource managers to support more training for female journalists, but there is also fear of female journalists leaving the profession after being trained. There is a need to know the underlining factors that are making most media practitioners to move to other professions.

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

NATIONAL PROJECT

LIBERIA: MEDIA DEFENSE AND SAFETY OF JOURNALISTS PROJECT
BUDGET CODE: 354 LIR 5012
US\$ 15 400

TYPE OF PROJECT

The Press Union of Liberia (PUL) is the umbrella group working to protect journalists and promote media freedom and free expression in Liberia. The project 'Media Defense and Safety of Journalists' aims to raise the ethical standards of editors through training on the critical subject of libel/defamation. Libel suit is one of the "new frontiers" in the fight for press freedom in Liberia PUL is making a sustained engagement with journalists/editors to enable them avoid potential lawsuits. In addition to providing insights on Libel the project aims to establish a legal media defense team that will provide defense for Liberian journalists who face prosecution and the line of duty. While ensuring safety for journalists through this initiative, the Union also supports editorial independence and media integrity.

Apart from the training and legal defence aspects of the project, newspapers and radio editors have begun meeting monthly to critique the performance of the media. The idea of the monthly editors meeting is to create a platform to share note and self-evaluate each other's work. Major headlines and broadcast are placed under the spotlight for discussion to determine shortcomings and strengthens.

The Project contributes to maintaining a self-regulated and protected media that focuses on the principles of good journalism practice, the safety of journalists, while promoting the public trust in the media.

IMPLEMENTATION

The project's approved work plan seeks to do the following activities:

1. One workshop for 40 editors on the issues of libel, with lawyers serving as resource persons;
2. Develop and sign a memorandum of understanding [rules of engagement] between the press Union and the lawyers
3. Document cases/suits
4. Recruitment of project coordinator

The expected outcome is that the capacity of the Press Union is strengthened to help boost the editorial independence, quality journalism and safety of journalists. The number of law suits against the media will reduce with an increasing awareness among journalists/editors about implication for libelous publications. These activities will open up new opportunities professionalism in the field.

RESULTS

To kick start the project, the workshop on libel/defamation for the 40 editors was conducted in November of 2012. Topics treated at the three-day training were:

- Understanding Libel, Defamation, Defenses and Damages;
- Statutory Vs Self-Regulation: Benefits and Drawbacks;
- Ethics and Standards;
- The Contempt Power of Court;
- Invasion of Privacy: Public Persons Vs Private persons and

- Freedom of Information Vs. Protection of News sources and improvement of journalism and human Rights promotion

The editors were drawn from newspapers, radio/television and community radio stations. At the end of the training, the re-organization of the Editor's Guild was announced to meet every month to carry out a critical self-assessment of their work. Participants immediately agreed to convene the first session on December 1, 2012. That inaugural meeting was held as planned to get the process underway. And a second meet [first working session] has also taken place. Essentially, these meetings seek to engender good taste among journalists/editors; raise the bar for professionalism and competition for excellence. It is hoped that this will eventually enhance a self-regulatory regime and reduce the number of lawsuits against the media. An MOU has been drafted for engagement with the lawyers who will take up cases in defense of journalists.

As part of the general mandate of the Union to improve the media environment in the country, the Union submitted a draft bill to the Ministry of Information for government's input and onward submission to the Liberian Legislature for enactment. The draft is intended to repeal anti-speech/press laws still on the penal code in Liberia. That bill has now been incorporated into the media defense and safety project as a deliverable.

CONCLUSION

The project has taken advocacy for media freedom at another level. Engagement is being considered on two fronts - media practitioners and public officials/general public. Whilst the need for the defense of journalists against all forms of harassment and intimidations, remain ever present and uncompromising, there must be a corresponding engagement with practitioners to look inside [within their own ranks] to 'right the wrong.' There is a feeling that if the media fails to regulate itself, it will get regulated, and rather harshly from the outside.

THIS PROJECT IS IN PROGRESS.

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

NATIONAL PROJECT

SIERRA LEONE: CAPACITY BUILDING FOR WOMEN COMMUNITY RADIO JOURNALISTS
BUDGET CODE: 354 SIL 5011
US\$ 30 600

TYPE OF PROJECT

Sierra Leone is slowly emerging from the devastating period of armed conflict and violence to sustainable democratic governance. The year 2012 was another milestone for the country's institutions as it was the first time after the war for elections to be conducted by Sierra Leoneans themselves. Given the deep scars of the past, the peace is fragile and there were fears that the electoral period could see a relapse into violence if, inter alia, the people feel disenfranchised in any way. Access to credible and objective information was crucial. The country's fledgling democracy still lacks the maturity to handle political tolerance thus the need for a sustained media campaigns. The media landscape is generally free as there is no blatant Government interference but on the other hand a good number of the media outlets particularly the print media are partisan. This limits access to the media for a number of people. Also, the quality of journalism was eroded by years of violent conflict, and at sensitive periods linked to elections there was need for increased vigilance.

In the pre electoral period, it was important that the Independent Radio Network (IRN) fully engaged in the process by providing credible information that would bolster people's confidence in the electoral process and curtail misinformation that could lead to violence. In many areas of Sierra Leone, community radio stations are the sole source of information available to the local population, hence the need to upgrade the skills of Broadcast Journalists and Producers to report and produce balanced election reportage through the network of 25 IRN stations that service all 14 Districts in Sierra Leone.

This project supported the training of Broadcast Journalists and Producers on elections programming to ensure that a robust pool of election reporters was established to service the network and serve in all 14 Districts of Sierra Leone. A weekly radio program was also to be produced by the 25 member stations of IRN to inform the Sierra Leonean public on news and all issues around the electoral process.

By working with the National Electoral Commission, it is hoped that the IRN Network, through this project, would contribute to access to information for voters and thereby reduce the likelihood of violence.

IMPLEMENTATION

This project contributed a great deal to the media coverage on community radio stations during the electoral period in Sierra Leone in October/November 2012. The Independent Radio Network were able to develop an election strategy and reviewed its governance structure; collaborated and broadcasted issue-based news items; trained reporters and producers to cover the elections; conducted a series of 'training of trainers' workshops who would assist in training 600 reporters/volunteers to cover the entire election day; and produced a weekly election count down programme for 8 weeks. IRN also produced Parliament Bowl Heart programme- which looked at the activities within Parliament and exchange programmes for Parliamentarians; getting the views of people on the various acts, bills and laws. It also hosted a Women's platform. IRN also developed a self-regulatory aspect - compliance, code of conduct and guidelines to moderate political discussions.

CONCLUSION

A report by the Commonwealth Observer Group noted the low quality of media output but commended IRN for putting up a good network of information that helped disseminate information before, during and after the elections. Even during the sensitive periods of announcing results, IRN was one of the most dependable networks. The project, therefore, achieved its objectives.

Status: Ended

Contract End: December 2012

PROJECT IMPLEMENTED BY THE ACCRA OFFICE

NATIONAL PROJECT

TOGO: SUPPORTING PROJECT FOR “LIBERTÉ”: CREATION OF REGIONAL CORRESPONDENTS POSTS
BUDGET CODE: 354 TOG 5001
US\$ 13 860

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

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

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

RESULTS

The call for applications for regional correspondents was launched in July 2011. This was published several times in the newspaper "Liberte" and the weekly newspaper "Alternative". After nearly two months of release we recorded 26 nominations across the country. Following the counting, we found that those who apply for the positions of corresponding Zones 1 and 7, have not fulfilled the requirements. Their educational level is below that requested in the call for applications. This aspect of the problem is being resolved and hopefully we will soon fill both positions. The training has begun and the correspondents will be posted to their corresponding regions in February 2012.

CONCLUSION

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

PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

REGIONAL PROJECT

MEDIA LAW REFORM CAMPAIGN IN EASTERN AFRICA
BUDGET CODE: 354 RAF 5001
US\$ 28 600

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

Activities will be implemented in 2012. According to the work plan, the final report is scheduled to be received in December 2012

PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

NATIONAL PROJECT

ETHIOPIA: TRAINING FOR BROADCAST JOURNALISTS ON ELECTION REPORTING

BUDGET CODE: 354 ETH 5091

US\$ 29 700

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

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

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

CONCLUSION

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

They had also learned from what they monitored on the spot, while each journalist was reporting on the election, they confirmed the usefulness of the training, the effectiveness of the trainees on the use of reporting skills in covering the actual election process, the pin pointed in the report. Aside from this, the media houses,

including ERTA, have expressed their concern to the sustainability of such a training which is very useful for the country's democratization process and for professionalism. After these training sessions, the Training Center recommended to prepare a manual on Election Reporting for the future use. If the manual will be available to journalists assigned to the task, waste of resources that occurs from repeated training can be avoided. Thus, the ERTA Training Center is ready to prepare the manual if necessary financial resource would be granted.

PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

NATIONAL PROJECT

ETHIOPIA:
TRAINING ON INVESTIGATIVE JOURNALISM AND DOCUMENTARY PROGRAM
PRODUCTION (ERTV)
CODE: 354 ETH 5001
US\$ 27 500

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

Activities will be implemented in 2012

CONCLUSION

PROJECT IMPLEMENTED BY THE ADDIS ABABA OFFICE

NATIONAL PROJECT

**ETHIOPIA: PROFESSIONAL CAPACITY BUILDING FOR SUDE COMMUNITY
RADIO CODE: 354 ETH 5002
US\$ 12 100**

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

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

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

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

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

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

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

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

RESULTS

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

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

CONCLUSION

Sude community radio trainees were equipped with digital editing skills for the first time and practiced these during the training and at the final date of the five day training all trainees able to produce and broadcast the program they produced in the city of Adama with the skills of Adobe Audition. The training can create the opportunity for the station in order to begin programs to broadcast by using Adobe Audition Software which can add the quality of the programs.

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

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

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

PROJET NATIONAL

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

NATURE OF THE PROJECT

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

IMPLEMENTATION

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

RÉSULTATS

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

CONCLUSION:

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

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

PROJET NATIONAL

**BURKINA FASO: FORMATION DES ENSEIGNANTS DU DÉPARTEMENT
COMMUNICATION ET JOURNALISME DE L'UNIVERSITÉ DE OUAGADOUGOU,
BUDGET CODE 354 BKF 5001
US\$ 18 150**

NATURE DU PROJET

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

MISE EN ŒUVRE

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

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

RÉSULTATS

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

CONCLUSION:

Le projet a été entièrement exécuté

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

PROJET NATIONAL

BURKINA FASO: CREATION DU CENTRE MULTIMEDIA COMMUNAUTAIRE DE BOUNDOKUY
CODE BUDGETAIRE 354 BKF 5011
US\$ 22 000

NATURE DU PROJET

Le projet qu'appuie le PIDC, vise à contribuer au développement de la commune rurale de Boundoukuy par l'accès au TIC avec création d'un centre multimédia communautaire (CMC) à la radio Wuele-ho (103.6 MHz)

MISE EN OEUVRE

Les activités prévues par le projet consistent à :

- acquérir les équipements nécessaires et installer un télé centre à la radio communautaire Wuélé-ho formant ainsi un CMC ;
- former les ressources humaines locales devant assurer le fonctionnement du CMC ;
- former les populations (élèves et maitres sur les maîtres) aux TICs.

RESULTATS

- Équipements acquis et installés : **équipement informatiques** (ordinateurs, scanner, photocopieur, onduleur), accessoires informatiques (webcam, switch, casques microphone, anti virus, logiciels, connexion à internet, clés USB) et mobiliers (tables, chaises, climatiseurs, etc)
- 2 agents (1 femme et 1 hommes) formés à la gestion du CMC
- La formation des élèves et maitres débuterons vers la mis mars.

CONCLUSION

Le projet se poursuit sans difficultés particulières liées à son exécution. Il se termine le 31 juillet 2013.

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

NATIONAL PROJECT

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

NATURE OF THE PROJECT

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

PROJET NATIONAL

MALI : CREATION DE LA RADIO COMMUNAUTAIRE BRICO
BUDGET CODE: 354 MLI 5001
US\$ 20 000

NATURE DU PROJET

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

MISE EN ŒUVRE

Les activités prévues par le projet consistent à :

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

RESULTATS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

PROJET NATIONAL

MALI : RENFORCEMENT DES CAPACITÉS DE PRODUCTION DE LA RADIO RURALE DE KAYES
BUDGET CODE: 354 MLI 5011
US\$ 19 000

NATURE DU PROJET

Le projet qu'appuie le PIDC, vise à renforcer les capacités de la Radio Rurale de Kayes par la formation des ressources humaines aux TICs afin de leur permettre de maîtriser l'environnement numérique à créer pour améliorer la production radiophonique.

MISE EN OEUVRE

Les activités prévues par le projet consistent à:

- Identification des intervenants
- Acquisition des équipement
- Organisation d'un atelier de redéfinition des programmes et de leurs conditions d'exécution
- Formation aux outils numérique: montage, mixage ...
- Formation à la méthodologie de collecte, d'archivage et de valorisation du patrimoine oral
- Formation d'un technicien du son

RESULTATS

- Les intervenants ont été identifiés : personnels de la radio, les collaborateurs extérieurs, le consultant (M. Alain Bleu de RFI)
- Les équipements commandés et attendent d'être livrés
- Les formations sont planifiées.

CONCLUSION

La situation sécuritaire au Mali a amené les parties prenantes à revoir le calendrier 'exécution. Le consultant français (M. Alain Bleu) ne viendra plus à Kayes. Ses frais de voyage serviront à acquérir le logiciel Teamviewer Premium qui servira à faire de la formation à distance et les téléconférences. Le projet se poursuit normalement et se termine le 31 juillet 2013.

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

NATIONAL PROJECT

NIGER : DEVELOPPEMENT DE LA RADIO FAHAM
BUDGET CODE: 354 NER 5091
US\$ 20 000

NATURE DU PROJET

Le projet qu'appuie le PIDC, vise à développer, dynamiser et accroître l'accès des femmes à la parole dans les médias en renforçant leurs capacités techniques, journalistiques et communicationnelles par l'équipement de la radio, la formation des femmes et leur accès aux médias.

MISE EN ŒUVRE

Les activités prévues par le projet consistent à:

- Acquisition et installation du matériel de production et de reportage
- Formation du personnel
- Production d'émissions
- suivi évaluation

RÉSULTATS OBTENUS

Seul le processus d'achat du matériel de production et de reportage a été lancé.

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

Le fournisseur B.BEAM pour le paiement de la facture des équipements et matériels commandés non livrés.

Aucun rapport soumis par le contractant n'a été approuvé par la Chargée de Programme CI.

La visite du site effectué par le Secrétaire Général de la COMNAT Niger a permis de comprendre que les activités n'ont pas été réalisées (acquisition d'équipement, formation)

La lettre n°LT/UBKO/Prog-CI/JS-SM/13/04/2012 demandant le remboursement du montant perçu, a été envoyée le 13 avril 2012 au contractant avec copie au Ministère de la communication et la COMNAT Niger.

CONCLUSION

Le projet n'a pas été bien exécuté.

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

NATIONAL PROJECT

NIGER : FORMATION DES FORMATEURS A L'INSTITUT DE FORMATION AUX TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION (IFTIC)
BUDGET CODE: 354 NER 5011
US\$ 16 500

NATURE DU PROJET

Le projet qu'appuie le PIDC, vise à contribuer à créer une presse professionnelle, responsable, libre, plurielle et indépendante au service de la démocratie et du développement durable par la formation de huit (8) des enseignants permanents de l'IFTIC.

MISE EN OEUVRE

Les activités prévues par le projet consistent à :

- prise de contact avec les structures partenaires de la formation,
- sélection des bénéficiaires,
- formation des formateurs.

RESULTATS

- les contacts avec les structures partenaires de la formation ont été établis et des propositions ont été obtenu ;
- les bénéficiaires ont été sélectionnés
- les premiers bénéficiaires ont commencé leur stage à Ouagadougou.

CONCLUSION

L'exécution des activités du projet a accusé un retard de quelques semaines à cause de la situation sécuritaire Mali. Le projet se poursuit sans difficultés particulières et prendra fin le 31 juillet 2013.

PROJECT IMPLEMENTED BY THE BAMAKO CLUSTER OFFICE

NATIONAL PROJECT

NIGER : DEVELOPPEMENT DES RADIOS COMMUNAUTAIRES DES REGIONS DE DOSSO, NIAMEY ET TILLABERY
BUDGET CODE: 354 NER 5012
US\$ 19 800

NATURE DU PROJET

Le projet qu'appuie le PIDC, contribue à développer les médias communautaires par des actions les rendant aptes accompagner les actions de développement des communautés vivant dans le monde rural par la formation des animateurs (dont au moins 50% de femmes) des 10 radios communautaires des régions de Niamey, Dosso et Tillabéry.

MISE EN OEUVRE

Les activités prévues par le projet consistent à :

- 1 atelier de formation sur les l'éthique et la déontologie dans le journalisme (2 jours),
- 2 atelier de formation sur le format radiophonique et les genres rédactionnels, 3 jours chacun
- 1 atelier de formation des animateurs de ces radios cibles sur la stratégie de développement rural (SDR) en tant que cadre unique de toutes les interventions de l'Etat et de ses partenaires sur le monde rural, 2 jours ;
- un atelier sur le montage numérique avec des logiciels simples comme Sound forge et Vegas, 3 ou 4 jours
- un stage de formation au siège de la radio Alternative sis à Niamey, 6 jours. Les 20 animateurs seront divisés en 2 groupes, chaque groupe restant 3 jours

RESULTATS

- Atelier de formation sur l'éthique et la déontologie pour 20 participants dont (10 femmes) /2j
- Atelier de formation sur le genre rédactionnel /3j
- Acquisition d'appareils d'enregistrement indispensables aux activités pratiques de la formation (les reportages de terrain).

CONCLUSION

L'exécution des activités du projet a accusé un retard de quelques semaines à cause de la lenteur dans le décaissement des fonds liées à la situation sécuritaire Mali. Ce retard s'est traduit par la modification à deux reprises du chronogramme d'activités. La prochaine étape va être la tenue des ateliers de formation sur les formats radiophoniques et la SDR à la mi février 2013. Le projet se termine le 31 juillet 2013.

PROJECT IMPLEMENTED BY THE DAKAR OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

CONCLUSION

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

This project is expected to be terminated in 2012

PROJECT IMPLEMENTED BY THE DAKAR OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

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

This project is operationally terminated.

PROJECT IMPLEMENTED BY THE DAKAR OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE DAKAR OFFICE

NATIONAL PROJECT

SENEGAL: ASSISTANCE FOR THE COMMUNITY RADIO “LA VOIX DU JEGUEM”
BUDGET CODE: 354 SEN 5002
US\$ 19 800

TYPE OF PROJECT

Senegal enjoys media diversity in both the broadcasting and print-media sectors, with the 1990s seeing an end to state domination and the emergence of private and community audiovisual media. At present, more than 58 community radios exist within the country, providing communication with the means to access information produced by local people, which is therefore tailored to the needs of a local audience. In spite of occupying important role however, lack of training among personnel and insufficient financial resources to maintain and replace equipment pose a worried threat to the future of community media.

This project will provide support for the community radio station “la voix du Jeguem”, which is mainly targeted at the ethnic groups from the rural and semi-urban populations in the center of Senegal. This support will include the purchase of equipment (including a 500-watt transmitter), the delivery of training to staff on information gathering and processing techniques, production of local-language news broadcasts and programs on community development, digital audio editing, and administrative/financial management. In providing this support, the project will improve the capacity of “la voix du Jeguem” radio by giving a voice to vulnerable, marginalized groups, and by helping to increase citizen participation in decision-making processes.

IMPLEMENTATION

Radio equipment has been purchased and installed; the staff has been trained on radio production techniques. The challenges of this activity are related to the unavailability locally of radio equipment purchasers. The fact of looking for them outside Senegal may delay the delivery of those equipments.

RESULTS

This activity has contributed to the following results:

- Strengthening free, independent and pluralistic media, civic participation and gender-responsive communication for sustainable development.
- Support for development of free, independent and pluralistic media.

CONCLUSION

This activity has contributed to change the landscape of the media in Senegal in diversifying and making pluralistic the media environment. A new independent and free media has been created in the rural area of Senegal.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 COI 5091

US\$ 20 000

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

RESULTS

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

CONCLUSION

The project should proceed to wind up officially. The project has contributed to the capacity development of journalists in the comoros taking into consideration that the professional capacity of journalists in the comoros is key in maintaining the current fragile peace in this small island development state where most of the print media houses publish irregularly due to lack of facilities, and where alwatwan, the biggest print media, publishes only 4,000 copies daily.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

MADAGASCAR: SUPPORT FOR HUMAN RESOURCE DEVELOPMENT IN THE JOURNALISM DEPT AT THE UNIVERSITY OF ANTANANARIVO
BUDGET CODE: 354 MAG 5091
US\$ 30 000

TYPE OF PROJECT

The Malagasy media suffers from a lack of specialist professionals coupled with insufficient national coverage. Currently, skills are acquired either on the job, or through more or less informal ad hoc courses, delivered by development partners. Insufficient knowledge of the basic principles of the profession among media professionals is therefore a major problem. Additionally, the proposed reforms in the higher-education system provides for the implementation, in the near future, of the LMD (Licence, Masters, Doctorate) system. Thus, new knowledge and skills will have to be acquired in the development of training curricula, course organisation as well as training equipment and materials. This project which is implemented by the School of Communication at Antananarivo University seeks to address the following issues: First is the lack of course-design specialists for the development of learning / teaching programmes, second is insufficient training among trainers charged with raising the level of training and also the lack of equipment required for practical work. The project is being implemented by the Journalism Department of Antananarivo University which was established in 1995, with the support of media professionals. The School is one of the potential centres of reference in journalism training in Africa.

IMPLEMENTATION

The project implementation involves the following activities:

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

RESULTS

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

CONCLUSION

The human resource development at Antananarivo University is being delivered at an appropriate and timely moment due to the current political stalemate in Madagascar, coupled with the reported lack of professional ethics, and the concentration of the media. The role of ethical media in the management of conflict in Madagascar can never be under estimated.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 URT 5091

US\$ 24 000

TYPE OF PROJECT

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

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

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

IMPLEMENTATION

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

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

RESULTS

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

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

2. An advocacy workshop for the Community Media network was held at Zanzibar Beach Resort Hotel in Zanzibar on May 18, and 19, 2011. During the workshop Challenges facing community media were discussed and documented for further dialogue with the regulator and the Government.
3. Four voice recorders and a multimedia projector have been purchased for use by Community Media Members during various Capacity Building activities that are to be organised by the network.
4. The Community Media Network of Tanzania was registered on 7th February 2013 under the certificate of incorporation No. 4601, under CAP.318. RE. 2012).

CONCLUSION

THE PROJECT HAS ACHIEVED ALL ITS OBJECTIVES AND IS NOW READY TO BE CLOSED. COMNETA IS CURRENTLY TEAMING UP WITH THE COMMUNITY MEDIA NETWORKS IN KENYA, UGANDA, RWANDA AND BURUNDI TO FORM A COMMUNITY MEDIA NETWORK FOR EAST AFRICA. THE CONTRIBUTION OF COMNETA TO THE FORMATION OF THE NEW COMMUNITY MEDIA NETWORK FOR EAST AFRICA REGION IS A TESTIMONY ON THE IMPACT OF THE PROJECT.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

TANZANIA: ESTABLISHMENT OF A CMC FOR THE MAASAI PASTORAL COMMUNITIES OF NGORONGORO DISTRICT **PROJECT 354 URT 5092** **US\$ 24 000**

TYPE OF PROJECT

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

IMPLEMENTATION

- Training for 10 volunteers (4 women and six men) on basic journalism and content production.
- Purchase of broadcasting and production such as computers, solar panels and digital voice recorders.
- Installation and configuration of equipment in the broadcasting studio, the multimedia Center.
- Establishing broadcasting partnership with Public Broadcasters and other National and international media such as BBC and Deutsche Welle.
- Establishing partnerships on programme exchanges with other Community Radios and other National partners in the areas of HIV/AIDS, Malaria Social Marketing Companies and National Environmental Management Council (NEMC).
- Facilitating training and mobilisation of the community on the use services provided by the CMC
- To conduct campaign to raise community awareness on how to access, use, and participate in the management of the Centre.
- Establishing working relationships with the Community Media Network of Tanzania and Media Council of Tanzania.

RESULTS

- 300 Watts production and broadcasting equipment has been purchased delivered installed and tested. The transmitter and dipole antennas have been installed at the Airtel site in Soit Sambu village for better coverage of the whole Ngorongoro District.
- Brand new premises with space for production room, broadcasting room, staff room for the Community Radio, funded by OXFAM has been built.
- A Community multimedia centre with 5 laptop computers and wireless internet connection has been installed. More than 400 Publications on different disciplines have been donated to the multimedia centre to serve the community (Donations received from Airtel, Tanzania Library Services Board and the United Nations Information Centre)
- A new solar power system that has the capacity to power the production and broadcasting studios has been installed.

- An MoU between IrkiRamat Foundation, (the Maasai pastoralists NGO that is implementing this project) and Airtel Telecommunications has been signed for the latter to support the Community Radio in hosting the transmitter on the GSM cell-tower, provision of Mobile Baking and other ecommerce solution services at cost prices provision of internet connectivity to the Multimedia Centre as well as collaboration in exploring ways of harnessing mobile technologies for the development of Maasai Pastoralists.
- Intersectoral collaboration between the UNESCO Science and Culture Sectors has been forged for the mainstreaming of Culture for Development and Science and Innovation in the Maasai pastoralists project.
- Ten members of the journalism staff (4 women and six men) have been recruited and trained on basic journalism, gender responsive reporting, journalism ethics etc as per the business plan submitted to the Tanzania Communications Regulatory Authority.
- Loliondo Community Radio has secured membership to the Community Media Network of Tanzania for which Loliondo Community Radio has been able to benefit by participating in more than six Capacity Development Opportunities in 2011 and 2012.

CONCLUSION

THE PROJECT WAS DELAYED DUE TO THE DELAYS IN THE COMMUNITY RADIO PREMISES CONSTRUCTION AND FINAL BROADCASTING LICENCE PROVISION.

THE COMMUNITY RADIO WAS OFFICIALLY HANDED OVER TO THE COMMUNITY ON 17 NOVEMBER 2012 IN THE PRESENCE OF THE MINISTER FOR COMMUNICATION SCIENCE AND TECHNOLOGY OF THE UNITED REPUBLIC OF TANZANIA, PROF. MAKAME MBARAWA.

THE PROJECT IS NOW READY TO BE CLOSED OFFICIALLY AFTER COMPLETION OF CAPACITY DEVELOPMENT ACTIVITIES IN THE FIRST QUARTER OF 2013.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

The project implementation started in February, 2010 by submitting the Feasibility Study and Business Plan to Tanzania Communications Regulatory Authority, TRCA and now we are waiting to be interviewed by the Authority and grant us a Construction Permit, CP. The interview is scheduled on 14th February, 2013. A consulting manager has been engaged for the day to day activities, who has a media background and is doing well for the betterment of the project.

The Broadcasting House, BH at Isaka has been renovated and acoustic materials for the On Air and Production Studio have already been installed with Air Condition in On Air Studio, Control Room and Production Studio. The construction of a mast at the Broadcasting House is in its final stages.

RESULTS

Broadcasting Equipments for Baloha FM Community Radio was delivered and handled over to us by Mr Rukmin Wijemanne of In a Box Innovations.

The studio equipment was received after checking all the specifications and the final stages are underway in the installation of furniture and fixtures before putting in place the equipment (which has a very high outreach, according to the signal during testing of the equipment). Members of the community are very anxious to listen to the Radio as they are calling in to ask when it goes on air.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

TANZANIA: TRAINING OF TRAINERS (TOT) ON THE STANDARDISED DIPLOMA LEVEL CURRICULUM FOR JOURNALISM TRAINING IN THE UNITED REPUBLIC OF TANZANIA
BUDGET CODE: 354 URT 5002
US\$ 38 500

TYPE OF PROJECT

Before this project started, there was no standardization of journalism training in tertiary level institutions and each of the 17 or so training institutions had their own curriculum, set their own entry requirements and had their own system of deliverance and period of training for the various courses. This created a lot of confusion and anomalies in the training of journalists at non university level. The media industry which employs the bulk of graduates from the institutions complained on the quality of the training they received to the extent that they were not content to employ them. The graduates were also frustrated that they were not getting employed even after completing their training in which they had to pay a lot of money.

On the other hand, the National Council for Technical Education which oversees training of non university training institutions was not ready to accredit any of the schools of journalism because they did not adhere to its required standards including an accredited curriculum, tutors and other required standards like entry requirements, classroom size requirements, equipment per student, and safety requirements. It was estimated that the unaccredited institutions between them churned out over 500 graduates who according to media houses were 'half cooked'. The demand for well trained journalists is very high as Tanzania has one of the fastest growing media sector in the region yet journalism training was really lacking in terms of quality rather than quantity.

All the above challenges have resulted to acute shortage of professionally well trained journalists in the private sector media. The impact of the shortage can be felt in the quality of reporting which at most is mediocre and the large number of journalists who have graduated from schools of journalism at quite a high cost.

This project was initiated to standardize the curriculum to align them with the National Council for Technical Education (NACTE) accreditation requirements in line with UNESCO's Model Curricula for Journalism Education for Developing Countries and Emerging Democracies.

IMPLEMENTATION

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

- Standardize curriculum and benchmarks for tertiary level journalism schools and align it with the requirements of the National Council for Technical Education (NACTE) and the UNESCO's Model Curricula for Journalism Education for Developing Countries and Emerging Democracies.
- Panel of experts to standardize the curriculum and align it with the requirements of the National Council for Technical Education (NACTE).
- 15 expert curriculum trainers trained
- Train at least 125 journalism educators on the delivery of the new curriculum

RESULTS

- A three level modularized competence based Diploma in Journalism Curriculum developed and accredited by the National Council for Technical Education (NACTE).
- 10 schools of journalism inspected and allowed to use the curricula
- 135 Tutors from 10 schools of journalism trained for five days on the delivery of the new curriculum. Out of the total 22 were female.
- Training Manual for tutors for the deliverance of the Competent Based Journalism Curricula written and printed and also put online.

CONCLUSION

THE PROJECT HAS GREATLY ASSISTED TO PUT INTO PLACE STANDARDIZED CURRICULA AND BENCHMARKS AND HENCE IMPROVE THE QUALITY OF TRAINING OF JOURNALISM IN THE COUNTRY. SINCE THE COURSE IS MODULARIZED AND IS MULTI LAYERED BEGINNING WITH LEVEL FOUR- CERTIFICATE IN JOURNALISM, LEVEL 5 ADVANCED CERTIFICATE IN JOURNALISM AND LEVEL 6 DIPLOMA IN JOURNALISM, IT IS EXPECTED THAT MORE WORKING JOURNALISTS WILL ALSO BE ABLE TO ENROLL FOR THE COURSES IN THE FUTURE.

THE CURRICULUM IS NOW ACCREDITED BY THE NATIONAL COUNCIL FOR TECHNICAL EDUCATION (NACTE) AND BENCHMARKS ARE IN PLACE HENCE CLOSE SUPERVISION OF JOURNALISM TRAINING CAN BE DONE AND HENCE SUBSTANDARD TRAINING CAN BE EASILY DETECTED AND THE CONCERNED INSTITUTION PENALISED ACCORDINGLY.

THE STANDARD OF JOURNALISM WILL HENCEFORTH GO AND MORE YOUNG PEOPLE WILL GET EMPLOYED IN THE LOCAL MEDIA. WITH THE MODULARISED CURRICULUM SCHOOLS CAN NOW ENROLL WORKING JOURNALISTS TO GET TRAINING AT THEIR OWN PACE ON A PART TIME BASIS BY COMPLETING MODULES WHICH LEAD TO AWARDS. THE PROJECT ALSO CONTRIBUTES TO ETHICAL AND PROFESSIONAL REPORTING IN TANZANIA AND IN MEETING THE HIGH DEMAND FOR WELL QUALIFIED COMPETENT JOURNALISTS.

PROJECT IMPLEMENTED BY THE DAR ES SALAAM CLUSTER OFFICE

NATIONAL PROJECT

TANZANIA: CAPACITY BUILDING OF THE TANZANIA SCIENCE JOURNALISTS ASSOCIATION

BUDGET CODE: 354 URT 5011

US\$ 12 100

TYPE OF PROJECT

This project seeks to build the Capacity of the new Tanzania Science Journalists Association (TASJA). This project will lead to the improvement of professionalism in Journalism through the improvement of specialization in Science Technology and Innovation (STI) Reporting. Furthermore the project will provide Journalists with a platform to share knowledge, experiences and discuss challenges they face in accessing and reporting STIs especially as they impact on the quality of life of the rural and urban Tanzanians and how they support the achievement of the national development plans as enshrined in the development strategies of the country the MKUKUTA for Tanzania mainland and MKUZA for Zanzibar.

This project is in line with Category Four of the Media development Indicators related to Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity; in particular it is related to the area of the presence of trade unions and professional organisations.

IMPLEMENTATION

The project implementation involves the following interventions:

- Capacity building of TASJA members in Science reporting improved through at least one training session and the availability of equipment for the Association members (to use for investigative reporting).
- Develop capacities to report, advocate and monitor the application of science, technology and innovation in the achievement of the national strategies for growth and poverty reduction (MKUKUTA/MKUZA).
- Reinforce the Science reporter's network in not only reporting in STI, but also in Organizational Management and leadership skills, Fund mobilization and Marketing and Public Relations
- Strengthen TASJA plans and networks by creating dialogue with stakeholders such as Scientists, Innovators, researchers, the Private Sector etc. so as to develop a five years strategic plan.

RESULTS

- The implementation of the project started late (in February 2013).
- The project is being integrated with the Economic Growth Programme Working Group workplan for the United Nations Development Assistance Plan (UNDAP) for Tanzania where matters related to environmental reporting are dealt with. Integration of this project to the UNDAP will bring synergies in terms of both resources and impact.

CONCLUSION

MOST OF THE ACTIVITIES RELATED TO THIS PROJECT ARE RELATED TO PLANNING ABOUT THE IMPLEMENTATION OF THE PROJECT. TWO MEETINGS BETWEEN TASJA AND UNESCO HELD IN JANUARY 2013 AND FEBRUARY 2013. IMPLEMENTATION OF THE PROJECT IS EXPECTED TO TAKE PLACE IN THE SECOND QUARTER OF 2013 IN LINE WITH THE UNDAP ECONOMIC GROWTH PROGRAMME WORKING GROUP WORKPLAN.

INTERGRATION WITH THE UNDAP WILL ENHANCE THE PROJECT'S RESPONSE TO THE NEEDS OF THE TANZANIA POVERTY REDUCTION STRATEGY KNOWN AS MKUKUTA II.

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

REGIONAL PROJECT

CAPACITY BUILDING FOR GENDER BALANCED CONTENT PRODUCTION IN SOUTH EAST AFRICA

BUDGET CODE: 354 RAF 5012

US\$ 22 000

TYPE OF PROJECT

The project seeks to build a strong, engaged, collaborative approach for producing balanced gender content and broaden the network of current CBA members and women's media NGOs in South East Africa. In particular the project will provide training to broadcasters, women's NGOs to produce gender-sensitive content enabling them to create and transmit a balanced and more accurate portrayal of women and girls in society.

Global Media Monitoring Project (GMMP) studies have consistently revealed that women are grossly under-represented in the media in contrast to men [1995, 2000, 2005 and 2010]. In 2010 this survey showed that in Africa, 77% of stories in the media reinforced gender stereotypes, almost eight times higher than stories that challenge such stereotypes (5%). The advent of digital media technology, including mobile phones, provides new opportunities for the empowerment of women in and by the media. As broadcasters seek to engage with audiences in new ways, targeted media capacity building projects are able to highlight and emphasise the voices of women and their role in society.

IMPLEMENTATION

UNESCO has established the contract with the Commonwealth Broadcasting Association (CBA) and the implementation of the project is underway and on schedule. However, no reports were due at this time to give details of implementation progress. The project ends in December 2013.

RESULTS

There are no results to report at this time, but implementation is on course.

CONCLUSION

The CBA reported that a great deal has already been accomplished by NGOs working with women in South East Africa to build media literacy and content production skills. However the voices of women are still rarely heard in mainstream media throughout South East Africa. With a committed membership of mainstream broadcasters in South East Africa, the CBA has partnered with UNESCO to leverage change under this project.

THE PROJECT IS ONGOING.

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

BOTSWANA: SUPPORT FOR THE CAMPAIGN ON FREEDOM OF INFORMATION
BUDGET CODE: 354 BOT 5011
US\$ 12 100

TYPE OF PROJECT

The project seeks to contribute to the enactment of Freedom of Information Bill in Botswana. More specifically the project will carry-out a situation analysis of the state of freedom of expression and freedom of the media in Botswana. Then MISA-Botswana will organize forums for debates and lobbying of authorities at local and national levels to enact a freedom of information law.

The media fraternity is dominated by state media which has more reach compared to the less resourced private media. The political environment in the country has made calls for more accountability and transparency in the handling of public funds, hence the need for freedom of information law that will empower the general citizenry to hold their rulers accountable. Access to information would allow the citizenry to agitate for a more transparent government and as such help fight ills such as corruption and maladministration

IMPLEMENTATION

UNESCO has established the contract with MISA-Botswana and the implementation of the project is underway and on schedule. However, no reports were due at this time to give details of implementation progress. The project ends in December 2013.

RESULTS

There are no results to report at this time, but implementation is on course.

CONCLUSION

Botswana is a stable democracy, despite this, the motion to enact the Freedom of Information Bill is mostly backed by opposition members of parliament in the country. Hence the project's success in achieving its objectives will largely depend on the political environment and the will by the government to pass this media law.

THE PROJECT IS ONGOING

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

MALAWI: ESTABLISHMENT OF THE USISYA COMMUNITY RADIO

BUDGET CODE: 354 MLW 5091

US\$ 20 900

TYPE OF PROJECT

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

IMPLEMENTATION

The Malawi Communications Regulatory Authority (MACRA) issued the broadcasting license for this community radio on 16th December 2011. This delay in issuing the broadcasting license resulted in the subsequent delay for IPDC to release the project funds, which was eventually done in January 2012. The Malawi National Commission for UNESCO requested that the radio equipment be purchased by UNESCO. UNESCO then purchased and delivered the equipment through the Malawi National Commission for UNESCO in December 2012. The Usisya community is currently renovating the housing for the radio ahead of the equipment installation.

RESULTS

- Following the issuance of the broadcasting license the project termination date was extended from 31st December 2011 to 31st December 2012.
- UNESCO has purchased and delivered the equipment. The Usisya community is in the process of renovating the housing for the radio ahead of the equipment installation.

CONCLUSION

The project was delayed by the late issuance of the broadcasting license. Increased campaigns for media law reforms by media and civil society organizations have significantly contributed to the eventual issuance of the license for Usisya Community Radio. Seven community radios already exist in the country, but the law does not recognize community broadcasting as a separate and essential broadcasting tier. Commercial and religious radios have gained more prominence and over-shadow to some extent the community radio sector. The association of community radios in Malawi needs to be strengthened to pursue further media reforms, together with other national umbrella bodies for independent media.

THE PROJECT IS OPERATIONALLY TERMINATED

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

ESTABLISHMENT OF NSANJE CHIKWAWA COMMUNITY RADIO
BUDGET CODE: 354 MLW 5092
US\$ 20 900

TYPE OF PROJECT

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

IMPLEMENTATION

- The project termination date had already been extended by the IPDC Secretariat from 31st December 2011 to 31st December 2012, and The Malawi Communications Regulatory Authority (MACRA) issued the broadcasting license for this community radio on 20th September 2012;
- UNESCO purchased and delivered in December 2012 the equipment through the Malawi National Commission for UNESCO. The Nsanje Chikwawa community has now embarked on the preparation of the radio house ahead of the equipment installation.

RESULTS

- The Malawi Communications Regulatory Authority (MACRA) issued the broadcasting license for this community radio.
- UNESCO purchased and delivered the community radio equipment. The community has started the preparation of the radio house ahead of the equipment installation.

CONCLUSION

The project was delayed by the late issuance of the broadcasting license. Increased campaigns for media law reforms by media and civil society organizations have significantly contributed to the eventual issuance of the license for Nsanje Chikwawa Community Radio. Seven community radios already exist in the country, but the law does not recognize community broadcasting as a separate and essential broadcasting tier. Commercial and religious radios have gained more prominence and over-shadow to some extent the community radio sector. The association of community radios in Malawi needs to be strengthened to pursue further media reforms, together with other national umbrella bodies for independent media.

THE PROJECT IS OPERATIONALLY TERMINATED

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

LAUNCHING OF CAMPAIGNS TO ENACT ACCESS TO INFORMATION LEGISLATION

BUDGET CODE: 354 MLW 5001

US\$ 13 200

TYPE OF PROJECT

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

IMPLEMENTATION

A study was conducted by a constitutional law researcher on “Obstacles that hinder access to public information”. The study identified obstacles under four categories: User-based obstacles (i.e. low education, low awareness of the right to information); Interface-based obstacles (i.e. technological limitations, bureaucracy); Social/Systemic-based obstacles (i.e. relationships and social dynamics); Policy and law based obstacles (media laws and policies). The outcomes of this study were presented in a workshop of media practitioners, government officials, representatives of the media regulator and civil society organizations in June 2012. The Ministry of Information and Civic Education, which was represented by its Director of Information committed to ensuring that a task force already formed to spearhead the formulation of an Access to Information policy would complete its task. The workshop served as a launching pad for the project’s campaign to enact Access to Information Legislation.

RESULTS

- A study was conducted on “Obstacles that hinder access to public information”.
- A workshop was organized to discuss the study findings and launch campaigns for enacting Access to Information Legislation.

CONCLUSION

The access to information legislation has still not been enacted in Malawi, but this project has contributed to wide spread campaigns and lobbying for media reforms in the country. These campaigns have led to the Malawi National Assembly repealing, in May 2012, the section of the Penal Code which permitted the Government to ban media outlets.

THE PROJECT IS OPERATIONALLY TERMINATED

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

TRAINING OF JOURNALISTS IN GENDER-SENSITIVE REPORTING
BUDGET CODE: 354 MLW 5011
US\$ 13 200

TYPE OF PROJECT

The project will increase the awareness of gender issues in media among practicing journalists, by training journalists in gender-sensitive reporting. In the recent past, there has been significant increase of broadcast and print media houses in Malawi. The implication of these developments is that there has also been an increase in the free flow of information and a related increase in the number of both male and female journalists working for the various media houses. One of the down sides to these positive developments is the lack of training in gender-sensitive reporting. Very few courses have been run on gender-sensitive reporting. This is a growing area of concern especially as more and more and younger professionals join the practice.

IMPLEMENTATION

UNESCO has established the contract with The Malawi Institute of Journalism and the implementation of the project is underway and on schedule. However, no reports were due at this time to give details of implementation progress. The project ends in December 2013.

RESULTS

There are no results to report at this time, but implementation is on course.

CONCLUSION

The Malawi Institute of Journalism is a reputable journalism school in the country and is expected to conduct the training professionally.

THE PROJECT IS ONGOING

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

STRENGTHENING THE CAPACITY OF INDEPENDENT PRIVATE RADIO STATIONS

BUDGET CODE: 354 MLW 5012

US\$ 13 200

TYPE OF PROJECT

The project aims at contributing towards improving professional standards in radio broadcast media in Malawi, by training radio journalists in private radio stations in broadcast reporting and writing as well as Multimedia/ online journalism. Given the role they are playing and are likely to continue playing it is important that those working for the independent private radio broadcasting industry be adequately skilled in order to do their jobs professionally. Training will ensure that the momentum that independent private broadcasters have gathered is maintained. The project is thus intended to upgrade skill levels of Broadcast media journalists in a number of areas as prescribed in the UNESCO Model Curricula for Journalism Education.

IMPLEMENTATION

UNESCO has established the contract with MISA-Botswana and the implementation of the project is underway and on schedule. However, no reports were due at this time to give details of implementation progress. The project ends in December 2013.

RESULTS

There are no results to report at this time, but implementation is on course.

CONCLUSION

The Malawi Polytechnic is a well known journalism school in Malawi and is expected to carry out the training professionally.

THE PROJECT IS ONGOING

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

ZAMBIA: ESTABLISHMENT OF THE KWENJE COMMUNITY RADIO

BUDGET CODE: 354 ZAM 5091

US\$ 22 000

TYPE OF PROJECT

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

IMPLEMENTATION

The Zambian Ministry of Information and Broadcasting Services issued the radio broadcasting permit on 23rd July 2011. This lateness in issuing the broadcasting permit resulted in the subsequent delay for IPDC to release the project funds, which finally took place in September 2011. UNESCO has purchased and delivered the radio equipment, in collaboration with the Zambia National Commission for UNESCO. The radio equipment installation and testing is underway.

RESULTS

- The broadcasting license was issued 23rd July 2011.
- UNESCO has purchased and delivered the equipment.
- The radio equipment installation and testing is underway.

CONCLUSION

Although it has been possible to obtain the broadcasting license after the project's approval by the IPDC, the project suffered prolonged delays. There are a number of community radios in Zambia, however, many of them are poorly resourced and their self-sustenance is not guaranteed. They also face stiff competition from community-based commercial radios which have gained significant popularity and influence in certain regions of the country. Surveys and studies carried out in 2012 by UNESCO under the project "Empowering Local Radios with ICTs" revealed that the local commercial radios have better human and material capacity to sustain themselves and to make use ICTs than the community radios.

THE PROJECT IS OPERATIONALLY TERMINATED

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

ZIMBABWE: CURRICULUM ADAPTATION AND CAPACITY BUILDING IN RADIO AND TELEVISION BROADCASTING AT NUST (POTENTIAL CENTRE OF REFERENCE)

BUDGET CODE: 354 ZIM 5001

US\$ 27 500

TYPE OF PROJECT

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

IMPLEMENTATION

The National University of Science and Technology (NUST), Communication Department, requested UNESCO to purchase the equipment needed to establish the teaching multimedia centre. UNESCO has purchased and delivered the equipment at the Journalism Department of NUST. The teaching multimedia centre has therefore been established. A multimedia training workshop was organized in collaboration with the Harare Polytechnic School of Journalism and Media Studies and the Zimbabwe National Commission for UNESCO. The workshop provided training to 16 media lecturers (2 women) from: Harare Polytechnic School of Journalism and Media Studies, NUST Department of Journalism and Media Studies, Department of Journalism at the University of Zimbabwe (UZ), and Midland University.

RESULTS

- UNESCO has purchased and delivered the equipment at the Journalism Department of NUST. The teaching multimedia centre has been established.
- A multimedia training workshop was organized 16 media lecturers (2 women) were trained

CONCLUSION

The project started at a slow pace due because there were few suppliers of the required equipment within Zimbabwe. When the procurement and delivery was done, the Department of Journalism at NUST took time to prepare the room for the multimedia centre. The centre became operational in October 2012, after a delay of about 6 months from the delivery of equipment. The training of lecturers in multimedia was eventually organized with supplementary support of the UNESCO regular programme. It became necessary to involve lecturers from other journalism schools given that only 4 lecturers needed this training at NUST. The curriculum review process could not take place due to the insufficient project funds.

THE PROJECT IS OPERATIONALLY TERMINATED

PROJECT IMPLEMENTED BY THE HARARE CLUSTER OFFICE

NATIONAL PROJECT

ZIMBABWE: IMPLEMENTING GENDER EQUALITY POLICIES IN SOUTHERN AFRICA

BUDGET CODE: 354 ZIM 5011

US\$ 24 200

TYPE OF PROJECT

The long-term objective of the project is to attain gender balance in media houses in Southern Africa. Ideally, media organizations should address gender issues in their editorial policies; legalise equal female representation in the media and guarantee safety of all journalists from sexual harassment and prosecution. However this is not always the case. Hence the project will contribute towards the setting up of a regional Gender Council, whose mandate will, among other tasks, include the drafting and presenting of a Protocol on Media and Gender to the Southern Africa Development Community (SADC).

Findings from a Gender Audit report conducted by the Southern Africa Journalists Association (SAJA), in collaboration with the IFJ reveal that men are the predominant employees in media houses in Southern Africa- 61% men as compared to 39% women. Hence, men dominate managerial and decision making positions in the newsrooms. Moreover, the Gender Audit report discloses how journalists' unions in the region continue to receive an increasing number of complaints of sexual harassment, especially from female journalists. Other persistent challenges include how female media practitioners receive poorer contracts than their male counterparts in some parts of Southern Africa.

IMPLEMENTATION

UNESCO has established the contract with the Zimbabwe Union of Journalists (ZUJ) and the implementation of the project is underway and on schedule. However, no reports were due at this time to give details of implementation progress. The project ends in December 2013.

RESULTS

There are no results to report at this time, but implementation is on course.

CONCLUSION

The Zimbabwe Union of Journalists (ZUJ) and the Southern Africa Journalists Association (SAJA) work closely together and are well placed to pursue the issue of gender equality within the media in Southern Africa.

THE PROJECT IS ONGOING

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

DEMOCRATIC REPUBLIC OF CONGO: RURAL RADIO FOR THE YOUTH AND WOMEN OF BUKAVU
BUDGET CODE: 354 ZAI 5001
US\$ 26 400

TYPE OF PROJECT

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

IMPLEMENTATION

Since the beginning of the implementation, the promoter has trained 40 participants on how to handle a listener group. 38 volunteers, mainly women, were trained on radio broadcasting techniques as well. Nevertheless, the project is experiencing some difficulties since the upheaval of war in the East of Congo. In fact, equipment acquired abroad has been delivered partially (2/3) in Bukavu. Regarding paperwork, the promoter has obtained the official documents necessary to start the radio.

RESULTS

- 250 people were sensitized on the objectives of the radio station and 25% expressed their willingness to join a radio listeners' club.
- 38 Volunteers (women and youth) have been identified from the community and are trained in radio broadcasting techniques;
- 40 participants received training on the role and functioning of radio clubs;
- Part of the equipment has been delivered;
- Paperwork necessary to start broadcasting has been obtained.

CONCLUSION

Though months have passed since the organization of the training, the promoter has maintained close relations with the people trained. The arrival of the remaining equipment is expected shortly. Despite the delay in equipment delivery, important progress has been made. Now, the project is about to close.

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

CONGO: APPUI A LA CREATION DE L'INSTITUT DE FORMATION AU JOURNALISME ET A LA COMMUNICATION
BUDGET CODE: 354 DRC 5011
US\$ 20 000

TYPE OF PROJECT

The project is concerned with supporting the creation of an Institute for journalism and communication education. It seeks to provide the institute with an adapted version of UNESCO's model curriculum for journalism education and to establish a library with resources related to journalism.

IMPLEMENTATION

The project (under the responsibility of the Ministry of communication) has experienced some delays due to the organization of parliamentary elections and the expectation of government nomination. The project finally started last December. A consultant was appointed to conduct the adaptation of the curriculum. It is following the adaptation exercise that a list of documents and resources to acquire for the library will be elaborated.

RESULTS

As of now, no tangible result has been obtained. Nevertheless it is a matter of times as the UNESCO's model curriculum for journalism education is actually under adaption to elaborate the curriculum for Bachelor degree in journalism.

CONCLUSION

This project is on-going. Despite the delay observed at the beginning of the project, the government has made the commitment to accelerate its implementation so as to open the Institute at the next academic year (2013/2014).

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 EQG 5001

US\$ 13 750

TYPE OF PROJECT

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

IMPLEMENTATION

After experiencing almost eight months of delay, just for the designation of the project coordinator by the beneficiary, the project is still facing collaboration and follow-up difficulties. Despite national commission effort to help move forward, the University is still to designate the consultant who will undertake the curriculum adaptation process. The proposition of name by the national commission was rejected.

RESULTS

With the lack of effective collaboration, it is unclear whether the expected results of the project can be met.

CONCLUSION

The project is ongoing.

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 GAB 5001

US\$ 22 000

TYPE OF PROJECT

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

IMPLEMENTATION

The lack of qualified lecturers being one of the challenges facing the Department, two high grade lecturers from ESSTIC (potential UNESCO's centre of excellence) have been invited to lecture on different courses during the academic year 2011/2012. In the meantime the curricula in journalism and communication have been revised to better conform to UNESCO Model's curriculum for journalism education. The list of library resources has been elaborated and the acquisition is expected by end April 2013.

RESULTS

Six courses units related to journalism have been delivered by lecturers from ESSTIC. Main benefit is that it has allowed the department to avoid shortages in the delivery of courses and to develop a network with ESSTIC.

CONCLUSION

To improve exchange with ESSTIC, a Memorandum of Understanding between the Department and ESSTIC is now under elaboration. The project is still under implementation.

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

GABON: REVISION ET SENSIBILISATION AU RESPECT DES CODES D'ETHIQUE ET DE DEONTOLOGIE

BUDGET CODE: 354 GAB 5011

US\$ 16 400

TYPE DE PROJET

This project aims at contributing to the development of an enabling environment for media self-regulation in Gabon. It intends to review the journalists' charter of rights and duties (elaborated in 1995) and to sensitize journalists, throughout the country, in the acceptance and respect of the charter.

IMPLEMENTATION

The implementation of project started with the organization of a workshop to review the 1995 charter of rights and duties in December 2012. Participants to the workshop came from public and private media, media professional associations and the national media regulatory body. Among the many changes and addition, the participants decided to rename the document. The new name is: "Charte d'éthique et de déontologie du journaliste au Gabon" (Charter of ethics and professional conduct for journalist in Gabon). A ceremony was organized on the 14th of December during which media organisations and journalists signed the charter.

RESULTS

- The content of 1995's charter has been deeply modified with inclusion of points related to, among other things, journalist safety and security.
- Actually 18 media organizations (public and private) and 30 journalists have signed the charter.

CONCLUSION

The promoter, Observatoire Gabonais des Médias, is very motivated and willing to pursue with the second phase of the project. By March 2013, its members will visit the other provinces of the country to promote the charter and invite media organization and media professionals to sign it.

PROJECT IMPLEMENTED BY THE LIBREVILLE CLUSTER OFFICE

NATIONAL PROJECT

SAO TOME AND PRINCIPE: STRENGTHENING THE EDITORIAL DEPARTMENTS OF NATIONAL RADIO (RNSTP)
BUDGET CODE: 354 STP 5091
US\$ 26 400

TYPE OF PROJECT

The project is about supporting the migration from analog to digital system at RNSTP through the deployment of computer and others digital equipment within the editorial department. The project is equally seeking to improve the ICT skills of journalists, reporters and technicians in digital audio editing, digital audio reporting, and digital content archiving and management.

IMPLEMENTATION

The implementation of the project started with the acquisition and installation of equipment. Among the acquisition there are: 4 desktop computers, 2 NAS servers of 4Tb each, 2 UPS, 1 rack, 3 switches, 3 digital audio recording kits, etc. All the equipment are now installed and interconnected.

Following the installation of equipment, it was expected that the next step of the project would consist in the organization of training workshop to increase participants' skills in digital audio editing and reporting, digital content archiving and management, etc. Unfortunately, despite reminders, delays (almost nine months) in the provision of report and supporting documents related to the first phase of the project leads to the cancellation of the rest of the project.

RESULTS

- Digital equipment were purchased and installed within the Departments.
- The RTNSP now has a comprehensive and functional computer network.

CONCLUSION

This project is completed.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

REGIONAL PROJECT

CBA: MEDIA SELF-REGULATION TRAINING IN EAST AFRICA

BUDGET CODE: 354 RAF 5093

US\$ 20 000

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

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

RESULTS

- The successful production of a tailored Radio Self Regulation curriculum and training manual for the East African region

- 3 in-country workshops were delivered in Kenya, Uganda and Tanzania whereby 44 senior radio journalists and editorial managers were trained
- A two-stage follow-up distance learning was completed which allowed the course director to further refine and merge the second wave of editorial policy suggestions in order to come up with a comprehensive document for each country in the programme.

CONCLUSION

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

The project activities are complete and should be closed

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

REGIONAL PROJECT

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

BUDGET CODE: 354 RAF 5001

US\$ 27 500

TYPE OF PROJECT

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

IMPLEMENTATION

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

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

REGIONAL PROJECT

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

BUDGET CODE: 354 RAF 5008

US\$ 26 400

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

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

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

BURUNDI: CAPACITY BUILDING ON REPORTING ON CHILDRENS AND WOMENS RIGHTS
BUDGET CODE: 354 BDI 5011
US\$ 12 000

TYPE OF PROJECT

The Burundian Association of Communicators for the Promotion and Defense of child and women rights (ACPDEF) carried out a human capacity development activity in collaboration with UNICEF, Ministry of Higher Education and Gender, lawyers from Burundi Bar Association, Human Rights activists among other media associations. Following a pilot training and sensitization workshop, training modules will be finalized in close collaboration with partnering institutions and organizations.

IMPLEMENTATION

Two activities took place, namely a 4-day training of 50 public and private radio journalists from 24 to 27 October 2012 and a 1 day sensitization/advocacy meeting for 30 Senior Radio Stations managers - 2 from each of the 15 radio stations that followed the training workshop in October 2012. The training was aimed at building capacity of Burundi Radio journalists and was done in close collaboration with partner institutions. Following these interventions the results of the pilot training and sensitization campaign will be captured in training modules to be re-used for future trainings. The project is foreseen to come to an end in May 2013.

RESULTS

- 50 trained radio journalists (public and private) at a 4 days human rights reporting workshop with special focus on coverage of children and women rights issues in Burundi;
- 30 senior radio station managers, 2 from each of the 15 radio stations in Burundi sensitized on the importance of increasing coverage of issues concerning children and women;
- Draft training module on Human Rights Reporting: *Promoting and Defense of Child and Women* finalized with input from trainees. Reference will be made to the UNESCO model curriculum with a view of adapting the relevant materials.

CONCLUSION

The cooperation between ACPDEF, UNICEF, the Ministry of Higher Education and Gender, Burundi Bar Association, Human Rights activists, and Media Associations provides a good opportunity for ACPDEF to work with a variety of organizations in capacity development of journalists in Burundi. The distribution and popularization of the training module will be done to various radio stations and journalists associations for further in-house trainings.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

KENYA: UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY
BUDGET CODE: 354 KEN 5091
US\$ 20 900

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

RESULTS

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

CONCLUSION

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

The project is terminated and should be closed.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

KENYA: ESTABLISHMENT OF RWARE COMMUNITY MULTIMEDIA CENTRE, NYERI DISTRICT

BUDGET CODE: 354 KEN 5001

US\$ 26 400

TYPE OF PROJECT

The project consisted of development of community media and was carried out by RWARE Community Centre in close collaboration with Kenya Community Radio Network (KCOMNET), EcoNews Africa and UNESCO. A major objective of this project was to establish a community media centre in Nyeri District, Kenya that will help uplift the living standards of the communities in Nyeri through information provision focusing on public health, social services and economic issues.

IMPLEMENTATION

The project entailed establishment of the Rware Community Multimedia Centre and the radio station was equipped with radio equipment and computer facilities. Training for 3 staffs and 8 volunteers also took place from 3 September to 19 October 2012.

RESULTS

- 3 staff members and 8 volunteers trained to work at Rware community radio;
- Successful establishment of Rware FM which went on air on 22 May 2012;
- Establishment of a fully fledged Community Multimedia Centre (CMC) with a radio station and a computer centre.

CONCLUSION

The project was successfully implemented through the positive cooperation between RWARE Community Centre, KCOMNET, EcoNews Africa, and the Wambugu Farmers Training Centre, Nyeri. There were a few challenges experienced such as lack of sufficient funds to purchase all the equipment foreseen in the original project document, but additional partnerships were established to acquire the necessary equipment such as computers, microphones and portable mixers. The radio station achieved its primary goal to contribute towards the development initiatives of the Nyeri community.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

KENYA: BUILDING THE CAPACITY OF THE COMMUNITY MEDIA IN KENYA THROUGH THE DEVELOPMENT AND SHARING OF LOCAL CONTENT

BUDGET CODE: 354 KEN 5011

US\$ 22 790

TYPE OF PROJECT

The project consisted of capacity building of community based media in Kenya and was carried out by Kenya Community Media Network (KCOMNET) in collaboration with Radio Mang'etele in Kibwezi, Mug'ambo Jwetu in Meru, Sauti FM in Rarieda, Rware FM in Nyeri and Radio Mwanedu in Voi. The primary objective of the project is to build the capacity of community based media from five regions of Kenya through the development and sharing of local content.

IMPLEMENTATION

The project was implemented by Kenya Community Media Network (KCOMNET) and entailed a 5 day intensive training programme for 5 community groups to equip the groups with professional skills in producing local relevant content that will effectively inform, communicate and engage community members on both local and national issues affecting the community. The training took place in Nairobi from 22 to 26 October 2012. Follow-up mentoring is still to take place in order to monitor the content production and sharing of the community radios. The project is intended to end on 31 May 2013.

RESULTS

- 5 day intensive training programme carried out for 5 community groups;
- Community members equipped with knowledge and skills on content development up to production;
- Content for both audio and visual format produced to be aired in community radios and performances by the community media groups through social centers facilities and open air sessions;
- On site location visits by KCOMNET to community media groups to monitor, mentor and evaluate the progress development of local content.

CONCLUSION

The project was carried out by Kenya Community Media Network (KCOMNET) in collaboration with 5 community radio stations and considerable interest was voiced by community radios from elsewhere in Kenya but also in East Africa to take advantage of the training and pool of programmes to be produced through the project.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION:

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

This activity is now completed and should be closed.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

RWANDA: COMMUNICATING FOR DEVELOPMENT: CAPACITY BUILDING OF WOMEN RADIO JOURNALISTS IN RWANDA

BUDGET CODE: 354 RWA 5011

US\$ 20 000

TYPE OF PROJECT

Human capacity development was carried out by ARFEM in conjunction with the School of Communication and Journalism of the Catholic University of Kabgayi. A training module addressing the issues of girls' education in Rwanda; adolescent reproductive health, women and poverty eradication, violence against women and children is foreseen in close collaboration with the Catholic University of Kabgayi, and relevant line ministries.

IMPLEMENTATION

The 3-day training for 30 female radio journalists took place in Kigali from 29 to 31 August 2012. The training was aimed at building capacity of ARFEM members and was done in cooperation with the Catholic University of Kabgayi, School of Journalism, Ministry of Information and the Rwanda National Commission for UNESCO. The training module is in the process of being finalized and also the mailing list and website will follow at the end of the project foreseen in May 2013.

RESULTS

- 30 trained female radio journalist on design and production of radio programmes in girls' education in Rwanda; adolescent reproductive health, women and poverty eradication, violence against women and children.
- Training module drafted to train journalism education students on gender sensitive radio programme production.

CONCLUSION:

The cooperation between ARFEM and the Catholic University of Kabgayi provides a good opportunity for the NGO and academic institution to work together in capacity development of journalists in Rwanda. The mailing list and website will also ensure a sustainable follow up to the training.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

**RWANDA: EMPOWERING THE RWANDAN PEACE AND DEMOCRACY
JOURNALISTS NETWORK
BUDGET CODE: 354 RWA 5012
US\$ 20 000**

TYPE OF PROJECT

Etoile.com Press Agency conducted a capacity development activity out in order to strengthen the Rwandan Peace and Democracy Journalists Network (RPDJN) in close consultation with the National University of Rwanda (NUR) Great Lakes Media Centre (GLMC). The training aimed to deepen democracy, good governance and peace building among journalists in Rwanda.

IMPLEMENTATION

This activity was implemented by Etoile.com Press Agency in Rwanda and consisted of a 2-day training workshop for 25 members of Rwandan Peace and Democracy Journalists Network from different media houses from 23 to 24 August 2012. The project also foresees the procurement of a production unit for the Rwandan Peace and Democracy Journalists Network for the production of programmes on peace, democracy and good governance to be distributed to the various local media in Rwanda. The final report of the training, procurement and a website for RPDJN network is in the process of being finalized.

RESULTS

- 25 journalists from different media houses and are members of the Rwandan Peace and Democracy Journalists Network trained in a 2 days workshop held in Juru park, Kigali, Rwanda on 23 and 24 August 2012; and,
- Training of 25 journalists on peace, democracy and good governance in cooperation with the National University of Rwanda Great Lakes Media Centre.

CONCLUSION:

The cooperation between Etoile.com Press Agency and the National University of Rwanda (NUR) Great Lakes Media Centre (GLMC) reinforced the capacity of RPDJN to expand the work of the network beyond members of the network. The training module in peace and democracy targets future journalists at the National University of Rwanda (NUR) Great Lakes Media Centre (GLMC) and will lead to an improvement of the professional capacity of future journalists in Rwanda.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

SOMALIA: PUNTLAND COMMUNITY BROADCASTER'S TRAINING

BUDGET CODE: 354 SOM 5091

US\$ 12 700

TYPE OF PROJECT

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

IMPLEMENTATION

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

Activities carried out:

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

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

RESULTS

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

CONCLUSION

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

Lessons learnt: Proper Identification of key partners on the ground is key to achieving the objectives in Somalia
The project activities are completed awaiting the financial report breakdown for it to be closed. Should not be closed for now until the last payment is done

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

SOMALIA: ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO

BUDGET CODE: 354 SOM 5092

US\$ 20 000

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 SOM 5001

US\$ 20 900

TYPE OF PROJECT

The International Media Support (IMS) in close partnership with Integrated Regional Information Network (IRIN) and Star FM, a Kenyan based Somali broadcast station, carried out a human capacity development and development of community media activity in collaboration with UNHCR, OCHA, IMS, the Norwegian Refugee Council (NRC) and the Danish Refugee Council (DRC). A radio station has been set up in the Dadaab refugee camp and training for journalists was carried out.

IMPLEMENTATION

The following activities took place and were successfully carried out to completion by 31 December 2012. A 3-day training of 13 Somali journalists from Star FM, Radio Ergo, Freelancers and The Refugee Camp Newspaper took place from 4 to 6 December 2012 covering conflict sensitive journalism reporting. Broadcast equipment has also been purchased in setting up Star FM. The necessary installation of security measures were also carried out at STAR FM.

RESULTS

- 13 Somali journalists from Star Fm, Radio Ergo, freelancers and Refugee camp Newspaper trained for 3 days on conflict sensitive journalism in Daadab from 4-6 December 2012;
- STAR FM is set up and broadcast equipments procured (10 portable voice recorders, laptop, editing audio software, headphones and microphones, mixing desk, and a telephone hybrid); and,
- Installation of Security Measures at STAR FM.

CONCLUSION

The activities were successfully completed despite a number of challenges in terms of timing and logistics. The components of capacity building equipment and journalism training have contributed significantly towards strengthening humanitarian information in the refugee camps. Star FM now has an enhanced capacity for information gathering and broadcasting in the camps. The collaboration between the partners involved, specifically IMS/Radio Ergo, Star FM and UNHCR contributed towards the success of the project.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

SOMALIA: RAISING WOMEN'S VOICES IN SOMALIA THROUGH COMMUNITY MEDIA

BUDGET CODE: 354 SOM 5011

US\$ 20 920

TYPE OF PROJECT

The Women's Association for Relief and Development Actions (WARDA) carried out community media development project in purchasing the equipment for the first community radio operated by women and the training of community radio members.

IMPLEMENTATION

The community radio of KASMO FM owned and managed by women, was established and will be launched on 8 March 2013 during International Women's Day. Training of 10 women journalists and reporters took place at WARDA Offices in Somalia. The training was aimed at creating capacity to women journalists to operate and produce content for the community radio station. The radio station must still produce thematic programmes on Gender Discrimination and Violence against women, foreseen for the launch of the radio station in March 2013. WARDA is to submit a final report on all activities of the project in May 2013.

RESULTS

- 10 women radio journalists trained on community broadcasting;
- Purchase of radio equipment and establishment of KASMO FM; and,
- Recruiting of core staffs for the radio station;

CONCLUSION

The cooperation Women's Association for Relief and Development Actions (WARDA) activity provided a good opportunity for WARDA to make efficient use of radio as a means to women empowerment. KASMO FM is unique and symbolic since it gives women their own voice through its various programmes hence will greatly contribute to the ongoing developments for a free press environment in Somalia.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

SOUTH SUDAN: CAPACITY BUILDING OF THE UNION OF JOURNALISTS OF SOUTH SUDAN
BUDGET CODE: 354 SUD 5011
US\$ 26 400

TYPE OF PROJECT

The Union of Journalists of South Sudan (UJOSS) is carrying out a human capacity development activity in training trainers (ToT) to guide journalists on methodologies of news gathering and dissemination. Trainees include representatives from the private, public & community media in South Sudan.

IMPLEMENTATION

The training sessions are in the process of being implemented and 3 regional trainings already took place in the states of Upper Nile, Lakes, and Western Bahr Esl Ghaqza. Implementation of the activity started late and finalization of the trainings and reporting of the trainings are expected by 30 June 2013.

RESULTS

- Journalists from Upper Nile, Lakes, and Western Bahr Esl Ghaqza trained on methodologies of gathering and disseminating news in print, radio and television media;
- Three, 3-days ToT seminars for journalists working in private, public and community media in Upper Nile, Lakes, and Western Bahr Esl Ghaqza.

CONCLUSION

The cooperation with the UNESCO Office in Juba is essential in order to ensure synergy with ongoing activities with partner institutions such as UJOSS. The media is currently undergoing major changes and it is important to find synergies with ongoing capacity development initiatives and the IPDC capacity development initiatives.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

UGANDA: ESTABLISHING KABALE COMMUNITY RADIO, SOUTH WESTERN UGANDA

BUDGET CODE: 354 UGA 5001

US\$ 27 500

TYPE OF PROJECT

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

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

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

IMPLEMENTATION

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

The sourcing and purchasing the necessary radio and other related ICT equipment commenced as well. Three quotations were submitted to UNESCO and the best bid approved. The equipment includes (i) Broadcasting Studio and Transmission Equipment (ii) Field recording equipment which are Portable recorders, headsets and microphones. (iii) ICT equipment namely: 3 PC's for the computer centre, LAN accessories, 2 printers. As per the report submitted by the implementers in January 2012, the following has been achieved. Purchasing of the Radio Equipment, Renovation of the Broadcasting House, Construction of the Transmitting House, installation of the Radio Equipment and the guyed mast at Kihumuro Hill. Radio Producers, Reporters and Presenters recruited and the purchasing and installation of the ICT equipment for the CMC. However UNESCO is in the process of requesting the Uganda NATCOM to make a site visit to ensure the report reflects what is on the ground.

RESULTS

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 UGA 5002

US\$ 17 820

TYPE OF PROJECT

The Independent Media Council of Uganda (IMC) contributes towards freedom of expression and media pluralism in Uganda by laying the foundation for a free, independent and responsible media in Uganda through self-regulation. The primary objective of the project is to train media professionals in self-regulation and to use the training material as a training module at Makerere University School of Journalism to be integrated into the journalism education curriculum.

IMPLEMENTATION

The project consisted of a 3-day training seminar that was carried out from 7 to 11 January 2013 in order to discuss how issues of self-regulation can be included into an academic journalism education curriculum. A training seminar on self-regulation was also carried out from 14 to 18 January 2013 targeting radio programmers and newspaper editors. The training modules are currently being reviewed for finalization in order to be used by journalism education institutions in the country.

RESULTS

- 30 newspaper editors and 20 radio program producers equipped with skills on media self-regulation;
- Training module on media self-regulation being finalized for future training at Makerere University School of Journalism;
- 4 Makerere University, Mass Communication Department staff trained on media-self regulation teaching.

CONCLUSION

The partnership between Independent Media Council of Uganda (IMC) and Makerere University Department of Journalism and Communication provided good opportunities to discuss and debate self-regulation among academic staff and media practitioners. The drafting of a training module on self-regulation took more time than expected, which resulted in an extension of the implementation of the project.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

UGANDA: ASSESSING THE MEDIA LANDSCAPE IN UGANDA USING THE MEDIA DEVELOPMENT INDICATORS
BUDGET CODE: 354 UGA 5011
US\$ 25 000

TYPE OF PROJECT

The Department of Journalism and Communication, Makerere University launched a nationwide study to assess the media landscape in Uganda using Media Development Indicators (MDIs) in promoting freedom of expression and media pluralism in Uganda. The nationwide study is foreseen to be carried out in close collaboration with partner institutions such as the Uganda Media Development Foundation, the Human Rights Network for Journalists – Uganda and Article 19 Kampala among others.

IMPLEMENTATION

The 10 month nationwide assessment foresees 3 activities; a national survey of Uganda's media landscape using UNESCO's MDI that is in progress, a 1-day consultative meeting organized with 15 key stakeholders to discuss the state of media in Uganda that took place on 15 November 2013 in Kampala and a round table of 30 key stakeholders organized to discuss outcomes of the national assessment of the media in Uganda to take place later this year. The activities are in the process of being implemented and all deliverables are expected on 31 May 2013.

RESULTS

- 1 day Consultative meeting with 15 key stakeholders organized to discuss the state of the media in Uganda;
- National Survey in 4 regions of Uganda to map the Uganda media landscape using UNESCO's Media Development Indicators;

CONCLUSION

Following changes in the Department of Journalism and Communication at Makerere University, it took more time for the new team of researchers to familiarize themselves with the nationwide assessment planned for 2012. Activities are on track and the draft assessment, based on the preliminary results of the national survey, is expected soon.

PROJECT IMPLEMENTED BY THE NAIROBI CLUSTER OFFICE

NATIONAL PROJECT

UGANDA: BUILDING SKILLS OF COMMUNITY RADIO EDITORS AND PRODUCERS IN DIGITAL RADIO PROGRAM PRODUCTION

BUDGET CODE: 354 UGA 5012

US\$ 22 000

TYPE OF PROJECT

The project consisted of human capacity development of community media journalists from Uganda by APAC Radio and was carried out in close consultation with Makerere University, Department of Mass Communication. The two week training and radio production contributed towards the plurality and diversity of media in Uganda.

IMPLEMENTATION

A 2-week intensive digital production training took place from 1 October to 15 October 2012, in Kampala, Uganda at Wizarts Media and addressed the problem of lack of professional training program in digital production of community radio staff. The project contributed to building the capacity of the community media organizations to reflect the social diversity through serving marginalized groups. The trainees were trained in digital production skills and the following courses from the UNESCO Model Curricula for Journalism Education were adapted: Foundations of Journalism, Reporting and Writing, Media Law, Broadcast Workshop, Media and Society and Research Skills. Participating community radios included: Kagadi Kibale Community Radio (KKCR), Buwama FM, Nabweru Tiger FM, Nakaseke CMC FM, Radio Apac FM, Uganda Media Women's Association (UMWA) Mama FM, Oyam FM, and Ngora CMC FM.

RESULTS

- 2 weeks training carried out for 20 community radio practitioners;
- 20 community radio staffs from 10 radio stations trained and equipped with skills in digital production of radio programs; and,
- A Training of Trainers module on digital production developed and adapted with reference to UNESCOs model curriculum.

CONCLUSION

The training was well appreciated by participating radio stations and follow-up capacity development opportunities were recommended by community radio trainees. Community radios also need to invest in dedicated equipment for production of radio programmes in order to improve radio programme production quality.

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

REGIONAL PROJECT

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

BUDGET CODE: 354 RAF 5091

US \$ 22 000

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

REGIONAL PROJECT

RHODES UNIVERSITY: WORKSHOP FOR THE CAPACITATION OF THE CENTRES OF EXCELLENCE IN JOURNALISM EDUCATION IN AFRICA

BUDGET CODE: 354 RAF 5092

US \$ 33 000

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

REGIONAL PROJECT

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

BUDGET CODE: 354 RAF 5094

US \$ 22 000

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

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

RESULTS

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

REGIONAL PROJECT

SABA: CLIMATE CHANGE AWARENESS POLICY

BUDGET CODE: 354 RAF 5095

US \$ 22 000

TYPE OF PROJECT

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

IMPLEMENTATION

The 5 days meeting took place in Johannesburg between the 2nd and 6th of August 2010 and was implemented by the Southern African Broadcasting Association SABA. The training targeted 20 broadcast programme directors from Angola (Radio National Angola), Botswana (BTV), Lesotho (Radio Lesotho), Malawi Broadcasting Corporation, Mozambique (Televisao de Mozambique), Namibia (NBC TV), South Africa (SABA and SABC), Tanzania (Tanzania Broadcasting Corporation) and Zambia (ZNBC). The workshop encouraged the development, production, co-production and exchange of content within the region on climate change. Ultimately it contributes to better awareness by publicizing and informing the public of the scientific realities of climate change.

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

RESULTS

10 member broadcasters agreed upon and developed a model for policy and 2 delegates from each country adapted the model policy to their own conditions. Some future follow ups include working towards a Memorandum of Understanding between broadcasters for programme exchange and co-production. The format of this MOU was presented during the sessions. A report on the workshop was compiled and submitted to UNESCO (covering the thematic areas which guided the workshop, the agenda, the draft template, detailed financial statement and evidence of media coverage). UNESCO Training material was used for the training workshop.

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

REGIONAL PROJECT

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

BUDGET CODE: 354 RAF 5002

US \$ 24 200

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

AFRICA-UK: JOURNALISM EDUCATION EXCHANGE NETWORK

(POLYTECHNIC OF NAMIBIA)

BUDGET CODE: 354 RAF 5003

US \$ 30 800

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

REGIONAL PROJECT

REGIONAL: REINFORCING THE NAMIBIAN COMMUNITY RADIO NETWORK TO BUILD CAPACITY OF COMMUNITY RADIO COUNTRY NETWORKS

BUDGET CODE: 354 RAF 5013

US\$ 17 600

TYPE OF PROJECT:

This project is aimed at initiating the process of strengthening Country Community Radio Networks through building a culture of good governance and self-regulation in Namibia. It targets all 7 licensed Namibian community broadcasters which will benefit from the establishment of structures and systems that ensure an effectively operating national network. It also seeks to contribute to knowledge sharing and experience exchanges between community radio network representatives in a sustainable manner to increase the social impact of community radio in achieving development objectives. It further seeks to organize a 8 month governance support program to keep momentum after the launch of the report on the status of community radio in Namibia. It also endeavours to ensure concrete actions are taken to implement the resolutions that anonymously agreed for the revival of the Namibian Community Radios' Network (NCRN).

IMPLEMENTATION:

A newly appointed steering committee of the Namibian Community Radios' Network (NCRN) and representatives of the Namibian licensed community broadcasters attended a 3 day participative work session where a program of action was developed to facilitate the development of different envisaged stages of the network. The workshop also identified the key themes and priority project activities and key stakeholders. The Namibian community radio network was formally (re) established and renamed as the Namibia Community Broadcasters Network (NCBN). A Steering Committee was nominated and a group of representatives of various community radios was designated to help the network outreach. The newly established steering committee is in the process of finalising registration of the network. An AGM and hand over to newly formed Board of the Namibian Community Radios' Network NCRN will be held in 2013. The institutional structures and systems are also being put in place to enable NCRN to function as an organisation. A strategic overview document clarifying the vision, values, key stakeholders and key objectives is in progress and will be launched during the AGM in 2013.

RESULTS:

The Namibian community radio network has formally been re - established as the Namibia Community Broadcasters Network (NCBN). A Steering Committee was nominated and a group of representatives of various community radios was designated to help the network outreach. Capacitated community radios in Namibia through the Namibian Community Radios' Network (NCRN).

CONCLUSION

Building the capacity of community media in Namibia provides the structure much required to support a culture of good governance and self-regulation in Namibia. The project activities are on-going.

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

TRAINING IN INVESTIGATIVE JOURNALISM IN ANGOLA

BUDGET CODE 354 ANG 5091

US \$ 22 000

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

LESOTHO: CAPACITY BUILDING FOR BOARD AND STAFF MEMBERS OF THE MAFETENG COMMUNITY MULTI MEDIA CENTRE

BUDGET CODE: 354 LES 5011

US \$ 22 000

TYPE OF PROJECT:

This project seeks to support the Mafeteng Multi Media centre in building the capacity of both board and staff members through two trainings, each for ten (10) days. In addition to this, installation and maintenance of studio and transmission equipment as well as purchasing of some necessary transmission equipment in order to boost the existing equipment and to further widen the coverage or broadcast area as the terrain of the country makes it difficult to reach places beyond certain mountainous areas within the Mafeteng community. The training is in two components, where the first component covers training of 10 board members on corporate governance; financial management, ownership and operation of the radio station. The second component focuses mainly on teaching 10 community media staff and volunteers on leadership and management skills; content production; networking skills; digital production and equipment training.

IMPLEMENTATION:

The Mafeteng Community radio Infrastructure has been upgraded through the purchase and installation of studio equipment. Two training have so far been carried out, one for 10 board members on corporate governance; financial management, ownership and operation of the radio station. The second training was for 10 staff and volunteers on leadership and management skills; content production; networking skills; digital production and equipment training. A familiarization trip for board members and senior staff to Riverside Radio station in Upington one of the well established and managed radio station was carried out.

RESULTS:

10 trained board members equipped with the relevant skills and techniques in managing and operating the Mafeteng Community Multi-Media Centre especially the radio component. 10 trained permanent and volunteer staff capable of radio programme management, production and broadcasting. Quality radio programmes produced and broadcast on a daily programme schedule due to better staff skills and improved equipment. Two staff members from the Lesotho National Commission for UNESCO equipped with skills and knowledge for the improved monitoring and evaluation of the centre.

CONCLUSION

Mafeteng community multimedia centre is the first and only community radio in Lesotho and has contributed towards plurality and diversity of media in Lesotho.

Challenges:- High turnover of staff and volunteers attributed more to the lack of policies in hiring, retaining and engagement of the staff and volunteers working at the station. This has however been addressed from November 2012 by establishing and implementing policies guiding the rules on hiring staff and volunteers.

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 NAM 5091

US\$ 32 000

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

NAMIBIA: STRENGTHENING THE CAPACITY OF THE COMMUNITY RADIO SECTOR IN NAMIBIA IN ORDER TO ENHANCE A COMMUNITY LEARNING PROGRAMME

BUDGET CODE: 354 NAM 5011

US \$ 27 500

TYPE OF PROJECT:

This project, through the partnership and support of key stakeholders, will build capacity and develop the skills of community radio practitioners in Namibia in order to build sustainability , thus assisting the sector and its constituents to continue a programme of community. It targeted community radio practitioners at 2 community radio stations in Keetmanshoop, Rehoboth and Ohangwena serving a combined total of approximately 67 000 rural listeners. Community radio producers and presenters will acquire skills and knowledge to develop quality radio programmes that are based on community needs relating to various health related issues that have been identified as priority by the affected communities. A sustainable community learning model will be established within a 12-month period from the point of project-inception.

IMPLEMENTATION:

A baseline survey of the radio programming quality and listening habits of the concerned audiences and radio needs of Eenhana community carried out. This survey has identified the various areas of intervention that form the basis of a 5 days training course for 10 volunteers from the Ohangwena radio station that will be carried out from January 2013

An online mentoring programme for the 10 volunteers from Ohangwena community radio volunteers will follow the January 2013 training. This will be followed by a skills development on production of radio programmes for Ohangwena community radio for the 10 volunteers

RESULTS:

So far and through the 5 days training already carried out in January, the project has enhanced the capacity of marginalised communities to use radio as a platform to improve knowledge and ultimately to increase social impact .

CONCLUSION

Due to the reduced funding based on the IPDC bureau approved budget, the activities initially foreseen were reduced to focus on Ohangwena Community station in Namibia rather than the entire community radio spectrum in Namibia as initially proposed

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

SOUTH AFRICA: UPGRADING THE TECHNICAL AND RADIO PRODUCTION SKILLS OF WOMEN IN COMMUNITY RADIO TO PRODUCE FEATURES AND DOCUMENTARIES ON WOMEN IN SCIENCE AND ENGINEERING
BUDGET CODE: 354 SAF 5001
US \$ 27 500

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

SOUTH AFRICA: COMMUNITY RADIO AS A PARTICIPATORY DEVELOPMENT CHANNEL FOR DIALOGUE BETWEEN SOUTH AFRICANS AND FOREIGN NATIONALS: TOWARDS PEACE AND HARMONY
BUDGET CODE: 354 SAF 5011
US\$ 18 700

TYPE OF PROJECT:

This project seeks to facilitate a process whereby 2 community radio stations (Alex FM and Kasie FM) in areas where xenophobic violence has happened and is a time-bomb could become a conduit for messages that can facilitate dialogue between South Africans and foreign nationals, and instil a culture of peace. Immigration experts and representatives of civil society movements that deal with immigration, local community-based organizations and local government leadership as well as individual members of local and migrant communities will be engaged through community radio to foster peace and reconciliation. Community radio platforms will be capacitated to use conflict-sensitive language to design programmes that will dissect immigration challenges, and educate South African local communities to understand the reasons behind the presence of foreign nationals and acknowledge that they can co-exist. Radio programmes will be packaged to facilitate dialogue and peace. In addition to the programmes, a Facebook page per station will be designed to augment peace-building and dialogue messages and dialogue with listeners

IMPLEMENTATION:

Capacity building of 15 participants so far carried out by ABC Ubwazi by using community Radio for peace building and dialogue. Similar kind of activity carried out by Alex FM for 15 participants bringing a total to 30 participants trained by the two radio stations. Production of on air programmes in progress, will be completed and aired in 2013

RESULTS:

The levels of knowledge about conflict-sensitive reporting and programming are enhanced among 15 stakeholders involved in conceptualisation and packaging of programmes in the 2 community radio stations.

CONCLUSION

The activities carried out so far are strengthening the role of the community radio as a channel for dialogue between South Africans and foreign nationals. This project is ongoing.

PROJECT IMPLEMENTED BY THE WINDHOEK OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

RESULTS:

Freedom of expression and media pluralism in Swaziland promoted through the Media complaints commissioners being equipped with skills.

CONCLUSION

The activity was delayed in view of the political situation in Swaziland. MISA Regional assisted in the implementation of the project

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

REGIONAL PROJECT

REGIONAL: CIRTEF – NEW MEDIA TRAINING

BUDGET CODE: 354 RAF 5006

US\$ 27 500

TYPE OF PROJECT

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

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

IMPLEMENTATION

The project implementation foresaw two principal training programmes:

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

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

RESULTS

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

CONCLUSION:

The implementation of project activities has been successfully carried out.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

REGIONAL PROJECT

REGIONAL: TRAINING WORKSHOP ON SCIENCE JOURNALISM IN FAVOUR OF JOURNALISTS OF THE CEMAC ZONE

BUDGET CODE: 354 RAF 5014

US\$: 25 300

TYPE OF PROJECT

Science and technology provide solutions to the multiple challenges being faced in this contemporary world. They can immensely contribute to eradicating poverty, combatting hunger affronting pandemics such as HIV/AIDS, malaria, tuberculosis etc., reduce infant mortality and promote maternal health, and enable the understanding of the problematic of the environment: heating, encroachment of the desert etc.

To understand all these, the populations must be capable of identifying and understanding the rational knowledge from the mass results.

From this point of view, the media and the science journalists have a primordial role to play by creating a dialogue between the communities' needs and the advancement of scientific knowledge. Also the science journalists must contribute not only to the understanding of the vast domain of science but also its evolution which he presents to the public, evaluate, criticises and submits to the community who funds it.

Our countries could boost of few journalists investing in science reporting. Media organs lack the possibilities of bringing to the reach of the public information capable of contributing to the reduction of misery, fear or ignorance. More so scientific journalism requires a solid base of knowledge and attitudes and requires a permanent updating of data and methods necessitating consistent training for the science reporters.

IMPLEMENTATION

The following activities approved in the project document were successfully implemented:

- Identification of resource persons and the selection of participants from five CEMAC countries
- Preparation of logistics
- Organisation of the training and field visit to some science laboratories and media houses
- Elaboration of a science reporting guide

RESULTS

During the implementation of this project the following results were obtained:

- Production of a science reporting guide
- Audio-visual production of a science documentary on environmental protection
- A journal on science reporting was equally produced by print media journalists

CONCLUSION

The beneficiaries were satisfied with the training and expected to use their newly acquired skills in reinforcing their reporting skills once they returned to their respective countries. Project activities have been successfully implemented and the project is operationally closed. The Secretariat should request for its financial closure.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

CAMEROON: IMPROVING INFORMATION ON CLIMATE CHANGE IN THE NATIONAL COMMUNITY RADIO NETWORK

BUDGET CODE: 354 CMR 5011

US\$ 22 000

TYPE OF PROJECT

Vectors of change, community radios constitute platforms for development of the rural communities. Despite the penetration of ICTs into rural areas, community radios remain the media par excellence within local communities. However, besides some rare initiatives, few training possibilities are being offered to community media, precisely in areas such as development of capacities of animators in the collection, treatment, and vulgarisation of information on best practices.

To remedy this situation ReRaC proposes to organise a training session focusing on the development of capacities of animators of community radios for media organs within the TNS (Tri National de la Sangha) on radio programme production with particular focus on OMD 1 and 7 relating to fighting poverty and preserving and conserving the environment.

IMPLEMENTATION

The following activities approved in the project document were successfully implemented:

- Organisation of a four-day training session bringing together 40 participants from 25 community radios with focus on thematic programme production
- Production of 25 radio broadcast programmes
- Exchange of produced programmes through an online platform intended for broadcast in participating radios

RESULTS

During the implementation of this project the following results were obtained:

- Production of 25 radio broadcast programmes
- Programmes exchanged online amongst participating community radios
- 40 community radio animators trained.

CONCLUSION

Approved project activities have been successfully implemented and terminated. Regional and final workshop reports have been submitted. The project is now operationally terminated and IPDC Secretariat could consider measures to financially close the project.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 CAF 5091

US\$ 19 800

TYPE OF PROJECT

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

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

IMPLEMENTATION

The project document outlined the following activities:

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

RESULTS

The following results were attained after project implementation ended:

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

CONCLUSION:

Implementation of project activities has been terminated.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 CAF 5092

US\$ 24 200

TYPE OF PROJECT

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

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

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

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION:

Implementation of project activities is operationally terminated.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC: TRAINING OF TRAINERS IN THE
DEPARTMENT OF JOURNALISM, UNIVERSITY OF BANGUI (SECOND PHASE)
BUDGET CODE: 354 CAF 5001
US\$ 27 500**

TYPE OF PROJECT

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

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

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

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

IMPLEMENTATION

The project document outlined the recruitment and training of three young trainees at the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)* in Yaounde. Contractual arrangements were concluded with the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)* and the training began in February 2012 after registration and tuition fees were paid. The training is currently on-going and the students will be terminating their training with a public presentation of their thesis by 31st March 2013.

RESULTS

Two trainees were recruited and are currently undergoing training at *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)* in Yaounde. The training which is currently on-going will be terminated by 31 March 2013 when the students would have publicly presented their thesis for the award of a Master's Degree in Journalism Education.

CONCLUSION:

The implementation of the project is still ongoing and is expected to be terminated by 31 March 2013.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

RESULTS

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 CHD 5001

US\$ 38 500

TYPE OF PROJECT

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

In a developing country such as Chad, the media have an important role to play in strengthening democracy, good governance and human rights and promoting freedom of expression and this depends to a greater extent on journalists' ability to provide accurate, reliable and verifiable and development oriented information. The Department of Information and Communication Sciences at the University of Ndjamenana does not have the potentials providing and ensuring full and continuous training in journalism as it lacks the requisite teaching staff and equipment to ensure appropriate training. However, the existence of this Department is already a preliminary step towards solving the problem of building up a wealth of media professionals. This project seeks to develop professional capacity of journalists, and in so doing, empowering them to promote the emergence of a reliable and effective information society in Chad.

IMPLEMENTATION

The following project activities earmarked for implementation were carried out:

- A UNESCO-sponsored mission was undertaken by *Ecole Supérieure des Sciences et Techniques de l'information et de la Communication* to the Department of Information and Communication Sciences at the University of Ndjamenana with the objective of providing technical assistance to the Department of Information and Communication Sciences at the University of Ndjamenana in revising the teaching curriculum in journalism.
- Regarding the training of trainees component of the project, two trainees were recruited by the University of Ndjamenana to undergo a 12-month training course at the *Ecole Supérieure des Sciences et Techniques de l'information et de la Communication*. The training is currently on-going and the students will be terminating their training with the public presentation of their thesis by 31st March 2013.

RESULTS

- Mission report on the revision of the Journalism Education curriculum facilitated by ESSTIC has been submitted to UNESCO Yaounde.
- Two trainees were recruited for admission into ESSTIC for a MASTER's training programme which is on-going training is expected to end by 31 March 2013 with the award of Master's Degree in Journalism Education.

CONCLUSION

The implementation of the project is still on-going and is expected to be terminated by 31 March 2013.

PROJECT IMPLEMENTED BY THE YAOUNDE CLUSTER OFFICE

NATIONAL PROJECT

CHAD: TRAINING OF MEDIA PROFESSIONALS IN ELECTORAL REPORTING
BUDGET CODE: 354 CHD 5002
US\$ 22 000

TYPE OF PROJECT

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

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

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

IMPLEMENTATION

The implementation of this project earmarked the following activities:

- Identification and recruitment of participants and resources persons;
- Organization of four-day regional training workshops at N'Djamena, Abéché and Sarh;
- Drafting and submission of regional workshop reports and detailed final project report.

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

RESULTS

- Three workshops were organised at regional levels
- Over eighty journalists of the public and independent media were trained
- Three activity reports were elaborated and submitted and
- One final project report which synthesised the regional workshops was prepared and submitted to Yaounde Bureau.

CONCLUSION

Approved project activities have been successfully implemented and terminated. Regional and final workshop reports have been submitted. The project is now operationally terminated and IPDC Secretariat could consider measures to financially close the project.

PROJECT IMPLEMENTED BY THE HQ (FEM)

REGIONAL PROJECT

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

BUDGETCODE: 354 RAF 5004

US\$ 30 000

TYPE OF PROJECT

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

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

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

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

IMPLEMENTATION

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

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

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

RESULTS

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

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

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

157 programmes have been uploaded into the platform.

CONCLUSION

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

THIS IPDC PROJECT IS TECHNICALLY AND ADMINISTRATIVELY TERMINATED.

ARAB REGION

PROJECT UNDER IMPLEMENTATION BY THE AMMAN OFFICE

NATIONAL PROJECT

JORDAN: BUILDING CAPACITIES OF WOMEN CITIZEN JOURNALISTS IN RURAL AREAS

BUDGET CODE: 354 JOR 5001

US\$ 17 600

TYPE OF PROJECT

This project contributed to increasing the plurality and diversity of media in Jordan and enhanced the capacities of local communities to use media as a platform for development and democratic discourse. In particular, the project aimed at creating a network of initially 6 female citizen community-radio journalists from the rural Jordan Valley and the rural surroundings of the cities of Karak and Irbid. These young women interested in radio journalism were trained and coached on community radio skills over the period of 6 months during which they produced 12 shows in which they told stories about the socio-economic realities of their communities from a female, rural perspective, thereby bridging a gap within Jordanian media landscape to better reflect its diverse society. By building the capacities and a network of young female citizen radio journalists in rural areas this project contributed to increase the plurality of media so it reflects the diversity of Jordanian society and gave space to otherwise marginalized stories and perspectives of women in rural Jordan.

IMPLEMENTATION

The project team received 13 applications from women to participate in the training. 10 applications were shortlisted and interviewed to select 6 trainees. The 6 selected trainees represented different geographical areas in Jordan valley; south, north and middle. The project team agreed to call the radio show “Zahrat Alaghwar. The training started in January 4th 2012 and lasted for 10 days which was before the 6 months coaching program. The schedule of the training included the following themes:

1. Writing reports and building a piece of news.
2. Media Laws and Journalism Ethics
3. Presenting Radio Shows and Conducting Interviews
4. Sound Editing and Radio show directing
5. Radio Show Production
6. Practicing 4 days
7. Needs Assessment

The last day of the training workshop was needs assessment which was done by a professional journalist who did not participate in training citizen journalists. A 6 month-long coaching program for the trainees was designed and 12 shows were produced and broadcasted during the coaching period.

RESULTS

Broadcasting the radio magazines and the coaching program empowered the female citizen journalists by improving their journalistic skills. The show also affected the local community by highlighting important issues, here are some examples:

Director General of Civil Status and Passports Department, Marwan Qteishat, decided to send a team from the censorship office to Karak to verify the complaint concerning Southern Jordan Valley graduates regarding the change of place of residence for the benefit of graduates from Karak, a case described as corruption.

CONCLUSION

The project is operationally completed. The team of the six trained women citizen just joined the “Voice of the Valley” radio in Der Alla. This coaching program was extremely interesting to build capacities of those women journalists who will continue to report on the Jordan Valley issues under the supervision of a professional journalist in “The Voice of The Valley” radio.

PROJECT UNDER IMPLEMENTATION BY THE AMMAN OFFICE

NATIONAL PROJECT

**JORDAN: CAPACITY BUILDING FOR YOUNG CITIZEN JOURNALISTS IN
AMMAN & ZARQA'A
BUDGET CODE: 354 JOR 5011
US\$ 23 650**

TYPE OF PROJECT:

This project aims at enhancing the capacity of youth to use media as a platform to express their views and start dialogue with their peers and the community to try and solve pressing issues. Doing so, the project aims to break the policy of media “concentration” in terms of community involvement. Furthermore, this project seeks supporting the creation of a core group of 15 motivated young men and women from 2 underserved communities namely in Eastern Amman and Zarqa (northern Amman), to become citizen journalist to produce regular radio content reflecting their peers’ views, concerns, and aspirations.

The production will also focus on the role of young women in their local communities. In addition to promoting community media and corresponds to the needs of a “marginalized” group, i.e the youth as a demographic section of the population and residents of underserved communities.

IMPLEMENTATION:

The project has a number of implementation milestones over the duration of the program which is projected to be 2 months for the training of the selected core youth and 6 months for the production of the media content. Below are the main implementation milestone for the program and the main outputs under each to serve the project overall arching outcome:

- Train 15 youth from 2 main underserved communities in Jordan
- Produce 20 radio shows to be broadcast on a bi-weekly basis on both radio and social media

Milestones and progress:

- *Youth Outreach:* The team recruited the youth through Farah Al Nas Radio station Facebook page, PBYRC facebook page, Intel Computer clubhouse in Al Hashimi, Princess Basma Center for Development in Sahhab and Al Zaqra’a Private University. 50 youth applied for the project, 15 candidates were selected to participate in the project’s activities, mostly University students from East Amman and Zarqa’a.
- *Kick off Meeting:* during this meeting, the project team presented the project objectives, expected outcomes and the training schedule to the participants.
- *Youth Training:* the training was divided into two main categories
 - *Tailored training for each community* targets (youth) separately,
 - *Cross Cutting training for all of the youth enrolled in the training*

After discussion and brainstorming session with youth, it was suggested to conduct integrated training workshops between the youth from both communities to exchange experience, challenges, and suggestions for the media content production.

The training was conducted from the 3rd until the 25th of November and covered the following topics:

- Introduction to Journalism and Radio Journalism.

- Journalistic ethics
- News Editing and presenting
- Interviews
- Field reporting
- Identification of information sources
- Voice projection
- Technical Montage
- Presenting live shows

The training was conducted by Farah Al Nas radio team and they used different training techniques such as: presentation, group work, brain storming, role play, open discussion and practical implementation.

- *Mentoring Meetings and Production of Pilot shows:* after the training, the participants met several times and discussed the radio show they wanted to come up with, and the two pilot shows with the support of Farah Al Nas team and received feedback on their performance and on the structure of the shows.

RESULTS

- 15 males and females youth from East Amman (Sahhab, Nuzha & Tabarboor) and Zarqa trained on preparing radio programs.
- 12 pilot shows were produced by the young participants to evaluate their performance and readiness for the radio show.

Next Implementation Steps:

- *Production of a Bi-Weekly radio show:* the young participants agreed on the structure of the show and they are in the phase of selecting the topics to be discussed in the first two episodes, choosing the proper music, and producing the show promotion. The show will start broadcasting on the ¹ week of January 13th, 2013.

CONCLUSION:

This project is considered a great stepping stone in the process of enhancing the youth especially women participation in the media. The youth voice in addressing their community pressing issues and challenges in particular that of youth related themes is one of the main healthy expressions of opinion that Jordan needs to be cultivating further. The trained youth who gained the required skills to develop and produce media content will act as ambassadors in their communities to voice their peers opinions and hopes for a better future in their underserved communities.

The coming phase of implementation of producing an airing the main media content of the trained youth will provide the youth with the boost to see the fruits of their labour and training, and its impact on their communities and peers.

¹ DUE TO THE YOUTH END OF SEMESTER UNIVERSITY EXAMS THE PRODUCTION OF THE MEDIA CONTENT WAS DELAYED TILL JANUARY 2013, AS THE PROJECT TEAM ASKED THE YOUTH TO SUGGEST A TIMELINE THAT THEY CAN ABIDE TO DELIVERY UPON.

PROJECT IMPLEMENTED BY THE BEIRUT OFFICE

REGIONAL PROJECT

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

TYPE OF PROJECT

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

IMPLEMENTATION

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

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE CAIRO OFFICE

NATIONAL PROJECT

EGYPT: CAPACITY BUILDING FOR LOCAL MEDIA IN EGYPT
BUDGET CODE: 354 EGY 5001
US\$ 24 200

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

Two training sessions of 5 days each for 18 and 19 journalists took place from 2-14 October 2011 at the premises of the Egyptian Press Syndicate. Training covered following topics:

- Objectivity, prejudice in elections coverage;
- Election reporting best practices;
- Selection of stories and how to develop them in elections coverage;
- Development of a news story in elections coverage according to International criteria;
- Legal protection of the journalists;

CONCLUSION

As the result of training close to 37 media workers had access to professional training and development. The project achieved following objectives:

- Building professional capacities for local correspondents in the field of election coverage and feature writing taking in consideration legal and ethical standards.
- Promoting development issues in the governorates away from the capital.
- Availing an opportunity for exchange of professional experience.

The beneficiaries were satisfied with the training provided in and will use their newly acquired skills to cover upcoming elections in Egypt.

REMARKS:

All project expenditure was made in 2011. 92% of provided funds were used for implementation of the project. Funds were saved because of a price cut in hotel market in Egypt.

PROJECT IMPLEMENTED BY THE RABAT OFFICE

REGIONAL PROJECT

AMELIORATION DES CAPACITES DES INSTITUTIONS MEDIATIQUES SUR L'EGALITE ENTRE LES FEMMES ET LES HOMMES A TRAVERS LA PRODUCTION DES CONNAISSANCES ET LE RENFORCEMENT DE CAPACITES

BUDGET CODE: 354 RAB 5091

US\$ 30 000

TYPE DE PROJET

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

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

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

MISE EN ŒUVRE

Ce premier atelier de formation qui a eu lieu à Tunis les 26, 27 et 28 octobre 2011 a servi à doter les professionnels des radios maghrébines de techniques afin de s'engager dans un processus de changement de comportement et de perception pour que les produits diffusés contribuent à la promotion de l'égalité de genre.

Pour appréhender les différents aspects liés au concept de genre appliqué aux médias, la formation a été animée par un expert formateur en communication et médias arabes (M. Sahbi Ben Nablia) et par une experte formatrice en genre (Mme Najia Zirari).

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

RÉSULTATS

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

REGIONAL PROJECT

REGIONAL: “SOUTH-MEDITERRANEAN PUBLIC RADIO AND TV JOURNALISM TRAINING NEEDS” SURVEY AND WORKSHOP
BUDGET CODE: 354 RAB 5092
US\$ 20 000

PROJECT TYPE

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

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

IMPLEMENTATION

The implementation comprises two phases:

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

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

RESULTS

Results of the project include:

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

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

CONCLUSIONS

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

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

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

PROJECT IMPLEMENTED BY THE CAIRO AND RABAT OFFICES

REGIONAL PROJECT

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

BUDGET CODE: 517 RAB 5001 (FIT- Belgium)

US\$ 142 650

US\$ 30 000 (IPDC Special Account)

TYPE OF PROJECT

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

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

The project will involve two phases:

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

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

IMPLEMENTATION

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

IN EGYPT:

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

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

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

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

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

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

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

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

IN TUNISIA:

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

The assessment process involved individual meetings with the heads of the national radio and television, the chairpersons of the authorities in charge of reforming the media sector, representatives of relevant civil society organizations and international organizations working in Tunisia, ambassadors/diplomats and members of the group of donors supporting Tunisian media. During the course of two months, between 24 March and 26 May 2011, 53 such meetings were organized. In addition, the consultant responsible for drafting the assessment report attended various public events and consultations in Tunis on these issues, and carried out field trips to the five regional radio and television stations (in Monastir, Sfax, Tatouine, Gafsa and Kef).

The second phase of the project will be more substantive and holistic than the initial report, and less on the immediate situation than on the deeper dynamics and needs. It will also involve the coordination and follow-up of the different reforms efforts taking place within the media sector through the creation of a national platform for dialogue between the government, national reform bodies, the media, the academic world and civil society in view of enabling them to work together on improving the legal framework and other areas.

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

RESULTS

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

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

REGIONAL PROJECT

**REGIONAL: BUILDING CAPACITY OF TEACHERS AT MASS
COMMUNICATIONS AND JOURNALISM FACULTIES IN THE ARAB REGION
ON REPORTING DIVERSITY
BUDGETCODE: 354 RAB 5002
US\$ 24 530**

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

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

RESULTS:

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

CONCLUSION:

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

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

NATIONAL PROJECT

ALGERIE : RENFORCEMENT DE LA WEB RADIO « VOIX DE FEMMES »
CODE BUDGETAIRE : 354 ALG 5011
US\$ 14 000

TYPE DE PROJET :

Projet de renforcement des capacités du personnel et mise à jour des équipements de la webradio *Voix de Femmes*.

MISE EN ŒUVRE

Le projet a commencé en octobre 2012. Après la prospection des partenaires prestataires, une étude acoustique a été réalisée par l'acousticien qui a participé à plusieurs réunions tenues entre la coordinatrice du projet, la présidente de l'association Femmes en communication (en charge de la gestion de la webradio *Voix des femmes*) et l'ingénieur du son qui devrait installer le matériel du studio. L'acousticien a bien analysé les caractéristiques des lieux et a adapté son étude aux besoins de la webradio et à sa capacité financière. Il a opté donc pour l'installation d'un studio avec un traitement acoustique à coût moyen en utilisant une séparation entre le studio et la régie avec une vitre à gaz.

Un déménagement s'est avéré nécessaire puisque les lieux réservés pour servir de studio pour la webradio étaient trop encombrés par du matériel bureau et une petite pièce qui servait de débarras. Le déménagement a déjà eu lieu.

Dans le but de tracer une stratégie pour bien redémarrer la webradio après l'installation du studio, l'équipe de la radio a tenu une série de réunions afin de se restructurer et de redéfinir et préparer les ressources nécessaires au bon fonctionnement de *Voix de Femmes*.

RÉSULTATS

Une étude technique et acoustique analysant les caractéristiques du studio a été réalisée, et le chantier du traitement acoustique a été installé par l'entreprise sous traitante.

CONCLUSION:

Ce projet est toujours en cours de mise en œuvre; des conclusions pourront être tirées une fois l'exécution finalisée fin avril 2013.

VISIBILITÉ

L'envoi du dossier de presse et des photos est prévu pour fin avril 2013.

PROJECT IMPLEMENTED BY THE RABAT OFFICE

NATIONAL PROJECT

MAURITANIE: APPUI AU CENTRE DE FORMATION DE RADIO MAURITANIE
BUDGET CODE: 354 MAU 5091
US\$ 19 100

TYPE DE PROJET

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

MISE EN ŒUVRE

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

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

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

RÉSULTATS

Les cinq sessions organisées par le centre de formation ont permis d'améliorer les compétences de 90 journalistes, animateurs de programmes, ingénieurs, techniciens, archivistes et documentalistes impliqués dans les activités quotidiennes de production. De l'avis des responsables hiérarchiques des personnes ayant bénéficié des sessions de formation, l'enseignement dispensé a eu un impact positif sur la qualité du produit

radiophonique et l'audience des différentes stations. Le Centre de formation a également été équipé de quatre postes informatiques supplémentaires, d'un scanner et d'une imprimante laser.

CONCLUSION:

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

PROJET NATIONAL

**MAURITANIE: STAGE PROFESSIONNEL AU PROFIT DES MEMBRES DU
RESEAU DES FEMMES JOURNALISTES DE MAURITANIE
BUDGET CODE : 354 MAU 5001
US\$ 20 900**

TYPE DE PROJET

Projet de renforcement des capacités professionnelles du Réseau des femmes journalistes de Mauritanie (RFJM) sur les techniques du journalisme multimédia.

MISE EN ŒUVRE

Dans le cadre du Programme International pour le Développement de la Communication (PIDC), les membres du RFJM ont été formées aux dernières techniques du journalisme multimédia du 26 septembre au 1^{er} octobre 2011. La formation a été assurée par deux formateurs arabophones, journalistes professionnels, travaillant au sein de l'entreprise de presse arabophone, basée à Madrid, *Andalus Media*.

La formation a été éminemment à caractère pratique. Pendant les séances de formation, les participantes ont réalisé des exercices sur :

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

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

RÉSULTATS

Cette session de formation a permis aux bénéficiaires d'acquérir de nouvelles compétences et de développer de nouveaux savoir-faire concernant les dernières techniques du journalisme web ainsi que d'élaboration de produits télévisuels. Par ailleurs, grâce à cette intervention, les membres du RFJM ont été en contact direct avec des médias (*Andalus Média*, *Télévision de Castille la Manche* et *El Mundo*) où les femmes participent à toutes les étapes du processus d'élaboration des produits journalistiques; elles ont pu échanger des expériences avec ces femmes journalistes qui leur ont fait part des efforts qu'elles ont du fournir afin de s'affirmer en tant que journalistes et d'avoir leur place au sein de leurs médias respectifs. Ces échanges ont encouragé les membres du RFJM à, une fois de retour en Mauritanie, prendre l'initiative et demander à leurs superviseurs à être impliquées de manière intégrale, et en pied d'égalité avec leurs collègues hommes, dans le processus d'élaboration des produits journalistiques afin de rompre avec leur confinement dans des tâches de *desk*.

CONCLUSION:

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

Par ailleurs, il faut souligner que la formation continue des journalistes mauritaniens (hommes ou femmes) ne peut pas dépendre de la bonne volonté des OIs ou des ONGs. Il est donc impératif que les médias, surtout les médias publics, se dotent de mécanismes efficaces et efficientes afin de former leur personnel tout au long de sa vie professionnelle.

PROJECT IMPLEMENTED BY THE RABAT OFFICE

PROJET NATIONAL

**MAURITANIE : RENFORCEMENT DES CAPACITES PROFESSIONNELLES DE
L'UNION DES FEMMES DE MEDIA DE MAURITANIE
CODE BUDGETAIRE : 354 MAU 5011
US\$ 10 500**

TYPE DE PROJET

Projet de renforcement des capacités professionnelles des femmes journalistes mauritaniennes membres de l'Union des femmes de médias de Mauritanie (UFMM) sur le droit de l'information et la déontologie journalistique.

MISE EN ŒUVRE

L'atelier de formation a eu lieu à Nouakchott du 14 au 17 novembre 2012 et a été animé par deux formateurs ; un formateur national et un autre international (marocain). 32 femmes journalistes mauritaniennes, membres de l'UFMM, exerçant à la Radio de Mauritanie, à la Télévision de Mauritanie et à la presse écrite, aussi bien traditionnelle qu'électronique, ont bénéficié de cette formation. Les formateurs se sont focalisés sur les notions de base du droit de l'information et de la déontologie journalistique aussi bien dans le contexte mauritanien qu'à l'échelle internationale. Il faut souligner que les formateurs ont réussi à intégrer l'approche genre tout au long de la formation.

RÉSULTATS

32 femmes journalistes membres de l'UFMM ont vu leurs capacités professionnelles renforcées, notamment sur le droit de l'information et la déontologie journalistique.

Par ailleurs, les bénéficiaires ont formulé une série de recommandations dont le but est notamment de sensibiliser les décideurs des médias à l'importance de la mise en place de programmes de formation continue et d'autres mesures susceptibles de renforcer les capacités des femmes journalistes afin qu'elles puissent être impliquées tout au long du processus d'élaboration des produits journalistiques et cela en pied d'égalité avec leurs confrères hommes. L'UFMM a fait parvenir les recommandations aux décideurs des médias où ses adhérentes exercent.

CONCLUSION:

L'atelier a été très riche en contenu, aussi bien au niveau théorique que pratique. Il a été caractérisé par une affluence importante de participantes et par une interactivité remarquable. Les participantes ont eu l'occasion d'échanger des expériences professionnelles et de faire part à leurs confrères des situations déontologiquement sensibles auxquelles elles ont été confrontées.

Par ailleurs, plusieurs recommandations ont été formulées par les bénéficiaires notamment à propos de la formation des femmes journalistes mauritaniennes et de l'intégration de l'approche genre dans les médias :

Encourager l'échange d'expériences entre les femmes journalistes et leurs confrères/consoeurs arabes et africains ;

Intensifier les efforts des organisations des médias mauritaniennes afin qu'elles assurent la formation continue et le renforcement des capacités des femmes journalistes ;

Exhorter les autorités de tutelle à adopter des mesures de discrimination positive en faveur des femmes afin qu'elles puissent bénéficier des formations dispensées en pied d'égalité avec leurs confrères hommes ;
Inciter les médias publics et privés à adopter des codes d'éthique journalistique et de conduite sensibles au genre.

PROJECT IMPLEMENTED BY THE RABAT OFFICE

NATIONAL PROJECT

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

TYPE DE PROJET

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

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

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

MISE EN ŒUVRE

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

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

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

RÉSULTATS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

PROJET NATIONAL

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

BUDGET CODE: 354 MOR 5001

US\$ 14 850

TYPE DE PROJET

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

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

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

MISE EN ŒUVRE

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

NATIONAL PROJECT

TUNISIA: BUILDING PROFESSIONAL CAPACITY OF TUNISIAN JOURNALISTS ON COMPUTER ASSISTED REPORTING AND INVESTIGATIVE JOURNALISM
BUDGET CODE: 354 TUN 5001
US\$ 12 870

TYPE OF PROJECT:

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

IMPLEMENTATION:

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

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

RESULTS:

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

CONCLUSION:

Several of the journalists attending recommended the following:

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

PROJECT IMPLEMENTED BY THE RABAT OFFICE

PROJET NATIONAL

**TUNISIE : RENFORCEMENT DES CAPACITES PEDAGOGIQUES DE L'INSTITUT DE PRESSE ET DES SCIENCES DE L'INFORMATION DE TUNIS (IPSI)
CODE BUDGETAIRE: 354 TUN 5011
US\$ 19 800**

NATURE DU PROJET

Le rôle crucial dévolu aux médias depuis le 14 janvier 2011 dans le renforcement de la démocratie et du pluralisme en Tunisie a été reconnu par les partenaires et les parties prenantes en Tunisie. De ce fait découle donc le besoin impérieux de journalistes bien formés qui puissent contribuer à la consolidation du régime démocratique en Tunisie. En vue de satisfaire cette demande additionnelle de professionnels qualifiés, en quantité comme en qualité, l'Institut de presse et des sciences de l'information (IPSI), unique institution publique de formation de journalistes et de communicants du pays, a pris la décision de réformer et d'améliorer la qualité de la formation au journalisme en Tunisie.

Ce projet vise donc à améliorer les compétences des enseignants titulaires en journalisme audiovisuel et électronique à travers une série de trois ateliers de formation d'au moins dix jours, chacun profitant à 40 enseignants.

MISE EN OEUVRE

En raison du contexte de transition, le projet a pris du retard dans sa mise en œuvre. Il a démarré au mois de février 2013.

L'IPSI a décidé de confier la mise en œuvre de ce projet à l'association de l'Amicale des anciens de l'IPSI qui sera chargé d'organiser les activités suivantes :

- Atelier de formation en journalisme radio numérique (12 jours, en deux sessions) profitant à 10 enseignants et 4 collaborateurs encadreurs ;
- Atelier de formation en journalisme TV numérique (12 jours en deux sessions) profitant à 10 enseignants et 4 collaborateurs encadreurs ;
- Atelier de formation en journalisme électronique (12 jours en deux sessions) profitant à 10 enseignants et 4 collaborateurs encadreurs ;

RESULTATS

La première formation a débuté le 18 février 2013. Les formateurs des deux autres formations sont en cours d'identifications.

CONCLUSION

Le projet sera achevé d'ici la fin de l'année 2013.

PROJECT IMPLEMENTED BY THE RABAT OFFICE

PROJET NATIONAL

TUNISIE: DEVELOPPER ET CONCEVOIR DES STRATEGIES DE COMMUNICATION ET D'INFORMATION POUR LE RELEVEMENT, LA RECONSTRUCTION ET LA DEMOCRATISATION DE LA SOCIETE TUNISIENNE
CODE BUDGETAIRE: 504 TUN 5000
US\$ 276 415

NATURE DU PROJET

La Révolution du 14 janvier 2011 qui a entraîné la chute du régime de Ben Ali a ouvert la voie vers une période de transition démocratique. Au lendemain de la Révolution des mesures importantes et hautement symboliques ont été prises telles que la suppression du ministère de la Communication, principal organe de censure, ouverture de l'internet, ainsi que la liberté d'association. La liberté d'expression est aujourd'hui une valeur fondamentale pour les Tunisiens. Pourtant, de nombreuses réformes sont encore nécessaires pour parvenir à un paysage médiatique pluraliste, indépendant et ouvert, garant d'une véritable démocratie.

L'objectif général du projet vise à l'adoption et la mise en œuvre d'une stratégie permettant le rétablissement, la reconstruction et de la démocratisation de la société tunisienne.

Le projet prévoit la nomination en Tunisie d'un Conseiller pour la communication et l'information chargé de la mise en œuvre de projets pour appuyer les autorités tunisiennes, l'Assemblée nationale constituante et la société civile pour l'élaboration d'un cadre respectueux de la liberté d'expression et de la liberté de la presse.

MISE EN OEUVRE

La mise en œuvre du projet depuis le 22 janvier 2012 a permis de mener plusieurs activités, dont certaines étaient financées par d'autres donateurs :

La conférence de l'UNESCO sur la Journée mondiale de la liberté de la presse s'est tenue à Tunis du 3 au 5 mai 2012. Elle a rassemblé plus de 35 organisations partenaires et 770 participants issus de 88 pays différents, dont près de 50 % étaient tunisiens. A l'issue de la conférence, les participants ont approuvé la Déclaration de Carthage portant sur la liberté de la presse et la sécurité des journalistes, la régulation indépendante des médias audiovisuels et l'autorégulation de la presse.

Projet 1: Soutien à la réforme du cadre législatif des médias en Tunisie

Un atelier de deux jours a été organisé avec des experts internationaux (Afrique du Sud, Indonésie, Canada) pour les membres des commissions « Préambule et principes fondamentaux » et « Droits et libertés » de l'Assemblée nationale constituante concernant les standards internationaux en matière de liberté d'expression, liberté de la presse et accès à l'information. Des recommandations conformes aux standards internationaux ont été rédigées par les trois experts à la suite des sessions et ont été adressées aux membres des commissions. Les travaux sur la constitution sont toujours en cours.

Projet 2: Appui à la réforme de la télévision et la radio nationales tunisiennes en médias de service public

Ce projet concerne deux organismes, la Radio Tunisienne d'une part, et l'Etablissement de la Télévision Tunisienne d'autre part.

Concernant la Radio Tunisienne, à la suite d'un séminaire sur la déontologie, un groupe de travail a été constitué afin d'élaborer un code de déontologie qui sera adopté au cours de l'année 2013.

Concernant l'Etablissement de la Télévision Tunisienne, un code de déontologie adopté en 2012, devrait être validé en 2013. Par ailleurs, l'UNESCO a effectué une étude pour dresser un état des lieux de l'ETT en termes de fonctionnement, de missions, financement... Cette étude menée par deux experts internationaux du secteur audiovisuel propose une série de recommandations pour accompagner la transition d'une télévision gouvernementale en établissement de service public.

Projet 3: Etude sur le développement des médias en Tunisie basée sur les indicateurs de développement des médias de l'UNESCO

L'étude du secteur des médias en Tunisie selon les IDM énonce des lignes directrices pour une réforme compréhensive du secteur des médias. Elle a été réalisée en 2012 et publiée en français et en arabe. La version anglaise sera disponible en mai 2013. Cette étude, élaborée avec la collaboration des principaux acteurs dans le domaine des médias, propose 50 recommandations portant à la fois sur le système de régulation, la diversité des médias, la place du débat démocratique dans les médias, la formation professionnelle et les infrastructures disponibles.

Projet 4: Soutien au secteur des médias associatifs

Un diagnostic a été réalisé et il formule une série de recommandations destinées à renforcer le secteur des radios associatives et de proximité en Tunisie, utilisable par tous les acteurs, y compris les autorités nationales, les parties prenantes et les bailleurs de fonds. Les structures représentatives du secteur ont été étroitement impliquées à tous les niveaux, en particulier le Syndicat tunisien des Radios libres (STRL). Une formation destinée aux représentants de radios associatives ou de proximité portant sur la rédaction de propositions de projet et les stratégies de mobilisation de ressources a été organisée à Tunis. Deux formations in situ sous forme de coaching de neuf jours chacune sur les techniques de reportage et management ont été organisées au bénéfice de deux radios locales dans les régions (Gafsa et Kasserine).

RESULTATS

Projet 1: Soutien à la réforme du cadre législatif des médias en Tunisie

Formulation de recommandations en matière de liberté d'expression, liberté de la presse et accès à l'information à l'attention des membres de l'Assemblée nationale constituante en charge de l'écriture de la Constitution.

Projet 2: Appui à la réforme de la télévision et la radio nationales tunisiennes en médias de service public

Les représentants des 9 antennes de la Radio Tunisienne ont été sensibilisés sur l'importance d'avoir une charte déontologique. Un groupe de travail a été constitué et est en train d'élaborer la charte de manière participative et consensuelle.

L'Etablissement de la Télévision Tunisienne dispose d'une étude solide et de recommandations pour l'aider à effectuer sa transition vers un établissement de service public.

Projet 3: Etude sur le développement des médias en Tunisie basée sur les indicateurs de développement des médias de l'UNESCO

Les autorités tunisiennes (Gouvernement et ANC), les partenaires nationaux et internationaux et les parties prenantes dispose d'un état des lieux du secteur et de recommandations basée sur les standards internationaux dans le domaine des médias et des la liberté d'expression.

Projet 4: Soutien au secteur des médias associatifs

Une série de recommandations a été formulée afin de soutenir le secteur des radios associatives et de proximité qui seront diffusées auprès des parties prenantes nationales et internationales et des bailleurs de fonds.

CONCLUSION

Le secteur des médias est toujours en attente d'un cadre légal qui se fait attendre. Le décret-loi 41 sur l'accès au document administratif a été adopté par les autorités nationales suite à la Journée mondiale de la liberté de la presse. Mais le décret-loi 115 (code de la presse) et le décret-loi 116 (régulation des médias audiovisuels) restent inappliqués laissant le secteur des médias dans un flou juridique.

Malgré un contexte politique marqué par une polarisation croissante du débat politique et les changements à la tête de certains organismes partenaires, de nombreuses activités ont pu être menées en 2012 dont nous espérons pouvoir mesurer pleinement l'impact en 2013.

PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

NATIONAL PROJECT

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

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

NATIONAL PROJECT

**PALESTINE: DEVELOPING HUMANITARIAN NEWS REPORTING IN THE
PALESTINIAN NEWS AGENCY Wafa**
BUDGET CODE: 354 PAL 5092
US\$ 22 000

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

Communications between UNESCO and Wafa and reporting by the partner have been good throughout the project's implementation. Wafa organized a big launching event that was attended by UNESCO and several local and international media outlets. Almost all participants had little knowledge on the concept of

humanitarian news; nevertheless, the final output of the trainees was very impressive and the training developed the skills of local journalists to cover humanitarian and development issues, as well as their writing, presentation and pronunciation skills. All of the trainees are currently working for Wafa. The main recommendation from the trainer is to improve the technical potential of Wafa's multimedia sector by providing recorders for all reporters, microphones, a small studio and sound system containing a mixer, hybrid, microphone, computer and headphones, to enable them to record interviews by phone.

PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

NATIONAL PROJECT

PALESTINE: CITIZEN MEDIA: A TOOL FOR CHANGE

BUDGET CODE: 354 PAL 5001

US\$ 11 000

TYPE OF PROJECT

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

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

NATIONAL PROJECT

PALESTINE: WOMEN PRODUCING NEWS: ENHANCING WOMEN'S ROLES AND VOICES IN THE MEDIA ENVIRONMENT IN THE PALESTINIAN TERRITORIES
BUDGET CODE: 354 PAL 5002
US\$ 16 500

TYPE OF PROJECT

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

IMPLEMENTATION

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

RESULTS

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

CONCLUSION

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

PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

NATIONAL PROJECT

PALESTINE: BUILDING CAPACITY OF THE PALESTINIAN MEDIA IN CONFLICT-SENSITIVE REPORTING

BUDGET CODE: 354 PAL 5011

US\$ 19 800

TYPE OF PROJECT

Through this project, Ma'an Network sought to support local media outlets in the West Bank and the Gaza Strip -- including print, online, TV and radio -- to develop professional capacity and enhance networking in order to increase visibility and support of balanced, responsible coverage of the internal Palestinian conflict. A training course on conflict-sensitive reporting providing spaces for young professional journalists from different media outlets to gain knowledge, share experience, discuss common challenges and strengthen professional solidarity constituted the basis of the project. The initiative originally envisioned the development of a web portal, but it was later decided that this element would not be implemented. In turn, modules on electoral reporting and safety issues (which were not included in the project proposal) were introduced, aiming to strengthen its impact on freedom of expression and Palestinian's access to information.

IMPLEMENTATION

Two four-day training workshops on conflict sensitive reporting, electoral reporting and safety issues were held, one in Gaza City and a another one in Jericho. They reached 42 Palestinian journalists (22 from the West Bank, 20 from Gaza), working for at least 10 different local media outlets and including 60 percent female participation. Part of the training focused on the coverage of the internal political and socioeconomic Palestinian context, including internal conflicts between different political parties and electoral reporting. Another component of the training addressed safety issues, including the participation of trainers from the Red Cross, who shared valuable knowledge for journalists operating in conflict zones. While it was decided for the web portal that was proposed initially not to be developed, due to security considerations, synergies with a project financed by Canal France International permitted the implementation of other elements that were not originally planned: the electoral and safety aspects addressed through the workshops, the production of training material and distribution of training bags, the development of a report with findings and recommendations (in English and Arabic).

RESULTS

- 42 journalists from the West Bank and Gaza acquired skills on conflict sensitive reporting, electoral reporting and safety issues (including first-aid) through a four-day workshop. One training was held in Jericho (reaching 22 journalists) and another one in Gaza City (reaching 20 journalists)
- A professional network of journalists was facilitated through the shared four-day training sessions, encouraging journalists to network, exchange information and enhance professional solidarity in the years to come
- Training material and bags were distributed to participants (including relevant UNESCO publications shipped from Paris)
- An evaluation of the conflict-sensitive reporting and electoral reporting modules delivered in the West Bank and Gaza was conducted at the end of the trainings and a report (in English and Arabic) was produced, including recommendations useful for future initiatives.

CONCLUSION

Communication with the partner has been efficient, professional and supportive throughout the project's lifetime. UNESCO staff participated of a training session in Jericho, and feedback and recommendations were exchanged by UNESCO and Maan Network throughout the project's design and implementation. Participants' feedback about the training sessions was very positive. They expressed to have benefitted enormously from it, as shown in the final training evaluation report submitted by Maan Network to UNESCO in Arabic and English. <http://maannews.net/ENG/ViewDetails.aspx?ID=528255>

PROJECT IMPLEMENTED BY THE RAMALLAH OFFICE

NATIONAL PROJECT

PALESTINE: CAPACITY BUILDING OF WATTAN NEWS DEPARTMENT
BUDGET CODE: 354 PAL 5012
US\$ 20 900

TYPE OF PROJECT

The project sought to strengthen Wattan News Department by building the capacity, knowledge, and skills of key staff members in various fields, towards the integration of traditional media tools with new media. Through eight training modules (100 hours, 20 days of training sessions), the project aimed to empower trainees to use both TV and electronic tools and equipment provided through the project and to facilitate the production of high quality news and investigative reports, TV programs, interviews, etc. The training delivered by top-notch experts in both traditional and new media, and the purchase of equipment sought not only to achieve the immediate objective of upgrading Wattan News Department, but more broadly to serve the development objective – aligned with Wattan’s mission- of promoting freedom of expression, pluralism and diversity.

IMPLEMENTATION

Eleven Wattan News Department staff members (five females and six males) completed more than 100 hours of training (over 20 days of training sessions) at the premises of Wattan. Eight training modules were implemented, including writing news and articles, new media, news filming, conducting interviews, analytical news programs, news gathering from Internet, radio, TV & print sources, editorial policies, and investigative reporting. The training sessions included practical training, lectures, work assignments, assignments’ review by trainers, and production of news material (interviews, reports, planning and launching investigative reports, filming, etc.).

RESULTS

Eleven Wattan News Department staff members (five females & six males) have:

- Enhanced their professional skills in news reporting, writing, filming, and professional news gathering.
- Produced/broadcasted multimedia pieces on Wattan TV and Wattan Web TV.
Acquired professional skills to use the equipment facilitated through the project, contributing to integrate Wattan TV’s production with its Web TV.
- Continue to produce high quality material enriching Wattan as a media platform featuring professional, unbiased and pluralistic coverage.

CONCLUSION

Communication with the partner and reporting has been good throughout the project's implementation. Participants' feedback regarding the training was very positive, and they expressed the need for further capacity building on the issues addressed and others. It is expected that the journalists who have been trained will continue to enhance Wattan's news production, as well as share the knowledge gained with other staff, ensuring the sustainability and expansion of the project's impact.

EUROPE

PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

REGIONAL PROJECT

REGIONAL: MULTIMEDIA TECHNOLOGIES FOR THE DEVELOPMENT OF MASS MEDIA INDEPENDENCE AND PROFESSIONAL STANDARDS OF JOURNALISM

BUDGET CODE: 354 RER 5092

US\$ 27 500

TYPE OF PROJECT

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

This objective was achieved by means of:

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

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

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

IMPLEMENTATION

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

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

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

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

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

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

RESULTS

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

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

CONCLUSION:

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

PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

REGIONAL PROJECT

REGIONAL: CULTURE OF DIALOGUE VERSUS THE LANGUAGE OF HATRED
BUDGET CODE: 354 RER 5093
US\$ 16 500

TYPE OF PROJECT

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

This objective will be reached by the means of:

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

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

IMPLEMENTATION

This project benefited from a US\$16.500 funding from the IPDC. One legal commitment (Contract for Services) was signed with Eurasian Academy of Television and Radio (EATR) in August 2010. It foresaw the obligations of the Contractor to implement the activities according to the objectives of the project. Thus, the Contractor has submitted a programme of the training and a list of selected trainers and participants. The training seminar “Culture of Dialogue vs. Language of Hatred” was organized on 27- 30 November 2010 in Moscow by Eurasian Academy of television and Radio with support of the UNESCO Moscow Office. The event brought together 15 representatives of public and regional media as well as faculties of journalism of the following CIS countries: Armenia, Azerbaijan, Belarus, the Russian Federation and Ukraine.

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

RESULTS

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

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

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

CONCLUSION:

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

PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

NATIONAL PROJECT

ARMENIA: CITIZEN REPORTING MEDIA: Evolving citizen journalism in Armenia
BUDGET CODE 354 ARM 5001
US\$ 18 150

NATURE OF THE PROJECT

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

IMPLEMENTATION

The project is currently in the implementation stage:

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

RESULTS

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

CONCLUSION

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

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

The project will be completed in March 2012.

PROJECT IMPLEMENTED BY THE MOSCOW CLUSTER OFFICE

NATIONAL PROJECT

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

BUDGET CODE: 354 AZE 5091

US\$ 19 800

TYPE OF PROJECT

The aim of the project is to provide Azerbaijani broadcast media professionals with knowledge and professional skills to cover climate change issues and to raise public awareness about climate change and its implications. These objectives will be attained by the means of:

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

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

IMPLEMENTATION

This project benefited from a US\$19.800 funding from IPDC. The project was conducted in Baku, the region which is most vulnerable to anthropogenic impact on nature. A legal commitment was signed with the Press Council of Azerbaijan. It foresaw the obligations of the Contractor to implement the activities according to the objectives of the project.

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

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

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

RESULTS

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

- Effective cooperation was established between Azerbaijan MAB Committee and Press Council of Azerbaijan;
- Professional capacities of broadcast journalists of Azerbaijan in covering climate change issues were strengthened – 50 journalists were trained during a three-day training seminar in Baku.

CONCLUSION

The project is terminated.

PROJECT IMPLEMENTED BY CI/HQ

REGIONAL PROJECT

REGIONAL: ERNO: INCREASING PUBLIC AWARENESS WITH THE SOUTH EAST EUROPEAN PUBLIC BROADCASTERS FOR CLIMATE CHANGE

BUDGET CODE: 354 EUR 5091

US\$ 20 000

TYPE OF PROJECT

The project has been implemented following the development objective to enhance free flow of information; strengthen regional cooperation between ERNO member PSBs in the SEE region to optimize the quality and relevance of programming and reporting on climate change; promote opportunities for media professionals to build information-sharing networks; increase public understanding of the negative impacts of the climate change which is essential to mitigate its negative impacts and to avert human suffering; stimulate policy debate on the climate change issues by providing the information on its impacts through the audio visual media; mobilizing knowledge to empower societies to make informed decisions on options for mitigation of the climate change negative impacts and further develop human resources in ERNO network's news and documentary/current affairs departments.

IMPLEMENTATION

The project was implemented by the ERNO Coordination Office in Sarajevo and Public TV Stations in 9 countries of South-East Europe at the level of Eurovision news desks that are already established members of the ERNO network and at the level of current affairs/documentary departments (recruited as new members of the network), with 2 Public TV Stations' guest participation – from Slovenia and Hungary. The practical organization of the workshop was in ERNO Coordination Office's responsibility.

RESULTS

A training has been organized with some 15 journalists and media professionals coming from Public Service Broadcasters in the Southeast Europe region who have gathered in Sofia, Bulgaria, on October 28 to 31st 2010., and attended a training on new ways of cooperation in media reporting on the most important climate changes issues in the SEE region

Several conclusions are reached including

- that the main role of broadcasting media is to competently and adequately report in order to enforce public and political action; reporting should be proactive and independent; journalists should look more for environmental impact of each policy action or project, rather than just report on officials and protocols. Despite the fact that climate change affects everybody, even those who do not pay attention, there is not enough media content and broadcasted program that could help raise awareness on the consequences that are to be faced globally involving people from the bottom, changing the laws immediately working with politicians and business decision makers.

- As for the media's role in raising awareness about climate change coming from different program genres: scientific, documentary, youth and children, news and magazine type journalist coverage of the climate change related subject matters.
- The participants have come to understanding that by encouraging production and dissemination of audiovisual materials content with strong messages addressed to the public, a change can be made first

within the borders of their respective countries and then beyond, as consequences of the climate change do not recognize borders.

- Results of the workshop are guidelines for future TV coverage on the climate change issues in the SEE region, which were agreed at the workshop, and
- the code of practice for formalization of the network of current affairs/documentary journalists among SEE PSBs, which was presented to all ERNO members in written form following the training.

CONCLUSION

All of the project activities have been implemented. Organization of this gathering has strengthened regional collaboration of ERNO member PSBs and optimized the quality and relevance of programming and reporting on global climate change. Moreover, it has encouraged production and dissemination of relevant audiovisual content at the local and regional level to give voice to populations affected by climate change.