INTERNATIONAL

PROGRAMME FOR THE

DEVELOPMENT OF

COMMUNICATION

NEW PROJECTS APPROVED
BY THE IPDC BUREAU

PART I: AFRICA

IPDC BUREAU
Forty-ninth meeting

UNESCO HEADQUARTERS, PARIS

27 FEBRUARY- 1 MARCH 2006

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A. PROJECT IDENTIFICATION

1.	TITLE	ESTABLISHMENT AND OPERATION OF A NETWORK OF AFRICAN FREEDOM OF EXPRESSION ORGANISATIONS
2.	NUMBER	PDC/49 RAF/01
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM; PROMOTION OF INTERNATIONAL (AFRICAN REGIONAL) PARTNERSHIP.
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ASSISTANCE
7.	TOTAL COST OF PROJECT	US $ 100 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 60 000
9.	BENEFICIARY BODY	NATIONAL AND OR REGIONAL ORGANISATIONS AND PROFESSIONAL UNIONS/ASSOCIATIONS ALL OVER AFRICA
10.	IMPLEMENTING BODY	HOST ORGANISATION: MEDIA FOUNDATION FOR WEST AFRICA
11.	PROJECT LOCATION	ACCRA, GHANA
12.	PROJECT PREPARED BY	KWAME KARIKARI EXECUTIVE DIRECTOR, THE MEDIA FOUNDATION FOR WEST AFRICA, ACCRA, GHANA

DECISION OF THE BUREAU: APPROVED
US$ 25 000

B.   PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

Existing situation

Since the mid-1980s, there has been a historic thrust for mass media pluralism and promotion and expansion of press freedom and freedom of expression in Africa. Absolute state monopoly of ownership and control of mass media remain now only in very few countries indeed. Fewer countries still limit print media monopoly to the state or government. In radio and television, the only region without independent and private local ownership and operation in any country at all is the North, from Egypt to Mauritania.

The UNESCO Windhoek conference and Declaration in 1991gave both legitimacy and needed international impetus to the growing movement for media pluralism and press freedom that was building up from the late 1980s across the continent.

The resurgence in media pluralism – alongside the processes for political democratisation – gave energy to the reorganisation, as well as the initiation in many cases, of national and sub-regional press unions/associations, independent press freedom/of expression organisations, and intensification of advocacy for free expression rights around the continent.

These African organisations, singularly or in collaboration with international groups, have made all the difference in the preservation, expansion and defence of freedom of expression and all its components in much of Africa. They have variously promoted legislative reform, exposed and led protests against attacks on and violations of free expression/press freedom, given legal defence to journalists and media before the law, provided protection to persecuted or conflict-displaced journalists and communication professionals, and helped to advance media pluralism in Africa.

In the last few years, there has been growing communication, acts of solidarity, and collaboration between individual or among several groups of freedom of expression organisations on cases and issues at national, sub-regional or continental levels.

Extent of freedom and plurality of the mass media

The development of media pluralism and the state of press freedom and freedom of expression vary from country to country. Whereas most countries have press pluralism, broadcast pluralism is not as widely prevalent. The only region with complete media pluralism in the largest number of countries is the 15-member Economic Community of West African States (ECOWAS). Only Guinea (Conakry) was late, passing the needed legislation in August 2005 to allow pluralism in broadcasting.

With regard to press freedom, the situation is even more checkered and varying. Many more countries nowadays have in their constitutions provisions that to a larger or lesser degree attempt to conform to the letter and spirit of Article 19 of the UN Declaration of Human Rights and other derivative international conventions. Fundamental legal and institutional reforms have been adopted in a good number of countries to promote and protect plural ownership and operation of media.

Press freedom can be claimed to exist in practice truly in a growing number of countries today. The push for freedom of access to information legislation is also growing in several places.

On the other hand, however, abuses and attacks on press freedom – sometimes fatal – go on in several countries and on a regular basis. In some cases, political developments have completely or severely reversed what progress had been achieved. In cases like that, through new decrees or by impunity, state monopoly has been restored actually or virtually. In general, most countries still have on their statutes laws that make expressions on public or government officials criminal, thereby shielding officialdom from public scrutiny through media or speech. Examples are sedition, insult, and state secrets laws.

Public regulatory agencies in too many countries are still under the thrall of governmental interference. And in a number of others, government controls, tries to control, or encroaches on, the independence of media professional associations or unions. Fewer professional unions have the capacity to, or actually do, engage in activities to promote and protect the labour rights and working conditions of their members.

In a sense, too, this state of affairs in press freedom conditions of the media in Africa results from the forceful resurgence of media pluralism in the past two decades. The dynamic of the wave for freedom of expression would necessarily generate resistance from the forces, institutions, traditions and attitudes in society that are opposed to the freedoms.

But the trend of developments indicates that, given strengthened and intensified advocacy on a continental level, the rate of progress is going to be faster and affect more countries. There has been important growth and strengthening of African regional mechanisms for rights promotion and protection in recent years. The African Commission on Human and Peoples' Rights has gained respectability, influence and effectiveness. The new African Court should add more backing to the work to promote, expand, defend and protect rights in Africa.

This is an important opportunity for non-governmental advocacy organisations to strengthen these institutions and mechanisms by utilising and engaging with them. Greater progress obviously will be made if the advocacy organisations work more closely to strengthen cooperation and coordination of their activities.

Mass media supported by this project

The work of the Network covers national and or regional press unions or associations, press freedom and freedom of expression legislation and policy, regulatory environment and mechanisms, and media development.

All media and media professionals and owners stand to benefit from the advocacy work that these organisations are engaged in around the continent.

Vital development problems

The principal problems that face progress for freedom of expression can be summed up as:
(a) the undemocratic laws that must be reformed;
(b) the repressive tendencies among people in authority;
(c) weak institutional mechanisms to counter repressive tendencies and protect the rights;
(d) weak media and civil society organisations and weak advocacy work;
(e) weak advocacy to enforce governmental adherence to international conventions;

(f) weak collaboration and networking among freedom of expression advocacy groups to promote issues across borders and on regional basis;

(g) low public education on and mobilisation for freedom of expression rights.

Priorities to be addressed by this project

The project proposes to address the following:

(i)   Establishment of an administrative coordinating unit to co-ordinate the Network of African freedom of expression organisations and strengthen collaboration and their capacity to increase and intensify advocacy work around the continent of Africa.

(ii)   Appointment of a Coordinating Officer to do the following:

   a) provide co-ordination among network members
   b) oversee implementation of recommendations from the conference of African Free Expression promoting organisations – Accra, October 28 – 29, 2005
   c) undertake publicity
   d) convene periodic meetings and consultations of the Network
   e) manage a website

(iii)   Networking among African organizations

(iv)   Acquisition of equipment and facilities

(v)   Website development in four languages as well as publication on freedom of expression as well as media legislation

The overall aim is to:

a. improve the capacity of individual national and sub-regional groups to strengthen advocacy work on national and sub-regional levels;
b. strengthen the capacity of the groups collectively to intensify work to promote adherence to and implementation of international and African conventions on freedom of expression;
c. promote concerted campaigns for reform of inimical laws and policies; and
d. promote, through collaborative work of the network solidarity and a strengthened public opinion and influence that can deter and minimise the repressive tendencies among officials.

Why providing solution to problems is important

It is important to have a coordinating unit to implement the recommendations of the conference of October 2005, towards meeting the objectives of the Network. This is even more critical considering that significant progress has been made generally and specifically in the advancement of freedom of expression rights. The atmosphere today presents favourable conditions to make more progress. The international situation is favourable, and African intergovernmental initiatives for mechanisms also add to the favourable conditions. There has also been a tremendous growth in civil society advocacy work. Many groups exist today at national and sub-regional levels.

These conditions must be made good use of because there is also a strong tendency for governments to retrench the gains made and to set back the trend of progress. This provides a great opportunity for concerted actions and programmes to intensify advocacy work, to promote, and to protect the rights of free expression.

The proposed coordinating unit will strengthen the capacity of the Network to develop strategies to advance its advocacy work at this opportune time.

The solution proposed through the project

The setting up of an administrative structure to promote collaboration, provide coordination of common programmes and goals, and develop strategies for addressing key issues affecting freedom of expression situation in Africa generally and in specific serious cases;

The unit will coordinate the Network's programme of collective campaigns and advocacy involving all the members for particular continental issues;

The unit will initiate and develop common collective agenda on campaigns for redressing the worst cases of free expression abuses on the continent.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are the members of the African Free Expression Organisations (NAFEO). (See list under para. 9).

All the organisations are independent and non-governmental in character and operation and have exhibited some initiative in promotion of and advocacy for freedom of expression in their mandate area.

All national press unions/associations, networks of national press associations and other membership organisations are potential members and stand to benefit.

Some National organisations that are potential members of the Network:

  ➢ Somali Coalition for Free Expression, Mogadishu
  ➢ Ethiopian Free Press Journalists Association (EFJA), Addis Ababa
  ➢ Press Union of Liberia (PUL), Monrovia
  ➢ South Africa National Editors Forum (SANEF), Johannesburg

3. IMMEDIATE OBJECTIVE

The immediate objective is:
  ➢ To develop a structure and coordinating mechanism for the Network;
  ➢ To strengthen and intensify campaigns and advocacy for freedom of expression Africa-wide.

4. DEVELOPMENT OBJECTIVE

Following the establishment of the Network what is needed now is to keep the relationship and ensure implementation of the Network's activities in order to advance and deepen democracy because the combined capacity and efforts of such a network will:

  ➢ advance the adherence to and implementation of international conventions on freedom of expression by governments;
  ➢ accelerate advocacy and processes for legislative and policy reforms; and
  ➢ strengthen solidarity actions and public awareness and opinion to promote defence and protection against attacks and abuses.

5.   **PROJECT INPUTS**

(a) Internet and other strategies for dealing with serious crisis situations in various countries
(b) The role of regional network communications in promoting free expression worldwide
(c) Press freedom in selected "hot spot" countries in the developing world
(d) Regional overviews of the current status of free expression
(e) Effective evaluation of free expression work
(f) Refinement of an information system established on website aimed at generating emergency support for threatened and endangered journalists
(g) Meetings and consultations on media legislation and policies

6.   **PROJECT OUTPUTS**

- a new or improved website that will be regularly maintained in four languages and contain quality free expression news;
- hardware and software to carry out their free expression work using the Internet;
- more reliable and affordable Internet access and/or website hosting;
- more frequent use of the Internet for free expression advocacy in Africa by using it to form new or stronger relationships with other groups in their region and internationally, and participating in campaigns.
- more regular communication and stronger relationships with the groups participating in the project;
- quick access to updated and useful ICT information on the website;
- benefits from greater information from countries where target groups are located.
- Regional and international campaign on press freedom

7.   **ACTIVITIES**

➢ Co-ordination and administration of Network activities
➢ Providing coordination of advocacy campaigns of the Network.
➢ Design, development and management of a website
➢ Ongoing support and training on ICT will be given to groups where possible. Support will be both technical in nature as well as supporting groups to use the Internet for campaigning and advocacy work;
➢ Group-to-group partnerships and training will be facilitated wherever possible to engage in expertise-sharing in ICT skills and advocacy. This will involve communication via email and telephone, and where possible visits from the organisation offering expertise to work one-on-one with staff at the group;

8.   **WORK PLAN**

All activities will be carried out over a 12-month period. Training will be provided throughout the year. The timing of one-time training sessions will be set up in conjunction with the target organisations to ensure maximum effectiveness. The network as well as the campaigns will be developed and updated throughout the year.

January – February:	Consultation processes for the setting-up of the network– this will take place in Brussels in February during the next IFEX AGM;
March:	Launching of the network
April:	Regional campaigns
April – May:	Website designing, developing, testing and hosting;
June – December:	Activities developed linked to the network

8.   INSTITUTIONAL FRAMEWORK

At the conference of African Free Expression organisations in Accra, October 28 & 29 2005, the participating organisations agreed to establish a Network of African Freedom of Expression Organisations (NAFEO). It was further agreed that MFWA should host a secretariat of the Network, establish the coordinating structures and develop plans for implementing the recommendations of the conference.

The MFWA accordingly assumes the tasks of:

i.)   preparing this proposal to raise funds to support the coordinating unit for the Network;
ii.)   initiating communication to link up with all the organisations
iii.)   initiating discussion of activities and conference recommendations;
iv.)   setting up the coordinating structures and mechanisms of the Network.
v.)   proposing plans and programmes for regular information sharing;

9.   SUSTAINABILITY

The most important guarantee for the sustainability of the Network is the existence and sustainability of the individual independent organisations that make up the Network.

Ordinarily, the network has no need for elaborate facilities to manage its existence and therefore it can be sustained relatively easily with modest structures to coordinate the implementation of the conference recommendations. The following international partners participated in the Accra conference:

International Freedom of Expression eXchange (IFEX), Canada
International Media Support (IMS) Denmark
Index on Censorship, London
Open Society Initiative – Network Media Program and Justice Initiative
Free Voice, The Netherlands

There is a great potential for support for the Network's activities.

10.   FRAMEWORK OF MONITORING

UNESCO may mandate its office in Accra to monitor the progress of this project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Support for organising the conference in Accra, October 28-29, 2005.

Preparatory activities completed prior to submission of the project to IPDC

Conference of October 28 & 29, 2005

Assistance sought other than IPDC

The amount of US$40,000 needed to add to IPDC support of $60,000 will be raised from a number of partners that support the organisations already, and also through a minimum contribution of US$1,000 from member organisations.

The following partners are being approached for support:

International Freedom of Expression eXchange (IFEX) – US$5,000
International Media Support (IMS) –   US$5,000
Open Society Institute –   US$20,000

D.   BUDGET

BREAKDOWN OF TOTAL BUDGET IN US$	
Networking • ICT skills training sessions (3-4 trainings in partner countries) • Advocacy campaign	28 000
Campaigning (regional & continental) • ICT campaign strategies (• Training in Internet Action Alert work	32 000
Consultations (meetings & travels) • 2 Sub-regional coordination meetings • Communications	20 000
Translations (Eng. French, Portuguese, Arabic)	8 000
Website Development and publications • Site development • Website hosting • Web access and software • On-going partner training • Production, publication and dissemination	12 000
TOTAL:	**100 000**

IPDC Contribution	**60 000**
Beneficiary's Contribution through partners	**40 000**
TOTAL:	**100 000**

BENIN

A. PROJECT IDENTIFICATION		
1.	TITLE	**STRENGTHENING THE RESOURCES OF THE PUBLICATION "*MADAME AFRIQUE*"**
2.	NUMBER	PDC/49 BEN/01
3.	CATEGORY OF MASS MEDIA	WOMEN'S PRINT MEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (National, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, TRAINING
7.	TOTAL COST OF PROJECT	US$ 16 400
8.	AMOUNT REQUESTED FROM IPDC	US$ 14 000
9.	BENEFICIARY BODY	"*MADAME AFRIQUE*", COTONOU
10.	IMPLEMENTING BODY	"*MADAME AFRIQUE*", COTONOU
11.	PROJECT LOCATION	COTONOU
12.	PROJECT PREPARED BY	"*MADAME AFRIQUE*", COTONOU
DECISION OF THE BUREAU: APPROVED **US$14 000**		

1.   BACKGROUND AND JUSTIFICATION:

Benin has been a liberal democratic Republic since 1990. It has a population of about 6,500,000 inhabitants. Freedom of the press is visible through the plurality of press companies. This freedom is enshrined in the Constitution of Benin and guaranteed by the *Haute Autorité de l'Audiovisuel et de la Communication*. As regards the legal framework of the media landscape, the print media segment is regulated by the Law of 1960 while privately owned radio and television stations fall under the 1997 Law on liberalization of the airwaves.

The Beninese media is free insofar as no censorship by the public authorities is allowed. Media legislation is quite liberal, above all for the print media where, upon a simple declaration, a press company can be set up and cannot be banned. From 1990 to date, no print or electronic media company has been either suspended or taken out of circulation or off the air.

"*Madame Afrique*" is a publication that caters mainly for the African woman, and for Beninese and West African women, in particular. The publication appears once a month and has a circulation of 5,000 copies. It is distributed throughout the nation by a newspaper and magazine distribution agency. The publication also has foreign correspondents in Mali and Senegal and has plans to establish a distribution circuit in Burkina Faso in the near future to distribute to neighbouring countries. In this way, "*Madame Afrique*" will gradually extend its readership to other countries of Africa and beyond.

Despite being a leading Beninese women's publication of national and sub-regional scope, "*Madame Afrique*" faces ever more acute problems of lack of appropriate IT resources to support its production and lack of adequate training for its journalists, IT operators, and copy editors.

"*Madame Afrique*" derives its income from sales and advertising. However, given the declining purchasing power of the country's population and, in particular its female population, the monthly has not been able to generate sufficient revenue to invest in upgrading its equipment and providing continuous education for its staff.

In the short term, "*Madame Afrique*", which has no printers, scanners or camera equipment, has had to deal with the problem of the lack of IT equipment. It has had to outsource its printing to computer centres and is, therefore, subject to the decisions of printers who sometimes reject the mock-ups, claiming their illegibility or late delivery.

To overcome this situation, the publication needs to have appropriate IT and office automation equipment. This is essential to ensure that the periodical appears regularly and to guarantee an increased turnover. In the medium or long-term, it would need in-house printing facilities in order to reduce printing costs and improve its management.

Training for the staff of "*Madame Afrique*" will be organized in Benin by the *Centre Africain de Formation et Perfectionnement des Journalistes* (CAFPJ) in Cotonou. The CAFPJ is an African higher education mass media training institute.

2.   DESCRIPTION OF THE TARGET GROUPS:

The aim of this project is to provide specialized training for six staff members of "*Madame Afrique*": 2 DTP operators, 2 sales representatives and 2 journalists trained in print media editorial techniques, marketing and management of a press company.

3.   IMMEDIATE OBJECTIVES:

➢ To strengthen the periodical's equipment base
➢ To strengthen staff training (2 DTP operators, 2 sales representatives, and 2 journalists), over a 2-month period, in women's print media editorial techniques and the management of a press company

4.   DEVELOPMENT OBJECTIVE:

It is widely acknowledged that African women are not in a very privileged position where either the production or consumption of media information are concerned. However, democracy, which is an essential development tool, requires synergies among all productive forces, and it is clear that women cannot be excluded from this process. Involving women in media activities and providing them with the information they need contributes to the effort to improve communication capacities in Benin.

Newspapers and magazines published both in Africa and elsewhere do not successfully address the whole range of issues, news and information of relevance to and about African women, in general, and Beninese women in particular. Further, they take only a cursory interest in predominantly female informal sectors and in the lives of rural women and children.

A survey conducted among a sample of the reading public of Benin and neighbouring countries highlights the need for a publication such as "*Madame Afrique*" in the sub-region. This monthly magazine seeks not only to encourage women to become more actively involved in social, economic and cultural life, but also to provoke debate on the decisive role of women in the process of achieving sustainable national development. It is committed to helping women better understand their rights and duties, their weaknesses and strengths, which they are sometimes unaware of, and their potential to be active participants in decision-making and democratic processes. More involvement of women in the media, as both providers and recipients of information, is a necessary part of efforts to strengthen communication capacity in Benin and alleviate poverty, as better information means greater empowerment.

Press freedom exists in Benin and is an integral part of the democratic fabric. Women must have the opportunity to enjoy this freedom and it is therefore important to help them exercise this right.

5.   PROJECT INPUTS:

Equipment:
3 multimedia computers
2 printers
2 HP colour scanners
1 1.2 kVA UPS
1 voltage regulator
4 dictaphones
2 photo cameras

Training:

Organization of a training session for staff members of "*Madame Afrique*" by the *Centre Africain de Formation et Perfectionnement des Journalistes* (CAFPJ)

6. PROJECT OUTPUTS:

➢ 6 staff members (including 3 women) will have received training in print media editorial techniques, marketing and management of a press company.

➢ Once the computer equipment is up and running, "*Madame Afrique*" would have the capacity to increase its circulation from 5,000 to 10,000 copies a month by late 2006.

7. ACTIVITIES:

➢ Purchase and installation of computer and office automation equipment
➢ Training course at the journalism training institute (CAFPJ)

8. WORK PLAN:

Activity \ *Period*	*Month 1*	*Month 2*
Purchase of equipment	▬▬▬	
Installation	▬▬▬	
Training	▬▬▬▬▬▬▬▬▬▬▬▬▬▬	

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by "*Madame Afrique*" with assistance from the relevant professional organizations. Equipment will be purchased *in situ* from authorized computer and office automation equipment sellers.

The professional bodies involved in the project are the *Centre Africain de Formation et de Perfectionnement des Journalistes* (CAFPJ), *L'Institut Supérieur de Journalisme* and *Tropicom Communication,* an international firm specialized in press and communication project management.

➢ CAFPJ will be responsible for managing the staff training component
➢ TROPICOM will be responsible for purchasing and installing the equipment

10. SUSTAINABILITY:

Madame Afrique has been in existence since February 1993. With more than ten years' experience, the publication will continue to come out regularly. With new IT equipment, the magazine would be able to diversify the scope of its activities, increase its profitability and progressively expand its distribution to all the countries of Africa and beyond, with the support of partners and advertisers.

11. FRAMEWORK OF MONITORING:

The National Board of Press and Audiovisual Media Managers of Benin is in charge of monitoring the project's activities.

12. EVALUATIONS CARRIED OUT:

For the purposes of implementing the project, we decided to call on the services of the firm *Tropicom*, specialized in the management of communication projects. The firm carried out a preliminary evaluation at the head office of the publication, and agreed to help us conduct a more specific assessment of our needs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

"*Madame Afrique*" undertakes to submit a report to the IPDC every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4BEN/07 350-BEN-41	40,000	Benin Establishment of a Documentation Centre for Information Services	1984 - 1985
PDC/7BEN/01 350-BEN-71	25,000	Mobile radio service	1987 - 1988
PDC/8BEN/01 350-BEN-81	15,000	Specialized seminar on the production of radio and TV programmes	1987 - 1988
PDC/48BEN/02 354BEN5041	22,000	Vakon community multimedia centre	2005-2006
Total Benin: US$ 102,000			

Contribution foreseen by the beneficiary agency during the project period

As a contribution to the project, "*Madame Afrique*" will offset 15% of implementation costs.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US$):	
Equipment	
3 multimedia computers	3 900
HP colour printer	460
HP laser printer	1 060
HP colour scanner	470
1.2 kVA UPS + regulator	400
2 cassette recorders	300
2 dictaphones	300
2 photo cameras with zoom	380
Training	
Print media editorial techniques	1 770
2 DTP operators	1 060
Sales management	1 060
Monitoring	1 000
TOTAL:	**14 000**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US$):	
Installation of equipment	315
Trainees' stipends:	
2 journalists	525
2 DTP operators	300
2 sales representatives	360
Production of IPDC reports	100
Administrative management	800
TOTAL:	**2 400**

BURKINA FASO

A. PROJECT IDENTIFICATION	
1. **TITLE**	**BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU**
2. **NUMBER**	PDC/49 BKF/02
3. **CATEGORY OF MASS MEDIA**	COMMUNITY MEDIA
4. **IPDC PRIORITY AREA**	PROMOTION OF FREEDOM OF EXPRESSION AND COMMUNITY MEDIA DEVELOPMENT
5. **SCOPE** (national, regional, interregional)	NATIONAL
6. **TYPE OF ASSISTANCE REQUESTED**	FINANCIAL
7. **TOTAL COST OF PROJECT**	US$ 61 600
8. **AMOUNT REQUESTED FROM IPDC**	US$40 000
9. **BENEFICIARY BODY**	PENGWENDE WOMEN'S ASSOCIATION, 01 BP 3411 OUAGADOUGOU 01, BURKINA FASO TEL: (226) 31.63.40, REPRESENTED BY MRS GEORGETTE KOALA/NAZE PRESIDENT OF THE ASSOCIATION
10. **IMPLEMENTING BODY**	PENGWENDE WOMEN'S ASSOCIATION
11. **PROJECT LOCATION**	SABOU
12. **PROJECT PREPARED BY**	PENGWENDE WOMEN'S ASSOCIATION

DECISION OF THE BUREAU: **APPROVED** **US$40 000**

1.   BACKGROUND AND JUSTIFICATION

A.   Context

Modern media such as print and electronic media were introduced in Burkina Faso, as, moreover in the other French-speaking countries of Sub-Saharan Africa, on the eve of the wave of accessions to independence. At the accession time of independence, only the State-run electronic media and a very few privately-owned newspapers existed in Burkina Faso. It was not until some thirty years later that the media industry as a whole and more particularly the electronic media segment took off. This expansion was facilitated by the enactment of the Information Code in 1991, reformulated in 1993, and above all by the establishment in 1995 of the CSI (*Conseil Supérieur de l'Information / High Information Council*) whose main mission is to regulate the activities of the media industry including the issuance of broadcasting licences. In 1998 CSI, the regulatory body, organized private radio and television stations in three categories: commercial, associative or community and denominational. The Pengwende Association's intend to establish a radio station in Sabou which will fall in line with the community radio category

B.   Project justification

 Pengwende Women Association has been actively involved in community development for more than a decade in Sabou area which comprise of 68 villages. Through various community projects, the Association promotes a participatory approach to development at the grassroots level. In rural and semi-urban areas like Sabou and its surroundings, radio is the most effective medium. Despite poverty in the area, most households have their own radio receivers. The project therefore proposes to establish a community radio station combined with a telecentre in Sabou. This will help to catalyse community participation in their own development. The proposed community radio station will be the first of its kind and will bring essential information to the Sabou population while giving them a tool to discuss their own development agenda, the experiences and promote responsive and transparent governance at the local level. The telecentre component in the project which will be established within the community radio will allow the communities to reap the benefits of new information technologies and access to vital information which are not normally available through other channels. The radio station will function as an interface between the Internet and the communities by broadcasting relevant Internet information in local language.
The Pengwende Association's has already obtained a radio license to broadcast.

2.   DESCRIPTION OF THE TARGET GROUPS:

Rural community, especially women and young people, in the Sabou region comprising 68 rural villages.

3.   IMMEDIATE OBJECTIVES

- A self-sustaining community media comprising a community radio and community telecenter (Community Multi Media Centre) established in Sabou and operational before December 2006.

4.   LONG TERM OBJECTIVES

Strengthen the capacities of marginalised/rural communities in the Sabou catchments area to participate effectively in the democratic development of their communities and advocate for supportive policies and programmes.

5.   EXPECTED OUTPUTS (RESULTS) OF THE PROJECTS

(i) Operational community multimedia centre comprising a community radio and internet access facilities;
(ii) Trained volunteers staff capable of radio programme management, production and broadcasting.

Various radio programmes produced and broadcast on a daily programme schedule. The programme will consist of contents with a view to:

- Sensitising rural community to development issues;
- Raising the role and accountability of rural and local authorities;
- Promoting the dissemination of knowledge of citizen's civic rights and obligations
- Enhancing the status of rural women
- Encouraging the emergence of female leaders at the local level
- Promoting and encouraging locally-inspired artistic and cultural creation
- Encouraging initiative and creativity among the population, in particular, the young people
- Contributing to the dissemination of appropriate, high-performance production techniques
- Organizing programmes and game shows/competitions for schoolchildren
- Making their village's history and cultural heritage better known
- Familiarizing rural residents with NICTs

The operations of the Sabou community multimedia centre will be supported by funds generated from community fund raising events, income from the messages aired by the local population and the access to the various services offered for a fee by the telecentre (faxing, scanning, computing, etc.).

6.   MAIN ACTIVITIES:

The Pengwende Women Association will (i) order and purchase the necessary radio and telecentre equipment. While awaiting equipment delivery, (ii) sensitise the local authorities and the population on the advantages of having a multimedia centre and how it can not only be used as an information centre but also as an instrument for their empowerment (iii) the Association will then install the CMC, train the management staff and then launch the programmes (broadcasting), and will also familiarize the population with the use of ICTs.

7.   MAIN INPUTS TO THE PROJECT

Community Radio equipment
Telecentre equipment (telephone, fax, Internet, scanner, etc.)
Community radio Personnel
House where the Community Radio and CMC will be located
Trainers for CMC management and radio production programmes and maintenance.

8. EXTERNAL FACTORS TO BE TAKEN INTO CONSIDERATION

It is hoped that the Sabou population will quickly adopt the CMC concept and will extend it to other regions.

Risks: The delivering of the equipments takes more time and slow down the project.

9. SPECIAL CONSIDERATIONS

The project will impact especially rural women and encourage the emerging of female leaders at the local level, thus enhance the status of rural women. In general it will empower people from the Sabou region, to be conscious of their situation and lead them to understand that they have the power to change the social realities they are confronted with.

10. TIMING AND MODALITIES FOR PROJECT REVIEWS, REPORTING AND EVALUATION

- After 3 months of broadcasting: the first project review
- After 6 months of broadcasting radio programme a survey is carry out to evaluate the impact of the radio programmes on the local population
- Over one year, the CMC is self-sustained, through the funds generated from fee collection for community access to the various services offered for a fee by the telecentre (faxing, scanning, computing etc.)
- After 1 year evaluation of the project.

11. MONITORING

Project monitoring activities include the monitoring of continued compliance with CSI specifications, the memoranda of understanding signed with the decentralized State departments, and the associations as well as the NGOs active in the area.

In addition, periodic surveys will be conducted to get feedback from the public in order to better match the content of the programme grid to the concerns and aspirations of the target audience, on the one hand, and on specific thematic subjects, on the other, in line with the development objectives to which they relate.

In parallel, the UNESCO Office in Bamako, URTNA and the Burkina Faso Radio Community Associations will engage in monitoring activities during the project execution phase.

12. FEASIBILITY STUDY

A study was conducted to assess the communication needs of the population of the Sabou region along with a feasibility study on the setting up of a CMC in the region.

13. REPORTING FRAMEWORK

Pengwende Association will submit a detailed report on the most recent developments in project execution every 4 months to the UNESCO Office in Bamako.

C. ADDITIONAL INFORMATION

Preparatory activities

The following activities were also undertaken prior to submission of the project to the IPDC:

- Submission of the tender dossier
- Obtaining of authorization from the CSI
- Registration of the agreement with the tax authorities
- Search/selection of a site
- Sensitization of village groupings and their populations
- Information of the politico-administrative, traditional and religious authorities

Additional financial assistance sought

A request was sent to the Danish Cooperation Agency and to AMARC for support.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US$):	
Technical studio equipment (mixing console, 4 microphones with stands, baffles, headsets, audio amplifier, sound card, cables and connecting devices):	6 619
PC with professional audio management software and 19" screen:	2 400
350 VA UPS:	100
Digital satellite receiver:	300
Antenna:	50
Reporting equipment (recorder, headset, microphone):	2 540
150 W FM stereo transmitter:	4 900
4 omnidirectional aerials:	1 021
Feeders(50 m.):	300
350 VA UPS	100
5 desktop computers:	10 000
2 printers:	2 000
Scanner:	2 500
Photocopier:	5 000
Television set:	1 500
VCR:	670
TOTAL:	**40 000**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US$):	
Submission of technical offer (consulting, assembly of the dossier, reproduction):	610
Submission of financial offer (consulting, bank guarantee, reproduction):	2 415
Registration of the agreement (stamp duty):	70
Acquisition of the land:	16 667
Furniture and office supplies:	1 838
TOTAL:	**21 600**

BURUNDI

	A. PROJECT IDENTIFICATION	
1.	TITLE	ESTABLISHMENT OF COMMUNITY RADIO STATION AT PEACE DOCUMENTATION RESOURCE CENTRE IN BUJUMBURA *(DUSHIREHAMWE LET'S RECONCILE")*
2.	NUMBER	PDC/49 BUR/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING AND ICT'S
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA; HUMAN RESOURCE DEVELOPMENT (TRAINING) FOR PEACE
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	RADIO EQUIPMENT; TRAINING
7.	TOTAL COST OF PROJECT	US $ 56 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 32 000
9.	BENEFICIARY BODY	DUSHIREHAMWE WOMEN NETWORK
10.	IMPLEMENTING BODY	DUSHIREHAMWE, AMARC and UNESCO
11.	PROJECT LOCATION	BUJUMBURA
12.	PROJECT PREPARED BY	UNESCO/NAIROBI and DUSHIREHAMWE ASSOCIATION

DECISION OF THE BUREAU: APPROVED
US$ 32 000

1. BACKGROUND AND JUSTIFICATION

For Africa, radio continues to be the most accessible and available information and communication technology (ICT). This can be attributed to the strengths of the medium, for example the fact that one does not have to be literate to use it, it is relatively cheaper in terms of affordability and still accessible in very remote areas. This medium is an important source of information particularly for women who are usually busy performing different chores. Radio offers them an opportunity to listen without interfering with their activities.

Community radio is a new sector emerging in Burundi. As such, it will need time to grow to reach sustainability. Before this, it will need support from donors, the government and other agencies interested in seeing the growth of the sector. It is non-profit. While it may adopt commercial approaches to financing and become commercially successful (sustainable), these profits go back into the community broadcaster or into development projects/programmes around the community broadcaster. It is participatory at all levels, i.e. ownership, management and production. This means that it is owned, managed and programmed by those it serves, responding to community's expressed needs and priorities, and it is accountable to community structures. The key words being community involvement and community participation.

The Dushirehamwe women community media network established a peace documentation center with seed funding from UNESCO. It now seeks IPDC support to established a community radio station at the documentation centre to encourage more direct participation of community groups, particularly its women members, in dialogue and decision-making though a variety of braodcst programmes aimed at the promotion of peaceful co-existence.

2. DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of this project are the grassroots women drawn from all Provinces in Burundi, already organised at the vanguard of promoting peace in Burundi – the DUSHIREHAMWE Network. Through them, there will be other secondary beneficiaries, for example the men and youth who will benefit from information received and disseminated by the Community radio.

3. IMMEDIATE OBJECTIVES

To establish a self sustaining Community radio in Bujumbura with a strong leadership of women promoting peace and reconstruction.

4. DEVELOPMENT OBJECTIVE

The project will provide a platform where women of Burundi will express their divergent views on peace building. These will allow community views and recommendations on peace building to be documented in order to strengthen the current peace building initiatives.

5.   PROJECT INPUTS

Dushirehamwe women network already has received computer equipment from UNESCO have established a peace documentation centre as a community resource centre. The centre has books, audio visual material, cultural artefacts etc. However Dushirehamwe documentation centre still needs basic pieces of equipment to start the community radio station:

- 500 W FM Transmitter
- FM antenna
- Transmission cable
- Antenna tower
- Audio mixer
- Cassette tape decks (2)
- CD player
- Speakers
- Amplifier
- Microphones
- AVR
- 12-V battery
- Cables and connectors (installation of materials)
- Mini disc recorders
- Digital editing unit (computer and software)
- Telephone and hybrid
- Headphones
- Studio furniture
- Soundproofing
- On air lights (for outside and inside studio)
- Air-conditioning.

6.   PROJECT OUTPUTS

- ➢ Dushirehamwe centre will be equipped with a transmission studio for the community station
- ➢ For a start, 20 women will be trained in radio station management, administrative skills, technical and production skills, newsgathering skills, research and fundraising. These 20 will serve as a core group for the Dushirehamwe centre. They will also train others and ensure there is a multiplier effect where more and more women of Dushirehamwe will attain these skills;

7.   ACTIVITIES

- ➢ Identification of equipment suppliers;
- ➢ Purchase and installation of equipment;
- ➢ Equipping of the resource centre;
- ➢ Identification of the core group ;
- ➢ Training of the core group in basics of management, production, technical, administrative skills etc.;

8. WORK PLAN

Activity	1	2	3	4	5	6	7	8	9	10	11
Preparations	x	x									
Identification of equipment suppliers			x	x	x						
Purchase of equipment						x	x				
Installation and testing of equipment								x	x	x	
Identification of core group		x	x								
Training of core group		x	x	x	x	x	x	x			

9. INSTITUTIONAL FRAMEWORK

Grassroots women representing all provinces of Burundi have contributed to peace documentation resource centre and established themselves as the Dushirehamwe Women Network. This network will be used to promote a wide range of development activities: from dealing with issues of refugees replacement, Peace dialogues, reconstruction, healthcare promotion to disease prevention, income generation, poverty eradication, adult literacy campaigns and promotion of education, among others. The Dushirehamwe will respond to local as well cross-borders needs and encourage more direct participation of community groups, particularly its women members, in dialogue and decision-making though a variety of activities aimed at the promotion of peaceful co-existence.

Dushirehamwe Network, in cooperation with the UNESCO office of the Communication Adviser for Eastern Africa, will assist in the implementation of this project in collaboration with the Burundian Authorities.

10. SUSTAINABILITY

Dushirehamwe Network has suggested several options for raising revenue to cover running costs. Much, if not all, of the resources needed for operating the community radio come from individuals, institutions and organisations within the community. Private individuals are motivated to contribute. Various fund-raising schemes – raffle draws, benefit dance, selling of FM receiver sets – are held. Institutional advertisements and outright donations are also accepted.

11. FRAMEWORK OF MONITORING

The implementing bodies will consider such organisations and institutions like the Kenya Community Media Network (KCOMNET) and EcoNews Africa to monitor implementation of the project on its behalf since the above organisations have experience and have been supporting a number of communities to establish community radios and community telecentres.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4BDI/09 350-BDI-41	40,000	Burundi	*1983 - 1984*
		Establishment of regional communication centres	

PDC/12BDI/01 352-BDI-21 520-BDI-61 (FIT-France)	87,000 34,856	Modernization of the production facilities of the National Press	*1995 - 1998*
PDC/19BDI/01 352-BDI-91	20,000	Development of the Press Club	*1999 - 2001*
PDC/23 BDI/01 354 BDI 5031	25,000	Women Using Media for Peace in Burundi (DUSHIREHAMWE «Let's Reconcile» Peace Documentation Centre and CMC)	*2004- 2005*
Total Burundi: US$ 172,000+ US$ 31,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Studio mixing console:	2 445
Telephone hybrid system:	970
Surround option:	730
150 W power amplifier:	500
Control loudspeakers:	560
2 studio microphones:	570
2 professional headphones:	290
CD player:	710
Cassette recorder/player:	500
Professional minidisk recorder:	1 660
Adjustable microphone stand with arm:	155
Microphone table stand:	255
2 "*On air*" signals:	500
Cables and connectors:	1 630
Audio software and interface plus display:	4 050
500 W FM transmitter:	4 125
TRAINING FOR 20 CORE GROUP (*Technical and broadcasting skills, audience research, resource mobilisation, management and administrative skills*)	
Accommodation for 20 pax: 5 days × 70:	7 000
Local travel and transport refunds @ 20 × 20 pax:	400
Training material (stationery, photocopy, production of report etc.):	450
Resource persons/facilitators @ 350 × 2 pax × 5 days:	3 500
Monitoring:	1 000
TOTAL:	**32 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
10 volunteer staff: radio station managers (10×US$ 100 p/m):	24 000
TOTAL:	**24 000**

CENTRAL AFRICAN REPUBLIC

A. PROJECT IDENTIFICATION		
1.	TITLE	**CAPACITY BUILDING OF THE HIGH COUNCIL FOR COMMUNICATION**
2.	NUMBER	PDC/25 CAF/01
3.	CATEGORY OF MASS MEDIA	Audiovisual and print media
4.	IPDC PRIORITY AREA	Freedom of the press and of expression; media pluralism
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US$ 97 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 82 000
9.	BENEFICIARY BODY	Regulation authority, Public and private media, media associations.
10.	IMPLEMENTING BODY	High Council for Communication; UNESCO Office Yaoundé
11.	PROJECT LOCATION	Bangui
12.	PROJECT PREPARED BY	HCC, in cooperation with UNESCO Office Yaoundé and the Ministry of Communication and National Reconciliation

DECISION OF THE BUREAU: APPROVED
US$ 25 000

1.   BACKGROUND AND JUSTIFICATION

The authorities of the Central African Republic have identified communication as the key element of the country's economic, social and cultural development strategies. A national policy on communication for development was approved and promulgated in 2004. This policy was informed by field research, an assessment of the country's existing resources and the political will to involve the general population in the process of mass media development.

In November 2004, press freedom was recognized in Article 13 of the Constitution. On 26 November 2004, the National Assembly passed a bill decriminalizing press offences and a new media law «about the freedom of communication» approved.

In February 2005, *Ordonnance n.4* established the High Council of Communication (HCC), an organ autonomous from the government (with a status of independence from the executive power similar to the one granted to the judiciary) and in cooperation with the media professionals' associations according to a co-management model together with the media professional organizations. According to the law, the HCC has the task to guarantee «the exercise of the freedom of the audiovisual communication, the independence of the public and private media and the respect of the deontology». The nine members of the HCC (four of which are elected directly by media professionals) are now guided by a former minister of communication (Mr. Vermont Tchendo) and are almost all seasoned journalists. They have the power to allocate frequencies and to decide fees as well as «guaranteeing freedom of information».

2.   DESCRIPTION OF THE TARGET GROUPS

HCC commissioners will be the first level targeted group. Central African media professionals and the public at large will be the main beneficiaries of the project.

3.   IMMEDIATE OBJECTIVES

The project's immediate objective is to fully implement *ordonnance n.4* and to provide the HCC with the necessary expertise and rules and regulations to carry out its mission of being an independent media regulating body co-managed by media professionals associations, thus contributing to the consolidation of social peace and the deepening of achievements in the areas of democracy and the promotion of a culture of peace, and freedom of expression.

4.   DEVELOPMENT OBJECTIVES

The establishment of a rule-of law in the communication field is essential and for this purpose it is necessary to have an independent HCC and a raised and shared awareness about new media legislation among civil-servants, police and military officers, the judiciary and the general public.

In a transition country a free and pluralist media can play an essential role for the pacification, reconciliation, national unity building, establishment of good governance, maintenance of democracy, as well as improvement of formal and informal education for social behavioural change, achievement of a sustainable development.

5.   **PROJECT INPUTS**

Equipment:

- ➢ 6 computers
- ➢ 3 printers
- ➢ 6 UPSs
- ➢ Photocopier
- ➢ Server
- ➢ Television set
- ➢ VCR

Training:

- ➢ Facilitating workshops targeting commissioners providing technical assistance to the HCC in drafting its terms of reference and guidelines in cooperation with media professional associations, for instance determining HCC procedures for allocation of frequencies to private, independent and community broadcasters, or as guaranteeing institution of an editorially independent public service broadcasting system;
- ➢ Training missions for commissioners to meet with colleagues from similar institutions in Africa.
- ➢ Information workshops for civil-servants, the judiciary, police and military officers on the new communication laws, press freedom, freedom of expression and human rights.

6.   **PROJECT OUTPUT**

- ➢ Strengthening the capacity of the High Council for Communication;
- ➢ Drafting, in cooperation with media professional organizations, HCC rules and regulations implementing *ordonnace n. 4*, for instance determining HCC procedures for allocation of frequencies to private, independent and community broadcasters, or as guaranteeing institution of an editorially independent public service broadcasting system;
- ➢ Raising awareness among the judiciary, civil-servants, police and military officials on the essential role of the media in safeguarding democratic achievements and strengthening a culture of tolerance;
- ➢ Actively involving communicators in the consolidation of social peace, deepening of democratic achievements and the strengthening of a culture of tolerance

7.   **ACTIVITIES**

- ➢ Purchase and installation of the equipment
- ➢ Training and workshops for commissioners
- ➢ Publishing the laws on freedom of communication and making them available to the Central African media community
- ➢ Drafting of reports

8.   **WORK PLAN**

March. - May 2006:	Review of the project objectives in line with the funds allocated to the project; fitting out of the premises.
May - June 2006:	Ordering of equipment, start technical assistance for the drafting of HCC rules and regulations.

| July - August 2006: | Delivery and installation of equipment; continuing technical assistance; commissioners learning missions; publication of laws on freedom of communication and of expression. |
| Sept. - Nov. 2006: | Organization of workshops raising awareness among civil servants, the judiciary, police and military officers; finalize rules and procedures and diffuse them among media professionals. |

9. INSTITUTIONAL FRAMEWORK

The High Council for Communication is a governmental body established in 2005 and placed under the high authority of the Prime Minister and Head of Government with a special independent status assimilated to the one granted to the judiciary system.

10. SUSTAINABILITY

The CAR government will meet the project operating costs for administrative staff, electricity, water, telephone and other recurring costs by way of contribution to the budget.

11. FRAMEWORK OF MONITORING

The ministry of Economy, Planning and International Cooperation, and the ministry of Communication, National Reconciliation, Democracy and Human Rights will monitor progress of the project in conjunction with the UNESCO sub-regional Office in Yaoundé and UNDP.

12. EVALUATIONS CARRIED OUT

A prior evaluation of media activities in the Central African Republic was conducted. Its findings showed that efforts were need to build the capacity of the HCC to act accordingly to its mission.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The executive body of the High Council for Communication will prepare and submit a quarterly progress report to the UNESCO Office in Yaoundé.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

➢ Review of the whole body of communication laws in view of reinforcing theirs implementation
➢ Establishment of the HCC

Contribution foreseen by the beneficiary agency during the project period

The Central African government will provide the necessary human resources to co-ordinate and implement the project as well as the personnel and resources needed to run and upkeep the premises.

Assistance sought other than IPDC

None

BUDGET BREAKDOWN IN USD	
Equipment	
6 *Pentium-4* computers with accessories and software	8 500
6 printers	3000
6 UPSs	1500
Sony TV set	1 000
Sony VCR	500
Photocopier	3 000
Server and LAN	4 500
Internet connection	5 000
Installation of equipment	1 000
Training	
Technical assistance to Commissioners in drafting HCC terms of reference	12 000
Training missions for commissioners to meet with colleagues from similar institutions in Africa.	14 000
Raising awareness workshops for the judiciary, the police and the military officers on media law.	12 000
Raising awareness workshops for civil servants and local government officials	12 000
Publication of a compilation of communication laws and of HCC's rules and regulations	3 000
Project monitoring and backstopping	1 000
TOTAL:	**82 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Staff (salaries and other allowances)	3 600
Premises and office supplies	7 800
Communications	1 100
Upkeep	1 500
Progress Reports	1 000
TOTAL:	**15 000**

CENTRAL AFRICAN REPUBLIC

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT TRAINING FOR CAR MEDIA PROFESSIONALS
2.	**NUMBER**	PDC/25 CAF/02
3.	**CATEGORY OF MASS MEDIA**	Print and Broadcast Media
4.	**IPDC PRIORITY AREA**	Freedom of the press and of expression; media pluralism
5.	**SCOPE (national, regional, interregional)**	National
6.	**TYPE OF ASSISTANCE REQUESTED**	• Equipment • Training • Mediation
7.	**TOTAL COST OF PROJECT**	US$ 250 000
8.	**BENEFICIARY BODY**	CAR's journalists, associations and media organizations
9.	IMPLEMENTING BODY	Coalition of media professionalorganizations (UJCA, GEPPIC, OMCA) in cooperation with UNESCO cluster- office in Yaoundé and the CAR UNESCO National Commission.
10.	**PROJECT LOCATION**	Bangui
11.	**PROJECT PREPARED BY**	UNESCO Office Yaoundé, UJCA, UNESCO Communication and Information Sector

DECISION OF THE BUREAU: APPROVED US$ 50 000

B. PRESENTATION

BACKGROUND AND JUSTIFICATION:

Notwithstanding the improving media legislation environment in the CAR, the poverty of means of most of the media organization is a major impediment to the development of a free and professional press. All CAR print media are published in A4 format, in fewer than 1000 copies with printing equipment that is little more than a photocopy machine. No printing house is available in the country. The majority of the approximately 20 print medias outlets in CAR are written by just a single journalist who also acts as his own editor-in-chief and publisher. At present the print sector is non sustainable, and limited by the absence of real market potential, given the widespread poverty and constraints regarding proper national distribution and by the absence of professional printing facilities. The role of print media may be marginal in terms of numbers of readers, but it has been demonstrated to be very important in fostering the debate among the ruling political, military and economic elites.

A Press House functions primarily as a space for the free exchange of ideas and a centre for information exchange among media professionals. Its role is to bring independent journalists out of isolation, allow discussion of professional problems and to provide a documentation centre and work area, as well as an incubator for sustainable media enterprises. By giving access to ICT equipment with Internet and dedicated software for publishing, editing and media production technologies, the Press House furthermore creates economy of scale advantages which contribute to press pluralism and economic sustainability. It simultaneously offers a venue and an ideal partner for the international donor community as well as specialized NGOs to organize quick impact training for media professionals (journalists, technicians) already in the business, as well as other capacity building activities for instance to support the development of a self-regulatory body of principles, or activities raising awareness about freedom of the press.

A Press House was established in Bangui in the early '90s, but was destroyed and looted during the years of political instability. An experiment of comanagement of a printing facility was successfully undertaken for about three years by the members of the GEPPIC, before the printing equipment was confiscated during a military coup.

DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiaries of this project would be journalists, local media organizations, a coalition of media associations (UJCA, GEPPIC) and other media professionals of the CAR as well as the international donor community and specialized NGO's involved in media assistance activities. The second level beneficiary will be the CAR public at large enjoying an improved media pluralism.

IMMEDIATE OBJECTIVES:

The immediate objective is to provide the press and media organizations of CAR a Press House equipped with ICT technology, Internet access, and media production equipment including dedicated software for publishing, and editing and a printing facility. The Press House will be also an open, free and safe area for work, exchange and networking among national media professionals, ideal to host media associations (UJCA, GEPPIC, AJCA etc.), the media observatory (OMCA) and

any other media group. The Press House will also offer a venue for quick impact training and capacity building activities.

DEVELOPMENT OBJECTIVE:

A sustainable pluralistic media environment is an essential requirement for providing diverse news and information necessary for peace, reconstruction and the building of a democratic society.

The current situation in CAR, with the devastation caused by over one decade of uncertainties, wars, macroeconomic failures, human rights abuses, and limited or restricted access to physical and human development facilitators, continues to be one of the most desperate in the world. The mass media is one of the social facilitators which demand reconstruction, upgrading and strengthening. International assistance in empowering, protecting, professionalizing, networking CAR media and making them sustainable can also ensure the free flow of information in the country.

PROJECT INPUTS:

➢ Equipment: furniture, computer lab, media production equipment, a small scale printing facility, a documentation centre including a digitalized cataloguing system, basic premises renovation
➢ Mediation for the establishment of a sustainable system for the co-management of the Press House
➢ Training workshops targeting media professionals already in the business about subjects like: developing and enforcing journalism self regulations, media management, parliamentary reporting, investigative journalism, publishing software design and layout for print media, usage of printing equipment, basics of photo journalism, circulation and sales management, pooling for procurement and advantages of economies of scale, marketing and advertising skill.

PROJECT OUTPUTS:

➢ Improved professional and management capacities of 100 media professionals
➢ A Press House established contributing to pluralistic and sustainable press

ACTIVITIES:
➢ Renovating and fitting out of the premises
➢ Purchase and installation of the equipment
➢ Mediation and facilitating-role to define the co-managed structure
➢ Training and workshops
➢ Drafting of reports

WORK PLAN:

March - July 2006: Review of the project objectives in line with the funds allocated to the project; premises renovation, purchase of furniture and equipment, start mediation and facilitating role in the drafting of Press House's rules and regulations.

July - December 2006: Delivery and installation of equipment; continuing technical assistance; organization of training and workshops for media professional upgrade

INSTITUTIONAL FRAMEWORK:

Today a Press House is regarded as essential by two main media associations: the journalists' union (UJCA), and the publishers' association (GEPPIC). Media protagonists had already asked the government to provide a premise for the Press House in the *Maison Elesondo*, the former site of the governmental newspaper *Forum de l'Unite.* A currently abandoned property, it can be rehabilitated with modest resources. The allocation of this venue to the co-managed Press House Is a pre-condition for the Implementation of this project.

SUSTAINABILITY:

During the start-up period (three years), international donors and partners will provide the core support to the Press House. On the long run, the sustainability of the Press House and of its running costs will be guaranteed by revenues deriving from the payment of services provided by the House (Internet, access to publishing software and printing facilities) with national and international partners of workshops and raising awareness activities.

FRAMEWORK OF MONITORING:

The UNESCO cluster-office in Yaoundé will implement the project in cooperation with the UNESCO National Commission and the Ministry of Economy, Planning and International Cooperation, and the ministry of Communication, National Reconciliation, Democracy and Human Rights. Experts from universities or specialized NGOs may be called as external evaluators.

EVALUATIONS CARRIED OUT

During fact-finding missions, UNESCO met with CAR relevant governmental officials and authorities, chief-editors of main print and broadcasting media, members of the UJCA and GEPPIC executive councils. This project is also based on the UJCA's proposal for a press house.

FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The executive body of the Press House will prepare and submit a quarterly progress report to the UNESCO cluster-office in Yaoundé

C. BUDGET

BREAKDOWN IN USD	
Equipment	
Computer lab (a LAN with 10 PCs with Internet and publishing software, one laserjet printer, 1 fax, 1 photocopying machine, adequate UPSs, 1 server and 1 overhead projection system)	30 000
Media production equipment (three flash recorders, one DV camera with tripod and one Final-Cut editing station)	10 000
1 small scale printing facility (second-hand) with installation	60 000
1 documentation centre including a digital cataloguing system	5 000
Basic premises renovation	10 000
Furniture	10 000
Mediation for the establishment of a sustainable system for the co-management of the Press House	5 000
Training workshops **targeting media professional already in the business about:**	
Developing and enforcing journalism self-regulations	10 000
Management of media companies	10 000
Parliamentary reporting	10 000
Investigative journalism	10 000
Publishing softwares - design and layout for print media	10 000
Usage, planning and sharing of printing facilities	10 000
Basics of photo journalism	10 000
Circulation and sales management	10 000
Pooling for procurement and advantage of economies of scale	10 000
Marketing and advertising skills	10 000
Project monitoring, implementation and backstopping	20 000
TOTAL(without agency overhead 13%):**:**	**250 000**

CHAD

	A. PROJECT IDENTIFICATION	
1.	TITLE	STRENGTHENING THE INDEPENDENT NEWSPAPER *"N'DJAMENA HEBDO"*
2.	NUMBER	PDC/ 49 CHD/02
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	PROMOTION FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US$ 63 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 43 000
9.	BENEFICIARY BODY	*"N'DJAMENA HEBDO"*
10.	IMPLEMENTING BODY	*"N'DJAMENA HEBDO"*
11.	PROJECT LOCATION	N'DJAMENA
12.	PROJECT PREPARED BY	*"N'DJAMENA HEBDO"*

DECISION OF THE BUREAU: APPROVED
US$ 20 000

1.   BACKGROUND AND JUSTIFICATION

Established in October 1989, *N'Djamena Hebdo* is the first independent general information newspaper to appear alongside a private, catholic magazine. Up until January 1991, *N'Djamena Hebdo* appeared monthly in A5-format and was sold at newsstands and by newspaper hawkers. Today, the French-language publication is printed in A4-format.

As one might expect, under totalitarian rule a privately owned newspaper could but be viewed with suspicion. Unsurprisingly, the authorities laid down guidelines to be followed: *cover only advertising material, sporting and cultural events and news-in-brief and stay clear of political matters.* In spite of this restriction, in 1989 *N'Djamena Hebdo* took the bold step of opening up its columns to a political event of major importance taking place in the country, namely general elections. For its audacity, the publication was called to order on various occasions by the then powers-that-be, but the newspaper's founders were in no way deterred from pursuing their goal of running a genuine public information tool.

When Idriss Deby rose to power in 1990, and when the President himself in an address to the Chadian people on December 1st declared "*that he was bringing them neither gold nor silver, but rather freedom", N'Djamena Hebdo* seized the opportunity. Notwithstanding that statement, the newspaper continued to suffer threats and censorship. It refused to be cowed, however, and its perseverance was rewarded with a growing readership. Thus, after starting off as a monthly, the newspaper appeared twice monthly between January 1991 and January 1993. Then, following the Sovereign National Conference held in January 1993, *N'Djamena Hebdo* became a weekly and, since October 2000, has progressed to twice-weekly publication. The newspaper has long held ambitions of becoming a tri-weekly or even a daily paper, but lacks the necessary material, financial and human resources, hence this capacity-building project.

N'Djamena Bi-Hebdo has fewer than a dozen or so computers, most of which are used by the technical services of the DTP production unit. This equipment was acquired some time ago and therefore no longer meets the needs of a quality newspaper. In fact, given the pace of technological change, this equipment is now quite outdated and the lack of digital capacity limits our expansion possibilities.

This project is, thus, aimed at strengthening our newspaper through the purchase of modern IT equipment and a high-performance generating set to offset the electricity load-sharing difficulties we continue to be subjected to by the sole national utility company. Acquisition of this equipment would make it possible for us to meet some major challenges, such as improving the quality and increasing the frequency of the newspaper, extending geographical coverage of the country and building a Web site around an interactive electronic edition so as to attract more readers among the growing number of Internet users. Our several attempts to become established on the Web have failed for lack of the necessary material and human resources. The newspaper does have a home page on the Web but it is not updated. We would, therefore like to provide skills training for our staff members to enable them to upload information regularly and keep the Web site current and secure.

It is worthy of mention that in 1993, *N'Djamena Hebdo* won the **Lorenzo NATALI** Prize, awarded by the European Commission, and, in 1997, was also the laureate of the **Press and**

Democracy Prize, which is awarded by the Swiss daily, *La Tribune of Genève,* and the weekly, *Hebdo,* of Lausanne, Switzerland.

14.   DESCRIPTION OF THE TARGET GROUPS

The main target groups of the project are Chadians at home and abroad. Our project aims to afford these groups an opportunity to access pluralistic information, independently of the State-run media. It is our conviction that with unbiased information, from a plurality of both public and private sources, people are better able to form their own opinion of events. This observation holds for the printed press as well as for online publishing.

15.   IMMEDIATE OBJECTIVES

The immediate project objective is to facilitate vital equipment renewal in response to the challenge of delivering rapid, modern and high-quality information processing in a competitive environment.

16.   DEVELOPMENT OBJECTIVES

Strengthening the capacities of the newspaper, *N'Djamena Hebdo,* and enhancing the training of its staff will contribute to furthering the ideals of democracy and peace by supporting the publication of reliable, pluralistic information in Chad.

17.   PROJECT INPUTS

Inputs will centre on purchase and installation of the following equipment:

For production of the bi-weekly with prospects for a tri-weekly

- ➢ 2 Mac G5s
- ➢ 5 Pentium 550s with 17" monitors
- ➢ 1 HP A3 colour/monochrome laser printer
- ➢ 2 HP A4 laser printers–of which 1 colour printer
- ➢ 2 Agfa scanners
- ➢ 4 digital cameras
- ➢ 1 10 kVA generating set

For the electronic edition, a Web server with the following configuration:

Hardware: Intel Pentium III (Multimedia)

- ➢ 1GHz Processor
- ➢ 30GB Hard drive
- ➢ 17" Monitor
- ➢ 10/100 Network Card
- ➢ ATX Full Tower Case

Software for Windows NT Environment

- ➢ Installation and configuration SPJ – IIS 5.0 – site – network
- ➢ Internet radio software
- ➢ Nokia AP10
- ➢ YDI 11Mbps
- ➢ Amplifier
- ➢ Cabling and connectors
- ➢ Internet 64K bandwidth leased line

➢ Civil engineering works, installation and setting of the equipment.

18.   PROJECT OUTPUT

Successful implementation of this project is expected to produce the following output:

➢ Enhancement of our production capacity
➢ Expansion of our readership
➢ Establishment of genuine synergy between Chadians of the diaspora and their country
➢ Completion of a training programme to upgrade the skills of the newspaper's journalists
➢ Provide an incentive to other local newspapers to emulate our achievement and improve their professionalism, thus contributing to an overall improvement of the Chadian media landscape.

19.   ACTIVITIES

The activities to be completed, excluding cabling works, will consist mainly in the purchase, configuration and installation of the equipment, once the funds requested are made available. In addition, a training programme will be organized for the staff of the newspaper.

20.   WORK PLAN

➢ Cabling works: one week
➢ Purchase of equipment: two weeks
➢ Setting and installation: two weeks.

21.   INSTITUTIONAL FRAMEWORK

The *N'Djamena Hebdo* group will be responsible for project implementation. The High Council for Communication in N'Djamena will monitor activities in collaboration with the UNESCO Office in Yaoundé.

22.   SUSTAINABILITY

N'Djamena Hebdo has persevered for the past 16 years in an economic environment that is not very conducive to the free press. Bolstered by its strengthened capacities, the newspaper intends to capitalize on its proven track record to ensure the project's long-term sustainability.

23.   FRAMEWORK OF MONITORING

Monitoring of the project will fall under the responsibility of the High Council for Communication and the Chadian Union of Journalists, in collaboration with the UNESCO Office in Yaoundé, which will provide technical support.

24.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

As the project beneficiary agency, *N'Djamena Hebdo* undertakes to submit a progress report every four months.

Previous IPDC support received

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4CHD/14 350-CHD-41	40,000	Chad Rehabilitation of the Mass Media	1983 -1985
PDC/11CHD/01 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
PDC/15CHD/01 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
PDC/24 CHD/01 354 CHD 5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
PDC/48 CHD/01 354CHD5041	25,000	Capacity-building of the Chadian media	2005-2006
Total Chad: US$ 155,000+ US$ 106,000 (Funds-in-trust)			

Preparatory activities completed prior to submission of the project to IPDC

Project analysis, financial assessment and preparation of the financing request.

Contribution foreseen by the beneficiary agency during the project period

As the project beneficiary, *N'Djamena Hebdo* will cover all expenses related to preparatory arrangements and initial start-up of the project. The newspaper will also finance the civil engineering works, installation and setting of the equipment.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Computer equipment for the daily	24 000
Computer and radio equipment for the Web site	10 000
10 kVA Generating set	2 000
Training	6 000
Monitoring of the project	1 000
TOTAL	**43 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$)	
Administrative and wage costs	5 500
Refurbishing of the premises	10 900
Computer equipment	3 000
Regular reports	600
TOTAL	**20 000**

CONGO (DEMOCRATIC REPUBLIC OF)

A. PROJECT IDENTIFICATION		
1.	TITLE	STRENGTHENING OF PROFESSIONAL ETHICS AND FREEDOM OF EXPRESSION IN KATANGA AND EASTERN KASAÏ
2.	NUMBER	PDC//ZAR/02
3.	CATEGORY OF MASS MEDIA	AUDIOVISUAL, PRINT MEDIA, INTERNET
4.	IPDC PRIORITY AREA	ACCESS TO INFORMATION, FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ASSISTANCE
7.	TOTAL COST OF PROJECT	US$ 38 200
8.	AMOUNT REQUESTED FROM IPDC	US$ 32 200
9.	BENEFICIARY BODY	OBSERVATORY OF CONGOLESE MEDIA (OMEC)
10.	IMPLEMENTING BODY	OMEC
11.	PROJECT LOCATION	LUBUMBASHI (KATANGA) AND MBUJI-MAYI (EASTERN KASAÏ)
12.	PROJECT PREPARED BY	OBSERVATORY OF CONGOLESE MEDIA

DECISION OF THE BUREAU: APPROVED US$ 32 000

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since 1990, the year in which the democratization process started in Africa, evidence of media liberalization in the Democratic Republic of the Congo has been increasingly apparent. At present, there are more than 160 newspapers and some 60 privately-owned radio and television stations on the air across the nation. Community and rural radio stations have also developed quite significantly. The passing of the June 1996 Press Law went some way towards facilitating this expansion as it provided the media community with sufficient guarantees for the safeguard and judicious exercise of public liberties.

Given the serious disruption to the economic fabric brought about by decades of crisis, exacerbated by seven years of war from which the country is barely emerging, it is patently obvious that the needs of media professionals in the Democratic Republic of the Congo are huge. These needs are felt in the areas of infrastructure and equipment as well as in those of human and financial resources.

In response to the numerous challenges that have faced the Congolese press over the years, a journalism congress was held in March 2004 in Kinshasa and brought together over 300 Congolese media professionals from all across the country. The congress was aimed primarily at revitalizing the profession and one of its major outcomes was the creation of a self-regulatory body, the *Observatory of Congolese Media* (OMEC), endowed with moral authority.

The core mission of the Observatory is as follows:

➢ To oversee compliance with the code of ethics and standards of the journalism profession
➢ To promote and defend press freedom
➢ To protect the right of the public to free, honest and complete information
➢ To protect the safety of journalists in the exercise of their profession
➢ To take note of and report all infringements of the rules of professional ethics and standards and make recommendations to the media concerned
➢ To oversee conciliation efforts between media companies and any persons claiming to have suffered prejudice as a result of a print media article or a radio or television programme or of any other media
➢ To conduct and publish research and analyses on the evolution of media and their impact on society
➢ To ensure the publicization of statutes and other media regulatory instruments
➢ To conduct studies on the progression of laws and recommend their updating where necessary
➢ To encourage journalists and media entities that improve their professionalism

This mission statement clearly demonstrates that Congolese journalists have decided to take things in hand and put an end to improvisation in the exercise of their profession. They have woken up to the fact that the public is increasingly critical, discerning and demanding of accurate, honest and balanced information.

In a country torn apart by seven years of war, and in which an electoral process could severely strain compliance with ethical codes, journalists have a duty to remain vigilant. They need to be guided, in the exercise of their profession, by full knowledge of its basic tenets and by mastery of sound information gathering and processing techniques.

Progress of the OMEC project is also hampered by the problem of lack of appropriate infrastructure and equipment to facilitate smooth interconnection between the OMEC headquarters and its provincial structures.

2.   DESCRIPTION OF THE TARGET GROUPS

The main beneficiaries of this project are media professionals and the population as a whole. Indeed, enhancing the professional ethics and skills of the media community will make a significant contribution to the stability and democratization of the country, particularly in this electoral period. By supporting independent and pluralistic media, this project will also have an indirect impact on large segments of civil society.

3.   IMMEDIATE OBJECTIVES

➢ To strengthen two OMEC antennas in the Katanga and Eastern Kasaï provinces
➢ To circulate the professional code of ethics to over 150 media companies and community radio stations by the end of December 2006
➢ To conduct visits and training activities in the provinces of Katanga and Eastern Kasaï so as to start building a network of local contacts
➢ To circulate legal texts on the media sector within the framework of the national legislative reform
➢ To disseminate knowledge of professional standards to more than 300 journalists

4.   DEVELOPMENT OBJECTIVES

With a view to facilitating communication and rapid circulation of information as well as to strengthening information flow between journalists in the Katanga and Eastern Kasai provinces and those in Kinshasa, two of OMEC's provincial antennas would need to be equipped with a VSAT system to enable:

➢ efficient monitoring from headquarters and timely diffusion of information from the provinces
➢ dismantling of information barriers
➢ information exchange with headquarters
➢ access to information and documentation available on the Web.

To that end, there is a need to:

➢ acquire equipment conducive to strengthening the communication and operational capacities of OMEC
➢ encourage and promote freedom of the press, democratic principles and the right of the public to free, honest and complete information
➢ facilitate access to sources of documentation
➢ provide professional training for journalists from Katanga and Eastern Kasaï
➢ circulate the codes of ethics and laws governing the profession.

5.   PROJECT INPUTS

Training

➢ Training in professional standards of journalism: four provincial workshops and one in Kinshasa
➢ Training in ethics: six provincial workshops

Equipment

➢ Strengthening the capacities of OMEC in the provinces and improving information circulation: IT equipment, hub and Internet connection in the two provinces concerned

6. PROJECT OUTPUT

➢ Capacity strengthened at two OMEC provincial structures
➢ Staff of OMEC's provincial antennas upgrade their skills in the NICTs
➢ Faster and more transparent information flow between OMEC headquarters and the 2 provincial antennas concerned
➢ Knowledge of journalism standards and ethics improved and self-regulation of the profession introduced

7. ACTIVITIES

➢ Purchase of IT equipment
➢ Training of journalists in professional standards and ethics
➢ Installation of equipment and connection to the Internet
➢ Initial training in the use of the equipment (training of facilitators)

8. WORK PLAN

➢ Purchase of equipment   15 days
➢ Transport of equipment to the provinces   15 days
➢ Installation   15 days
➢ Connection to the Internet   5 days
➢ Initial start-up   10 days
➢ Training workshops   10 months

9. INSTITUTIONAL FRAMEWORK

OMEC will assume sole responsibility for implementation of the project in keeping with the work plan. Nevertheless, the Observatory will seek practical support from the Congolese National Press Union (UNPC), the High Authority on Media (HAM) and other media and communication professionals' associations.

10. SUSTAINABILITY

OMEC is a self-regulatory body, a moral authority or tribunal of peers, created by the journalism congress, *Congrès de la Refondation de l'UNPC*. It is, therefore, a standing entity, which guarantees the long-term viability of the project.

11. FRAMEWORK OF MONITORING

OMEC will monitor project progress, in conjunction with Congolese professional organizations such as UNPC and HAM.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

OMEC will submit a progress report every two months.

Previous IPDC support received

Project N Budget codes	Funds (US $)	Project title	*Period*
PDC/8ZAI/01 350-ZAI-81	32,500	Dem. Rep. of Congo Planned programme for the training & development of human resources in the book industry	*1987 - 1991*
PDC/21 ZAI/02 353DRC5011	7,000	Equipment for the newsletter "Tribune de la Femme"	*2003 - 2003*
		Total Dem. Rep. of Congo: US$ 39,500	

Preparatory activities completed prior to submission of the project to IPDC

Preparation of the request: August 2005. Submission of the project: September 2005.

Contribution foreseen by the beneficiary agency during the project period

OMEC contribution: US$5,000 (transport of equipment to the provinces, basic staff training).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Training	
4 workshops per province and 1 in Kinshasa	12 000
6 PCs for the provincial antennas	8 200
2 modems	200
VSAT	6 000
2 printers	1 000
2 flatbed scanners	400
Appropriate software packages	5 000
Hub	200
Monitoring	1 000
TOTAL	**34 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Transport of equipment to the provinces	5 000
TOTAL	**5 000**

ETHIOPIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	CREATING AWARENESS IN FIGHTING HIV / AIDS
2.	NUMBER	PDC/49 ETH/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	HEALTH PROGRAMMES BY TELEVISION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING
7.	TOTAL COST OF PROJECT	US$ 65 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 45 000
9.	BENEFICIARY BODY	RISK GROUPS
10.	IMPLEMENTING BODY	ETHIOPIAN TELEVISION
11.	PROJECT LOCATION	ADDDIS ABABA
12.	PROJECT PREPARED BY	ETHIOPIAN TELEVISION

DECISION OF THE BUREAU: **APPROVED** **US$ 45 000**

1.   BACKGROUND AND JUSTIFICATION

The situation of HIV/AIDS is becoming extremely serious in Ethiopia. According to the ministry of Health (2004), 900 000 people have died since the start of the epidemic and more than 1.5 million people are currently living with HIV/AIDS in the country. The current prevalence rate of infection is estimated at 4.4% nationally with an average of 12.6% for urban areas and 2.6% for rural areas. In addition to the widespread cultural obstacles, misconceptions and inadequate knowledge about HIV/AIDS among the community had contributed for the high prevalence of the epidemic.

In spite of the magnitude of the epidemic in the country and the relatively high level of awareness about HIV/AIDS, there is little evidence that changes in behaviour have been achieved among the public. Furthermore, much has to be done for the society to begin dialogues on HIV/AIDS, and relating social issues such as Voluntary Counselling and Testing, women vulnerability, faith-based impacts, men's responsibility, stigma and discrimination, which makes it difficult to effectively address the HIV/AIDS epidemic.

So far, media interventions have mainly focused on the dissemination of information about HIV/AIDS. The media however, can play a crucial role in creating an enabling and supportive environment where some of the 'taboo' issues and underlying driving forces of the epidemic can be addressed.

Therefore, the Ethiopian Television has planned to create more awareness among the public so as to bring changes in behaviour by arranging regular and continuous dialogues, talk shows and public discussions on HIV/AIDS issues.

Ethiopian Television has about 1 000 employees; 30% of them are journalists, expected to create awareness among the public. However, the knowledge and the awareness level of the employees and journalists is not adequate enough to teach the population.

The following seem to be some of the problems the organisation faced in fighting HIV/AIDS:

➢ Journalists and the staff in general do not have adequate knowledge about the epidemic to create awareness among the public;
➢ Journalists do not have adequate skills on how to report on HIV/AIDS;
➢ Journalists do not have skills on how to approach PLWHA (people living with HIV/AIDS) so as to minimise stigma and discrimination;
➢ The HIV/AIDS resource centre is not organised to help journalists to get relevant and up-to-date information on the pandemic.

Generally, media coverage of HIV/AIDS is low, superficial, and not adequately sustained over a long period of time to create the necessary impact in terms of awareness and change in behaviour among the population.

Considering all these problems, the Ethiopian Television believes that actions need to be urgently taken in fighting the spread of the pandemic.

Current Commitment & Contribution

It is obvious that the media is a powerful source of information for the Ethiopian people and can also be a powerful tool in the fight against AIDS. Journalists have a particularly important role to play in:

- Providing the public with accurate information about the causes, spread, impact and prevention of the disease.
- Helping to de-stigmatize the epidemic.
- Monitoring and pressurizing those in positions of power- in government, business and elsewhere to deal adequately with HIV/AIDS
- Presenting a human face to the epidemic by reporting on Ethiopian stories.
- Presenting informed debate and panel discussions on difficult ethical questions.
- Providing information on living positively with HIV/AIDS
- Influencing public opinion against behavior and trends that help to spread HIV/AIDS.

ETV has a health desk in Amharic, Oromiffa and Tigrigna, the three major languages of Ethiopia. In addition to this desk, last year, ETV organized a committee that is working on HIV/AIDS. Journalists who are working on health programs are members of this committee. Given its size and audience, this year the organization has planned to establish a full fledged HIV/AIDS Department for a more efficient and effective approach to the treatment of HIV/AIDS through television.

Knowledge about HIV/AIDS is growing constantly as researchers bring new facts to light. For this reason, it is important for journalists to ensure that their information is up to date and accurate. The best way to do so is to establish an AIDS Resource Centre in ETV so that journalists can update their knowledge and have access to new information to produce various programs particularly on HIV/AIDS and health in general. Once the center is established the organization will take over the responsibility of funding and other activities related to its sustainability.

Generally, the project helps ETV in successful accomplishment of its objectives in fighting HIV/AIDS. This largely contributes to the overall development of the country.

Recognizing the above, last year, ETV organized different trainings for some of its journalists on HIV/AIDS in collaboration with ARC (AIDS Resource Center), Federal HAPCO (HIV/AIDS Prevention and Control Office), John Hopkins University, and Internews. The trained journalists have
gained almost adequate knowledge but with no specific specialization.

ETV therefore proposes to conduct a 5-10 days in-house training that will introduce or highlight specific approaches to television documentary programs and panel discussions. Trainers will be recruited (invited) on part time basis from Mass Media Training Institute or other institutions and therefore the project will not create any discrepancy over the mandate of the Media Training Institute in Addis Ababa.

To this end, four documentary films and five panel discussions on HIV/AIDS will be prepared and presented to the public. Beyond this, one AIDS resource centre for journalists will be established in the organisation so that they can have access to up-to-date information on HIV/AIDS.

2.   DESCRIPTION OF THE TARGET GROUPS

Ethiopian Television is the only largest and free public electronic media existing in the country; it covers nearly 50 % of the country's territory. Television broadcasting is mainly concentrated in

urban areas, where the prevalence of HIV/AIDS is high. This enables the majority of the public, particularly the risk groups, to gather information on the pandemic. Therefore, the people who are living in the high prevalence areas of HIV/AIDS and those considered to be risk groups to the virus are the immediate beneficiaries of this project.

3. IMMEDIATE OBJECTIVES

➢ Preparing four documentary films and five panel discussions on HIV/AIDS;
➢ Establishing an AIDS resource centre for journalists.

4. DEVELOPMENT OBJECTIVE

The achievements of the above immediate objectives will enable the public to receive adequate and up-to-date information on HIV/AIDS, so as to reduce the spread of the pandemic. It also helps journalists to get and organise recent information on HIV/AIDS from one centre.

5. PROJECT INPUTS

The following are the project elements needed to achieve the immediate objectives:

Equipment (*for the resource centre and training*)

- 4 desktop computers
- 1 LCD projector
- 1 printer
- 100 VHS cassettes
- 1 digital video camera (DVCAM)

- 1 laptop computer
- 10 guest chairs
- 2 shelves
- 4 UPS

- 1 photocopy machine
- 5 guest tables
- 4 computer tables and chairs
- books, handouts, posters

Training

- 10 selected journalists will be trained on preparation of documentary films and organisation of panel discussions on HIV/AIDS.

Manpower

- 1 employee will be recruited for the AIDS resource centre.

6. PROJECT OUTPUTS

➢ A new AIDS resource centre will be equipped and operational;
➢ 10 journalists will be trained to produce television documentary films and panel discussions on HIV/AIDS;
➢ A handbook will be produced for journalists to minimise stigma and discrimination
➢ Four TV documentary films and five panel discussions on HIV/AIDS will be produced.

7. ACTIVITIES

7.1: Identifying and prioritising the most serious HIV/AIDS issues (topics);
7.2: Selecting 10 journalists who have some awareness on HIV/AIDS or those who are currently producing programmes on HIV/AIDS or health;
7.3: Providing 10-15 days HIV/AIDS training for the selected journalists;
7.4: Purchasing the necessary equipment to produce the documentary programmes;
7.5: Producing the documentary programmes on HIV/AIDS;
7.6: Organising panel discussions;
7.7: Equipping the AIDS resource centre with appropriate materials and equipment;
7.8: Recruiting one employee to work in the AIDS resource centre.

8. WORK PLAN

Activities	TIME FRAME (2006)			
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
7.1	▓▓▓			
7.2	▓▓▓			
7.3	▓▓▓			
7.4	▓▓▓			
7.5		▓▓▓	▓▓▓	▓▓▓
7.6		▓▓▓	▓▓▓	▓▓▓
7.7	▓▓▓			
7.8	▓▓▓			

9. INSTITUTIONAL FRAMEWORK

This project will be implemented, monitored and evaluated with the participation of various departments of the Ethiopian Television. Particularly, the focal department or person to be assigned to run this issue will be highly responsible to follow up the day-to-day activities of the project. Once the fund is allocated to the organisation, every payment will be effected by the approval of the general manager or deputy general manager. In addition, Ethiopian Television will give free, regular and continuous television airtime for the programmes on HIV/AIDS. Internet lines will be connected to the requested computers so that journalists can get access to the Internet in the AIDS resource centre.

10. SUSTAINABILITY

The duration of this project will be one year. In order to ensure the continuity of the programme, several activities will be linked to the NGOs and other organisations working on the issues of HIV/AIDS. At the end of the project, Ethiopian Television will take over the responsibility of funding the activities. To that end, the necessary budget arrangements will be made with the concerned government body.

11. FRAMEWORK OF MONITORING

The project progress will be reported on a four-month basis.

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4ETH/10 350-ETH-41 350-ETH-71 350-ETH-91	31,000 45,000 43,000	Ethiopia Establishment of mass media training centre	*1982 - 1991*
PDC/10ETH/01 352-ETH-01	165,000	Establishment of community radio stations	*1990 - 1992*
PDC/15ETH/01 352-ETH-51	27,500	Assistance to the women's monthly magazine "Gennet"	*1995 - 1997*
PDC/16ETH/01 352-ETH-61	150,000	Mass media Training Centre	*1996 - 1998*
PDC/48 ETH/01 354ETH5041	12,000	FM-radio support as an integral part for radio journalism program trainings at the EMMTI	*2005-2006*
Total Ethiopia: US$ 473,500			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment (*for the AIDS Resource Centre*)	
4 desktop computers:	6 940
Laptop computer:	2 890
LCD projector:	3 470
Photocopier:	5 000
Printer:	1 070
Digital video camera:	2 500
100 VHS video cassettes:	575
4 UPS, dividers:	230
4 computer tables and chairs:	700
A handbook for journalists	6 000
Books, handouts and posters:	750
Training	
Trainers allowance, stationery etc.:	500
Preparation of the programmes	
Production of 4 documentary films:	9 600
5 panel discussions:	2 000
Personnel	
One employee (one year at US$ 100/month):	1 200
Contingencies:	403
Monitoring:	1 000
TOTAL:	**45 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
The Ethiopian Television will arrange one office for the resource centre, including Internet lines for the requested computers with their monthly service charges, and free TV air time for the programmes:	20 000
TOTAL	**20 000**

GHANA

A. PROJECT IDENTIFICATION	
1.	TITLE	SOGAKOPE COMMUNITY MULTIMEDIA CENTRE
2.	NUMBER	PDC/49 CHA/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 42 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 24 000
9.	BENEFICIARY BODY	TOYACE, SOGAKOPE COMMUNITY-BASED NGO
10.	IMPLEMENTING BODY	TOYACE, SOGAKOPE COMMUNITY-BASED NGO
11.	PROJECT LOCATION	SOGAKOPE RURAL TOWN
12.	PROJECT PREPARED BY	APOSTLE J.P. KWAME, SOGAKOPE

DECISION OF THE BUREAU: APPROVED
US$ 20 000

1. BACKGROUND AND JUSTIFICATION

The advent of democratic governance and rule of law backed by the 1992 Constitution in Ghana and the subsequent liberalisation of the media has actually brought about an important change and relief into the media landscape. The Constitution allows freedom of speech and media practice, thereby empowering the media in the socio-economical-political development of the people. In all these, the power of radio has been championing the changing life of the people in a considerable way. This entailed a sudden rise of FM stations all over the country, and to a greater extent, contributed wonderfully to the socio-economic and political life of the citizens.

The 3 tiers of radio broadcasting in Ghana are: a state-owned radio, commercial radios stations, community radios. The state-owned and commercial radios are mainly located in the urban centres. The state-owned radio only projects the government of the day, with little attention to the development needs of the rural population.

The communities do have access to the state-owned and other FM radios, but since the programmes are mostly transmitted in English and in the Akan languages, the communities do not understand them. They also have access to TV, state-owned newspapers and privately-owned newspapers. As programmes are broadcast in English and Akan against the background of Ewe, which is the major and primary language of the Tongu community, we hope that, when this community radio is established, the people will then be well informed in their local language, that is Ewe.

Seven community radios have formed the *Ghana Community Radio Network* (*GCRN*) with its headquarters in Accra. The network will assist us in acquiring our license to operate; it will assist in personnel training, meetings and workshops and will also link us to other community multi-media centres in the country.

The vital development problems faced by the mass medium covered by this project is enormous. It seeks to reach a specific marginalized community which shall pursue a participatory social development agenda. The age-long problems are with farming, fishing, petty trading, dressmaking, illiteracy, poor school attendance, high school dropout, inadequate health facilities, high threat of HIV/AIDS, serious rural/urban drift etc.

The community radio will automatically mobilise the people for development and access to air their views on certain issues that affect their socio-economic life. It will also serve as a "voice to the voiceless", so as to enhance a participatory development at the local level. It will empower women and the youth for development, in particular using modern methods and practices for increased yields from farms and their animal husbandries.

The community multimedia Centre (CMC) will train the youth and improve computer literacy among students, women and other categories of the public. It will also introduce Internet service as soon as telephone lines are installed in the area.

2.   DESCRIPTION OF THE TARGET GROUPS

The total population of the community is about 80 000. The target groups shall be the populations living in the South and Central Tongu districts, primarily peasant marginalized farmers, fishermen, women, the youth etc.

3.   IMMEDIATE OBJECTIVES

➢ To establish a sustained community multi-media Centre;
➢ To share information and develop local content/programme in the Ewe language;
➢ To introduce at least 100 people to basic ICT skills, especially the youth and women.

4.   DEVELOPMENT OBJECTIVE

➢ The main problems faced by the South and Central Tongu districts are the worsening water pollution, increasing deforestation, high HIV/AIDS menace, high illiteracy rate, especially among women in South Tongu, where it amounts to 45% against 20% among men (source: Non-formal education division of Ghana ministry of Education – 2005).

➢ Due to water pollution, the Volta river is no longer used for domestic consumption, as it is overgrown with aquatic weeds. 40 to 50% of the water from small rivers is either overrun with weeds or polluted by cattle, and cannot be used for domestic consumption.

➢ The project intends to improve on the dissemination of information on immunisation, pollution management, HIV/AIDS, literacy programmes etc, since the community is not adequately informed about initiatives on these issues, a predicament which contributes to poor participation in democratic practice.

➢ It also aims at promoting pluralism of expression by sharing local knowledge, and intends to introduce computer skills within the community.

5.   PROJECT INPUTS

The required inputs are the following:

One 100-Watt "Suitcase broadcast station"; stabiliser; 8 UPS; PC server; 7 computers and accessories; transmission mast; radio monitor; 2 printers; scanner; digital camera; digital projector; LAN hub and cabling; software package; furniture (there already exists a building with a library). The initial staff will be composed of 5 members.

6.   PROJECT OUTPUTS

➢ 15 stringers to be trained;
➢ 5 trained programme producers and presenters;
➢ CMC with radio and 8 computers;
➢ 100 trained students in ICTs;
➢ Community access to radio (about 80 000 people).

9. ACTIVITIES

- Renovation of building;
- Acquisition of broadcasting license;
- Acquisition and installation of equipment;
- Training of personnel:
  - Radio producers and presenters;
  - Computer technicians;
- Content production.

10. WORK PLAN (2006)

March:	Renovation of building;
April:	Acquisition of license;
May:	Acquisition of equipment;
June:	Training of personnel;
July:	Installation of equipment;
Aug. / Sept.:	Test transmission;
Oct.:	Formal inauguration of project.

9. INSTITUTIONAL FRAMEWORK

The project is the initiative of TOYACE and the Tongu Community. A Board of Governors will see to its implementation. The UNESCO Accra office will supervise the overall implementation.

10. SUSTAINABILITY

The Board of Governors shall put in place prudent policies to sustain the project. As much as possible, mismanagement and misapplication of scarce resources and machines will be avoided.

TOYACE, in collaboration with the community, shall bear the salaries of a permanent staff of 5 from the 2nd year of their employment, after serving voluntarily for the first year. Funding will come through programme sponsorship and contribution from the community for services rendered. The CMC will also generate funds from ICT training and Internet activities.

Participation of 15 community volunteer staff shall be solicited for.

11. FRAMEWORK OF MONITORING

The UNESCO Office, Accra will monitor the project.

12. EVALUATIONS CARRIED OUT
None.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

TOYACE will submit all reports on the project to the UNESCO Office, Accra, on a four-month basis.

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/5GHA/03 350-GHA-51 350-GHA-71 350-GHA-81 352-GHA-11	30,000 40,000 40,000 74,000	Ghana Developing of human resources for the book industry	*1984 - 1994*
PDC/13GHA/01 352-GHA-31	80,000	The Ghanaian Chronicle	*1992 - 1994*
PDC/15GHA/01 352-GHA-51	40,000	Strengthening the capacity of the Ghana Journalists' Association	*1994 - 1996*
PDC/17GHA/01 352-GHA-71	60,000	Ada Community Radio Station	*1997 – 1998*
PDC/18GHA/01 352-GHA-81	50,000	Grassroots, rural communication radio for districts of central Ghana	*1998 – 1999*
PDC/19GHA/01 352-GHA-91	40,000	Training programme pairing beginning journalists with NGO specialists	*1999 – 2002*
PDC/21 GHA/02 353GHA5011	25,000	Strengthening "Radio Univers"	*2003 -2004*
PDC/48 GHA/01 354GHA5041	22,000	Community multimedia centre for Ajumako Bisease	*2005-2006*
Total Ghana: US$ 501,000			

Contribution foreseen by the beneficiary agency during the project period

Building with library; 3 computers with accessories.

Assistance sought other than IPDC

Citizens of Tongu living in Europe and America will be contacted to support the project in cash and kind.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
100-Watt FM "Suitcase broadcast station" and shipment:	6 000
PC server:	1 100
4 computers:	4 400
5 UPS:	1 250
Stabiliser:	300
LAN hub and cabling:	200
2 printers:	600
Scanner :	300
Software package:	250
Digital camera:	500
Digital projector:	1 600
Mast:	1 000
Installation of equipment:	500
Training:	5 000
Monitoring:	1 000
TOTAL:	**24 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Renovation of building :	5 000
Furniture and fittings:	6 000
3 computers with accessories:	3 300
3 UPS:	750
Stabiliser:	300
Staff salaries (per month):	1 000
Utilities (communications, water, electricity,):	800
Stationery and computer consumables:	850
TOTAL:	**18 000**

KENYA

A. PROJECT IDENTIFICATION		
1.	TITLE	**KENYA: SHINYALU COMMUNITY MULTIMEDIA CENTRES** **Kakamega District**
2.	NUMBER	PDC/49 KEN/01
3.	CATEGORY OF MASS MEDIA	MULTIMEDIA
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA, HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	ADVISORY SERVICES EQUIPMENT
7.	TOTAL COST OF PROJECT	US$ 69 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 40 000
9.	BENEFICIARY BODY	SHINYALU COMMUNITY
10.	IMPLEMENTING BODY	SHINYALU COMMUNITY INFORMATION PROVIDERS
11.	PROJECT LOCATION	KAKAMEGA DISTRICT
12.	PROJECT PREPARED BY	SHINYALU COMMUNITY INFORMATION PROVIDERS

DECISION OF THE BUREAU: APPROVED
US$ 20 000

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

We plan to set up and run a community radio station combined with community Multimedia Centres (CMCS) in Shinyalu constituency.. The project proposes to foster literacy activities so as to enhance the reduction of knowledge divide and promote socio–economic welfare of poverty-devastated people.

The constituency comprises five locations: Ilesi, Kambili, Khayega, Murhanda and Shivuye, with a total population of some 104 000 people. The physical infrastructures include:

i)   Two tarmac roads: Kakamega to Kitale and Kakamega to Kisumu bordering the constituency. There are also several all weather roads and bridges facilitating convenience of transport system;
ii)   Health facilities include the Kakamega Provincial Hospital, a few private hospitals run by missionaries and individuals, as well as some dispensaries;
iii)   Well-attended markets and church services;
iv)   39 primary schools with an enrolment of 24 226 pupils, 23 secondary schools with an enrolment of 960 students, and the Sigalagala Technical Institute which has a student population of over 2 000.
v)   A mobile library service initiated by the Kenya National Library Services stopped functioning about 20 years ago.

Hence, the Community Radio + Community Multimedia Centres being proposed to be set up and run in Shinyalu Constituency is intended to provide access to adequate and relevant sources of information materials by the people of the constituency. This will assist them improve their knowledge creation for socio-economic development of the welfare of the area. Subsequently, it is a viable project for wealth creation, which deserves fund support.

2. DESCRIPTION OF THE TARGET GROUPS

The project will target Community-based groups, NGOs, school-going children – both girls and boys including children with special education needs – commonly referred to as "*the disabled*", poor and semi-illiterates, with a special focus on women and youth groups that serve as catalysts in the development of the socio-economic, cultural, educational, political and scientific initiatives of the community.

3. IMMEDIATE OBJECTIVES

➢ To establish and operationalise a sustainable community radio combined with a community multi media centre in Shinyalu constituency by December 2006.

4. DEVELOPMENT OBJECTIVES

To strengthen the democratic participation of rural communities and enabling them to make informed decisions through access to information and knowledge.

5.   PROJECT INPUTS

Equipment

➢ FM radio studio: mixing console, monitor speakers (pair) with built-in amplifiers, headphones, 2-way headphones amplifier, studio condenser microphone, sound card, line driver, microphone stands and CD player;
➢ "*World Space*" digital receiver and antenna;
➢ 300 W transmitter, guyed antenna mast, single-phase 1KVA UPS and accessories;
➢ Computers with Local Area Network (LAN) and Wide Area Network (WAN) to facilitate connectivity within the community markets through the Centres;
➢ Laser printer;
➢ Mobile phones with stands;
➢ Photocopying machines;
➢ TV sets;
➢ Fax machine;
➢ 4 portable recorder kits, headphones, reporter microphones.

Training

➢ Training sessions on MS software packages and more advanced training on Internet, e-mail and CD-Rom application;
➢ Exposure training on community information needs and services, information access through Internet services and downloading.

Trainers

➢ Trainers will be highly knowledgeable professionals in ICT applications and volunteers who will have been trained in earlier sessions.

6.   PROJECT OUTPUT

➢ A rural information network connecting the Community Multimedia Centres in the four markets;

➢ 12 staff members with training in ICT skills that include library and information science with more training on the research on the Internet searches;

➢ Relevant radio programmes produced and broadcast on a daily basis from the day of commissioning and inaugural broadcast;

➢ A community radio website;

➢ A database of CMCs and other Centres in Africa;

➢ Creating electronic information bulletins on information needs on specific development needs in Shinyalu, adapting it to the diverse local realities.

7. ACTIVITIES

The Community Multimedia Telecentre activities include:

➢ Preparatory activities for the identification of working methodologies;
➢ Selection of CMC sites for the Community Multimedia Centres;
➢ Recruitment of staff;
➢ Purchase of equipment;
➢ Training sessions on basic MS software packages, more advanced training on Internet, e-mail and CD-Rom applications;
➢ Exposure training on community information needs through the Internet service and downloading;
➢ Creation of LAN and WAN for CMC markets;
➢ Establishing income-generating activities through telephoning, Internet services, photocopying services and fax services;
➢ Creation of a database of CMC Centres in Africa;
➢ Monitoring and evaluation.

8. WORK PLAN (*24 months operation*)

YEAR 1	YEAR 2
Identification of methodologies	Creation of Website
Selection of CMC sites	Creating database
Recruitment of staff	Audience survey
Equipment purchase and installation	Expanding the Shinyalu CMCs
Radio programmes produced and broadcast	Monitoring and evaluation
Monitoring and evaluation	

9. INSTITUTIONAL FRAMEWORK

➢ Shinyalu Community Information Providers (SCIP) will implement this project under UNESCO supervision;
➢ Shinyalu Community Information Providers will be the primary community organiser, which will staff and oversee the day-to-day operation of the Shinyalu Country Multimedia Centres.

10. SUSTAINABILITY

➢ Through regular training sessions and the training of community trainers, Shinyalu Community Multimedia Centres will have access to a constant supply of staff, volunteers and facilitators willing to share information and strategies for socio-economic, political and scientific development and poverty alleviation;
➢ Income-generating activities will be ensured trough IGT and ICT services such as telephone, fax, e-mail, Internet, photocopying and ICT training;
➢ Other donors and funds suppliers will be approached, including IDRC, USID, SIDA, the Ford Foundation and UNDP.

11. FRAMEWORK OF MONITORING

The innovative nature of the CMCs of Shinyalu, the implementation of its components with a series of activities require considerable monitoring and evaluation in order to ensure the success of the project. Monitoring and evaluation reports will be presented to UNESCO on a quarterly basis.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The Shinyalu Community Information Providers will prepare two reports each year, based on activities following the project components to the UNESCO's consultant. The latter will consolidate the reports into one overall report provided to UNESCO. The consultants will undertake supervision visits to Shinyalu (mid-term evaluation) every six months to review project progress.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	Kenya Training of Trainers for the Institute of Mass Communication	*1983 - 1987*
PDC/5KEN/05 350-KEN-51 507-KEN-62 (FIT-Germany)	40,000 1212,206	Communication training for trainers in rural communication	*1984 - 1991*
PDC/7KEN/01 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	*1986 - 1992*
PDC/21 KEN/01 353KEN5011	20,000	Development of free press institutions	*2003-2004*
PDC/24 KEN/01 552KEN5000 **(Japan)**	62,514	Audio visual media training	*2004-2005*
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	*2005-2006*
Total Kenya: US$ 246,000+US$ 1,471,301(Funds-in-trust)			

Preparatory activities completed prior to submission of the project to IPDC

Preparatory Board of Shinyalu Community Information Providers listed under section 9 has had a series of meetings to discuss the strategy and way forward of the project.

Contribution foreseen by the beneficiary agency during the project period

A successful meeting has been held with the Kenya National Library Services on possible linkage of the Community Tele Centres with the KNLS network.

Assistance sought other than IPDC

Feelers have been sent to other possible donors for the project e.g. IDR, the British Council etc.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment	
8-channel studio mixing console:	3 000
Monitor speakers with built-in amplifiers:	2 000
2 headphones:	70
Headphone amplifier:	140
2 studio condenser microphones:	240
2 sound cards:	200
Line driver:	130
2 microphone stands:	90
Professional CD player:	200
"*World Space*" digital receiver with antenna:	350
UPS:	500
8 reporter kits:	800
4 headphones:	360
4 reporter microphones:	300
300 W stereo FM transmitter with built-in processor and limiter:	3 500
4-element transmitter antenna bay:	2 200
Feeder cable (100 m.) with connectors:	2 000
1-KVA UPS:	1 600
Construction of a 60 m. guyed mast:	7 700
Photocopier:	2 000
Printer:	1 000
Fax machine:	300
TV receiver:	500
Training	
Training materials:	1 000
Accommodation ($30 \times 7 \times 12$ representatives of management staff):	2 520
Local travel:	300
Trainers fees, travel and accommodation:	5 000
Miscellaneous:	2 000
TOTAL:	**40 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
4 acres of land,	
Radio station,	
Telecentres rent,	
Radio station manager,	
Telecentre managers	
TOTAL:	**29 000**

KENYA

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	**RADIO FOR THE KOINONIA YOUTH MEDIA CENTRE**
2.	**NUMBER**	PDC/49 KEN/03
3.	**CATEGORY OF MASS MEDIA**	COMMUNITY MEDIA
4.	**IPDC PRIORITY AREA**	COMMUNITY MEDIA, DEVELOPMENT OF HUMAN RESOURCES AND OF INTERNATIONAL PARTNERSHIP
5.	**SCOPE** (national, regional, interregional)	NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	FINANCIAL
7.	**TOTAL COST OF PROJECT**	US$ 54 500
8.	**AMOUNT REQUESTED FROM IPDC**	US$ 46 500
9.	**BENEFICIARY BODY**	KOINONIA MEDIA CENTRE
10.	**IMPLEMENTING BODY**	KOINONIA MEDIA CENTRE
11.	**PROJECT LOCATION**	NAIROBI
12.	**PROJECT PREPARED BY**	KOINONIA MEDIA CENTRE CLEMENT NJOROGE, MANAGING EDITOR ZACHARY OCHIENG, ASSOCIATE EDITOR NAIROBI

DECISION OF THE BUREAU: **APPROVED** **US$ 20 000**

1. BACKGROUND AND JUSTIFICATION

This project will be based in Nairobi. In August 2003, the government declared that all TV stations would have to devote 20 % of their airtime to locally-produced programmes starting January 2004. The radio stations, on the other hand, would have to give 30 % of their broadcast time to local programmes and music.

According to the recent proposal contained in the *National Information and Communications Technology Policy, December 2004*, the Communication Commission of Kenya will, in consultation with media professionals and public, set quotas for local content for the various types of programming, including films, drama, children's programmes, documentaries and local music. The standards to be addressed relate to broadcasting explicit conduct, offensive language, audience advisories and the need to exercise care in dealing with private lives of individuals.

This directive is set to put the government on a collision course with media houses, whose recording facilities are meagre. The new rules, the government said, were aimed at creating jobs for Kenyans, promoting and protecting the country's creative arts as well as benefiting Kenyan production companies and advertising agencies.

By August 2003, there were 200 applicants, and to date there are 40 channels for TV and 22 for radio in Nairobi. Out of the 22 radio channels, 19 had already been allocated frequencies unfairly by the former government. The policy report says that so far 16 television stations and 27 FM radio stations have been licensed.

Recently, radio has become one of the major tools of reaching out to the youth in Kenya. It is estimated that over 90 % of the young Kenyans spend most of their time listening to their favourite programmes or music on the radio.

Following the government liberalisation of the airwaves, many FM stations have sprung up. The current political environment is also encouraging more players and investment in the information and communication sector.

But due to lack of professionalism and limited resources, many of the station's programmes are poorly produced, are of low quality and do not respond to the expectations of the youth. It is against this background that KMC intends to set up a radio production centre that will focus on the youth. It is hoped that the centre will be upgraded to an FM station for the youth.

The centre will provide a platform for training in media-related skills, a cultural exchange with young journalist from abroad and offer the youth an opportunity to produce programmes of their own that will articulate their aspirations and inculcate positive behaviour change.

Above all, the Centre intends to mobilise and utilise the creativity of the youth by promoting and addressing problems affecting them. It will provide a platform for the youth to showcase their potential and talent with an aim to empower them economically and socially.

2.   DESCRIPTION OF THE TARGET GROUPS

The Kenya youth form about 65 % of the total population. The majority continue to struggle with numerous problems including unemployment, susceptibility to crime, drug abuse, HIV/AIDS, eroding cultural values and exposure to immorality, among many other challenges.

The youth grapple with questions about who they are and who they are becoming; what they do and do not believe, and what they want to be in the future.

There is need for all stakeholders working with the youth: government, Church, civil society, media and other corporate institutions to unite their efforts in working together with the youth so as to mould them into socially acceptable and mature citizens.

This projects targets the majority of youth from economically poor background, academically gifted and interested in pursuing a career in the media industry.

3.   IMMEDIATE OBJECTIVES

➢ Training young and upcoming professionals in media-related skills, i.e. production, reporting, management skills. Training will involve 25 participants. 75 youths will benefit from the training after 12 months. The trainees will be expected to produce, run and manage the community media centre.

➢ Installation of radio equipment for a production unit.

4.   DEVELOPMENT OBJECTIVE

➢ To empower the upcoming talented youth in communication skills through media training so that they are able to produce programmes blended by positive cultural and social values;

➢ This project will empower young professionals economically by equipping them with skills enabling them to develop media products that can be sold to other media organisations;

➢ The skills will geared towards preparing them to secure jobs in the media industry.

5.   PROJECT INPUTS

Training

News gathering, writing for broadcast, interviewing, recording techniques, editing, community media management, training in Information Communication Technologies (ICTs).

Equipment

Studio mixing console, monitor speakers, with amplifiers, 2-way headphones amplifier, headphones, studio condenser microphones, sound card, line driver, microphone stands, CD player; one 300 W. transmitter, anchored mast, 1 KVA UPS and accessories; reporting equipment (microphone, headphones); TV set.

6.   PROJECT OUTPUTS

➢ 75 youths will be trained as technicians, producers, presenters, reporters and equipped with management skills. Trainees will be encouraged to produce programmes to be distributed to other radio stations at a fee. The income realised from the sale of such will be divided between the producer and the production centre;

- Development of a website;
- One exchange programme for 10 young journalists from Europe to last two weeks will be organised with partners in Europe.

11. ACTIVITIES

- Search for funding;
- Recruitment of potential trainees;
- Procurement and installation of equipment;
- Development of a website;
- Training in radio production;
- Training in ICTs;
- Organisation of an exchange programme;
- Marketing the productions of the to potential clients.

12. WORK PLAN

Activity	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Registration process, ordering equipment		xxx	rep									
Training of trainers			xxx	rep								
Pilot production				xxx	rep							
Advertisement and marketing					xxx	xxx	xxx	xxx	rep			
Creation of website					xxx							
Actual production							xxx	xxx	rep			
Monitoring and evaluation											xxx	xxx

9. INSTITUTIONAL FRAMEWORK

The Koinonia Media Centre will implement this project and oversee the daily management.

Network with the youth arm of religious organisations in Kenya such as the National Council of Churches of Kenya, the Supreme Council of Kenya Muslims, the Inter-Religious Council of Kenya, which is The World Conference on Religion and Peace – Kenya Chapter, the Catholic Justice and Peace Commission, the Hindu Council and the Bahai community. Each will be given an chance to propose a trainee.

Radio Waumini 88.5FM shall offer 2 hours per week to air programmes produced by trainees.

Community youth organisations i.e. Undugu, Don Bosco, Kivuli Youth Centre will be offered an opportunity to send a trainee.

The Kivuli Youth Centre shall provide an ICT laboratory equipped with 20 computers.

Amani Onlus, Italy will organise an exchange programme for young journalists with an interest in African media.

Avtec Systems Ltd. specialising in broadcast equipment shall be contracted to supply and set up the production studio.

10.   SUSTAINABILITY

Income will be realised through the sale of radio programmes, media training and exchange of programmes. The radio production centre will be diversified to offer services in ICT training.

11.   FRAMEWORK OF MONITORING

We propose KARDS, a community development consultancy firm, with the assistance of UNESCO, to monitor the project progress.

Evaluation will be conducted on a monthly basis and the preparation of monitoring reports on an annual basis. An appropriate monitoring tool will be developed.

Monitoring and evaluation will be performed through the following steps:

> ➢ Monthly staff meetings;
> ➢ Administrative records;
> ➢ Interviews;
> ➢ Monthly progress reports;
> ➢ Organisation of a participatory evaluation forum;
> ➢ Monitoring and evaluation will involve the project head, centre staffs, donors and the community.

12.   EVALUATIONS CARRIED OUT

KARDS and UNESCO will proceed to a final evaluation after the completion the project.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-month basis.

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	Kenya Training of Trainers for the Institute of Mass Communication	*1983 - 1987*
PDC/5KEN/05 350-KEN-51 507-KEN-62 (FIT-Germany)	40,000 1212,206	Communication training for trainers in rural communication	*1984 - 1991*
PDC/7KEN/01 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	*1986 - 1992*
PDC/21 KEN/01 353KEN5011	20,000	Development of free press institutions	*2003-2004*
PDC/24 KEN/01 552KEN5000 **(Japan)**	62,514	Audio visual media training	*2004-2005*
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	*2005-2006*
Total Kenya: US$ 246,000+US$ 1,471,301(Funds-in-trust)			

Contribution foreseen by the beneficiary agency during the project period

Together with Radio Waumini, the Kinonia Media Centre will provide classrooms and space to set up cater a production centre, an office equipped with the most essential hardware: 3 computers, all connected to the Internet, a scanner, laser printer, fax, and two telephone lines. It is also equipped with modern filing equipment as well as a small documentation centre on peace and conflict management.

The Koinonia Community will meet electricity expenses besides providing stationery. Conference facilities (free of charge) where various training sessions and meetings will take place, are already available. The programme will also heavily draw from the existing human and technical resources.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Pentium-4 computer (Windows XP) with all accessories, soundcard, monitor:	1 400
Tascam studio playback and editing software:	1 200
16-channel studio mixing console with built-in effects processor:	2 200
Digital graphic equaliser:	400
2 bi-ampli studio monitors with 28 bit technology:	2 100
Tascam professional CD recorder/player:	1 190
Tascam stereo double deck cassette recorder:	900
2 studio headphones:	250
Tascam mini disk recorder/player:	1 000
Alesis line signal distributor:	620
Cabling connectors, patch bays trunking:	1 100
19" rack mount for control equipment:	1 440
Training	
25 students × 4:	6 000
4 trainers:	25 600
Monitoring:	1 000
TOTAL:	**46 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
2 polar pattern condenser microphones with "spider" suspensions:	1 300
4 AKG voice condenser microphones:	1 200
12-channel microphone cable:	1 900
4 heavy microphone floor stands with boom:	300
2 microphone table stands:	250
Installation materials, training, testing and commissioning:	2 800
Surge protector:	250
TOTAL:	**8 000**

NIGER

A. PROJECT IDENTIFICATION	
1.	TITLE	NAFOUTA COMMUNITY RADIO
2.	NUMBER	PDC/49 NER/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA DEVELOPMENT, PROMOTION OF FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US$ 30 400
8.	AMOUNT REQUESTED FROM IPDC	US$ 21 000
9.	BENEFICIARY BODY	COMMUNITY RADIO OF NAFOUTA - TESSAOUA
10.	IMPLEMENTING BODY	ASSOCIATION FOR THE PROMOTION OF COMMUNITY RADIO NAFOUTA – TESSAOUA
11.	PROJECT LOCATION	NAFOUTA - TESSAOUA
12.	PROJECT PREPARED BY	ASSOCIATION FOR THE PROMOTION OF COMMUNITY RADIO (APRC – ZINARIYA)

DECISION OF THE BUREAU: APPROVED
US$ 19 000

1. BACKGROUND AND JUSTIFICATION

In June 2000, the General Assembly of the Association for the Promotion of Community Radio (APRC) ruled on the creation, in Nafouta-Tessaoua, of Radio Zinariya, which means *"gold"* in the Hausa language. The radio was officially recognized by the Interior and Decentralization Ministry in December of the same year. The Nafouta community then joined together to build a locale for the station. Its structure comprises two rooms—a technical studio and a broadcasting room—and includes a video film projection area for young people. At its April 2005 meeting, the General Assembly decided to submit the present project to UNESCO for support in acquiring the technical equipment needed.

Niger's national communication development plan gives priority to the setting up of community radio stations. The CPRP (*Neighbourhood Radios' Steering Committee*) has been entrusted with general oversight of these vital local development promotion tools. Implementation of this project is expected to help strengthen the role of community radios in Niger. Indeed, since the decentralization process in Niger moved into the operational phase, following the July 2004 municipal elections, the value of community radio stations as instruments for facilitating effective communication of news and information content of local relevance has become increasingly apparent.

2. DESCRIPTION OF THE TARGET GROUPS

Radio Zinariya will beam its signal over a 30km radius, thus reaching more than 60 villages with a total population of over 150,000 inhabitants in the environs of the village of Nafouta. Cohabitation between different ethnic groups with different economic practices often gives rise to land disputes. Community radio could play an important role in sensitizing the inhabitants of the region and in contributing to conflict resolution. It could serve both as a means of raising the community's esteem for its cultural diversity and as a vehicle for encouraging greater popular participation in the decentralization process through civic education. It is also hoped that, by promoting respect for human rights, the radio's programmes would contribute to fostering positive change in certain behaviours prejudicial to development.

3. IMMEDIATE OBJECTIVES

To provide equipment for the Radio Zinariya station.

4. DEVELOPMENT OBJECTIVES

The long-term objective of the project is to help promote local community development in the canton of Tessaoua in a climate of peace, security and respect for cultural diversity and human rights.

5.   PROJECT INPUTS

In order to ensure the proper functioning of the community radio, training needs to be provided for:

➢ 5 radio hosts and hostesses
➢ 2 technicians
➢ 8 community radio Management Committee members

The equipment requested will be for:

➢ The studio (production and reception)
➢ Field reporting
➢ The FM transmitter centre

6.   PROJECT OUTPUT

➢ Radio Zinariya will be equipped and operational
➢ Five radio hosts and hostesses will have acquired journalism skills and techniques which they would be able to put into practice
➢ Two technicians will have been trained to install and operate the equipment
➢ Eight Management Committee members would have the capacity to run the station properly

7.   ACTIVITIES

➢ Purchase and installation of equipment
➢ Training of 5 presenters, 2 technicians and of 8 Management Committee members
➢ Monitoring and verification of works

8.   WORK PLAN

Activities	Period
Purchase and installation of equipment	February – March 2006
Training of 5 presenters	April 2006
Training of 2 technicians	April 2006
Training of 8 Management Committee members	March 2006
Monitoring and verification, acceptance and evaluation of works	February to May 2006

9.   INSTITUTIONAL FRAMEWORK

The project will be implemented by the Association for the Promotion of Community Radio (APRC–Zinariya). APRC–Zinariya will appoint a project co-ordinator to oversee all of the various activities. The project co-ordinator will be responsible for preparing, consulting with and selecting providers and suppliers of goods and services. The President of APRC–Zinariya will be a cosignatory to all service contracts and documents relating to financial management along with the project co-ordinator who will be the second cosignatory. The Ministry of Communication, in its capacity as supervisory body for community radio stations, and the Steering Committee of Neighbourhood Radios (CPRP) will be responsible for technical supervision of the activities.

10.   SUSTAINABILITY

Capacity building for the main local actors, namely the presenters, technicians and members of the Management Committee, underpins the long-term viability of this project. Further, the oversight role played by APRC– Zinariya, which has very sound knowledge of the local realities, is a guarantee of the sustainability of the activities that will be conducted under its full responsibility.

The Association already collects subscription fees from its members and the earnings from income-generating activities, which the radio station's Management Committee intends to develop, will supplement these resources. In addition, the station will provide services to other projects and NGOs based in the department of Tessaoua. All of these measures will serve to ensure the viability of the installations and the operating equipment.

11.   FRAMEWORK OF MONITORING

The Management Committee of Radio Zinariya will be responsible for monitoring progress of the activities to be implemented. The project co-ordinator will work under the responsibility of ARPC–Zinariya.

The Ministry of Communication and the Steering Committee will provide technical supervision of activities through bimonthly field visits. As the CPRP is funded by UNDP, its missions will come under the Poverty Reduction Framework Programme (PCLCP/UNDP). UNESCO procedures will be followed for the purchase of goods and services. UNESCO will also conduct project follow-up and assessment missions.

The inauguration ceremony for the station is scheduled to take place in early May 2006 and will bring together all of the partners most directly involved in implementing the project, i.e., the people of the canton of Tessaoua, UNESCO, UNDP, CPRP and the Ministry of Communication, plus the NGOs and the business interests in the canton of Tessaoua. The ceremony will be organized and financed by APRC–Zinariya.

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

The Association will submit a project progress report to the UNESCO Office in Bamako once every 4 months.

C. ADDITIONAL INFORMATION

Previous IPDC support received

Project N Budget codes	Funds (US $)	Project title	Period
PDC/13NER/01 352-NER-31	100,000	Niger Development of the National Publishing and Press Office : Le Sahel (daily) and Le Sahel-Dimanche (weekly)	*1993 - 1995*
PDC/14NER/01 352-NER-41	40,000	Assistance to radio clubs (rural radio)	*1994 - 1996*
PDC/16NER/01 352-NER-61	40,000	Equipment and training for DTP and computerized management	*1996 - 1999*
Total Niger: US$ 220,000			

Preparatory activities completed prior to submission of the project to IPDC

APRC–Zinariya obtained the necessary authorization from the Higher Communication Council.

The Association also sought and obtained funding from PCLCP/UNDP, which was pleased to support this community initiative, to cover the cost of the monitoring missions to be undertaken by the Ministry of Communication and the CPRP.

APRC–Zinariya also mobilized the people of Nafouta to build premises for the station. In addition to this contribution in kind, the Nafouta diaspora living in Niamey raised around US$2,000 for the purchase of doors, corrugated iron sheets for roofing and cement to complete the construction of the premises. An appropriate structure is now available to house the station. Through its subscriptions, the Association has raised US$2,500, which it can contribute to the project for hosting the inauguration ceremony and the enclosure of the premises as a complement to its contributions in kind.

The Association has requested support from the ADB's Poverty Reduction Project for the purchase of chairs and benches for shows.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Studio Equipment	
Mixing console equipped with a telephone interface	3 100
4 studio condenser microphones	480
4 microphone stands	180
2 monitoring baffles with built-in amplifiers	2 000
6 headsets	210
Headset amplifier	144
2 Pentium-4 PCs with 80 GB HD, 19" screen and audio editing software	2 400
Sound card	100
350 VA UPS	100
Cables, connectors and miscellaneous accessories	405
Field Broadcasting Equipment	
4 portable recorders	1 880
4 headsets	360
4 field microphones	300
Satellite Reception	
"*Worldspace*" digital receiver with antenna	350
Broadcasting Centre	
150 W FM stereo transmitter	4 900
4-element omni directional antenna	1 021
50m feeder	300

350 VA UPS	100
Training	
For 5 presenters (1 trainer × 5 days)	500
For 2 technicians (1 trainer × 5 days)	500
For the 8 members of the Management Committee (1 trainer × 5 days)	500
Monitoring, verification, acceptance and evaluation of activities	170
Monitoring	1 000
TOTAL	**21 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Subscription from members of the Association	2 500
Purchase of the land	100
Demarcation costs	100
Land occupation tax	100
Registration tax	50
Land registration	50
Construction of premises	3 000
Furnishings	1 500
Monitoring, verification, acceptance and evaluation of works	2 000
TOTAL	**9 400**

SENEGAL

	A. PROJECT IDENTIFICATION	
1.	TITLE	**STRENGTHENING THE RESOURCES OF RADIO PENC MI**
2.	NUMBER	PDC/ 49 SEN/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	HUMAN RESOURCE CAPACITY BUILDING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING
7.	TOTAL COST OF PROJECT	US$ 36 745
8.	AMOUNT REQUESTED FROM IPDC	US$ 24 215
9.	BENEFICIARY BODY	RADIO PENC MI
10.	IMPLEMENTING BODY	RADIO PENC MI
11.	PROJECT RENTAL	FISSEL MBADANE
12.	PROJECT PREPARED BY	MANGEMENT OF RADIO PENC MI

DECISION OF THE BUREAU: APPROVED **US$ 18 000**

1. BACKGROUND AND JUSTIFICATION

In Senegal, the media is quite diversified. This pluralism, both in broadcasting and in the print media, is the result of a long policy tradition. The country's first audiovisual private and community media entities emerged in the 1990s. Television still remains a State monopoly, however, in spite of the increasing densification of community and private media as well as the numerous complaints from project proponents and the Senegalese population in general.

Senegal currently has 25 community radio stations in various parts of the country in addition to private and transnational radio stations. Community radio stations are a form of grassroots media as they provide an opportunity for disadvantaged groups to participate in national democratic discourse.

It is against that backdrop that in 1996, dynamic voluntary associations and groupings such as *JI-JAM, U.GK*, and *MFR*, set up Senegal's first community radio. Since then, *Penc Mi FM 90.6,* based in Fissel Mbadane in the department of Mbour, has been serving the rural populations of the Sessene, Fissel, Thienaba, Tattaguine and Ngoye districts.

Penc Mi FM works very closely with ISRA, the Agricultural Research Centre of Mbambey, in support of its extension activities with farmers.

Community radio stations, and in particular those, like *Penc Mi,* in rural areas, face difficulties as a result of population migration. In addition, *Penc Mi* has coverage problems and its staff lacks training. This makes it difficult to transmit development messages properly to the respective target groups.

This project is aimed at organizing specialized training for radio staff that will then be sent out with a "Suitcase Radio" to the regions not covered in order to inform, educate and sensitize the village people living outside the coverage area.

2. DESCRIPTION OF THE TARGET GROUPS

Radio Penc Mi's main target audiences are the populations living in the rural and semi-urban regions of Thiès, Fatick and Diourbel in the centre of Senegal. These groups comprise mainly Serer, Wolof and Mandingo farmers and herders. The project is expected to contribute to development in the region notably by fostering behavioural change.

3. IMMEDIATE OBJECTIVES

Equipment

➢ A suitcase radio for the awareness-building campaigns in the villages
➢ A generating set for to power the suitcase radio
➢ Four Pentium IV computers to introduce the presenters to computing
➢ A video projector

Training

Number of persons to be trained	Duration	Modules	Expected Results
18	3 days	Introduction to MARP	Ability to prepare and evaluate a programme grid Overall evaluation of the radio.
18	3 days	Gender and development	Production of programmes on gender issues.
18	3 days	Writing and editing styles	Ability to produce programmes in a variety of formats
25	1 day	Marketing and arousing public interest in a community radio	Making the radio viable

4. DEVELOPMENT OBJECTIVES

The aim of this project is to encourage behavioural change in groups most vulnerable to STDs/AIDS, such as young girls and boys, and help reduce the prevalence rate through awareness-building campaigns in the villages. It is also aimed at increasing women's attendance of health centres so as to lower infant and maternal mortality rates.

The production and broadcasting of programmes on farming techniques will help farmers raise their incomes substantially. As regards cultural promotion, the production and broadcasting of tales and legends will deepen young people's understanding and appreciation of their cultural values.

5. PROJECT INPUTS

Equipment

➢ 1 suitcase radio
➢ 4 computers
➢ 1 generating set
➢ 1 video projector

Training

➢ 4 training sessions on 4 different modules
➢ Rental of premises for training purposes
➢ 8 consultants
➢ Reprographic equipment
➢ Board and lodge for the participants

6. PROJECT OUTPUT

With such equipment, coupled with good training for the presenters, technicians and managerial staff of the member associations of *Radio Penc Mi* , the following results are expected:

➢ Growth in the listening audience of *Radio Penc Mi*
➢ 18 presenters, of which 8 women and 10 men, will have been suitably trained
➢ In respect of training for the radio and managerial staff, 14 women and 11 men will have received appropriate training

The Suitcase Radio will give *Radio Penc Mi* greater mobility and the development of awareness-

building campaigns in the villages will make the radio more responsive to public opinion and more interactive.

The computers and the video projector will make it possible to organize training *in situ* under good conditions.

7. ACTIVITIES

➢ Acquisition and installation of the equipment
➢ Selection of consultants
➢ Establishment of a timetable for the training sessions
➢ Organization of training (first module)
➢ Production and transmission of the first report to UNESCO
➢ Organization of training (second module)
➢ Production and transmission of the second report to UNESCO
➢ Organization of training (third module)
➢ Organization of training (fourth module)
➢ Production and transmission of the third report to UNESCO .
➢ Final evaluation and transmission of the final report to UNESCO.

8. WORK PLAN (*2006*)

1st quarter   Installation of the equipment
Selection of consultants
Preparation of the timetable for the training sessions
Organization of training (first module)

2nd quarter   Organization of training (second module)
Production and transmission of the first report to UNESCO

3rd quarter   Organization of training (third module)
Production and transmission of the second report to UNESCO
Organization of training (fourth module)
Production and transmission of the third report to UNESCO

4th quarter   Final evaluation and transmission of the final report to UNESCO

9. INSTITUTIONAL FRAMEWORK

Radio Penc Mi is run by a Board of Directors comprising 18 members drawn from the three founding associations. The Board elects a three-member Bureau comprising a President, a Treasurer and a Secretary. The management team of 10 members is assisted by a Management Committee in charge of evaluating the programme grid and exploring avenues for securing resources.

10. SUSTAINABILITY

Radio Penc Mi shall have to seek the necessary financial resources for its operations. With this in mind *Radio Penc Mi* has an open-door policy vis-à-vis other actors such as municipalities, development associations and NGOs located in its coverage area, so as to establish partnerships and generate other sources of revenue.

The suitcase radio could also usefully assist in national campaigns organized by the Ministry of Health.

11. FRAMEWORK OF MONITORING

The firm INTERMEDIA CONSULTANTS, which is very active in the area of training and implementation of community radio stations in Africa, will be entrusted with monitoring of the project in association with the UNESCO Office in Dakar.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORT

Radio Penc Mi undertakes to carry out regular follow-up of the operations and to submit an activity report to UNESCO every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received

Project N Budget codes	Funds (US $)	Project title	Period
PDC/3SEN/28 350-SEN-31 350-SEN-51	25,000 40,000	Senegal Development of News Agency	*1982 - 1987*
PDC/6SEN/01 350-SEN-61	45,000	Development of regional information (Sen. News Agency)	*1986 - 1988*
PDC/7SEN/01 350-SEN-71 350-SEN-81	35,000 35,000	News gathering and news service	*1986 - 1990*
PDC/18SEN/01 352-SEN-81	33,000	Use and archiving of audio material	*1998 - 1999*
PDC/19SEN/01 352-SEN-91	60,000	Coverage of the national territory by the Senegalese news agency	*1999 - 2002*
PDC/20SEN/01 353-SEN-01	40,000	Establishment of an advanced media training centre	*2000 - 2002*
PDC/21 SEN/02 353SEN5011	15,000	"Le Temoin", ECOWAS new area of citizenship	*2003 -2004*
PDC/21 SEN/01 548 SEN 5000 (Luxembourg)	30 000	FM SANS VOIX	*2004-2005*
Total Senegal: US$ 328,000+ US$ 30,000 (FIT)			

Preparatory activities completed prior to submission of the project to IPDC

Following an evaluation commissioned by the Board of Directors, the Management Committee was given a mandate to prepare the present project document.

Contribution foreseen by the beneficiary agency during the project period

Radio Penc Mi will meet the travel and accommodation costs of the consultants and participants during the training sessions.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment	
Suitcase radio	5 000
4 *Pentium-4* computers	6 400
Video projector	1 800
Generating set	1 800
Training	
Module 1 (3 days) consultants (US$ 160 × 2), reprographic equipment (18 × 5), board and lodge (US$ 35 × 18 × 3), coordination expenses	2 420
Module 2 (3 days) consultants (US$ 160 × 2), reprographic equipment (18 × 5), board and lodge (US$ 35 × 18 × 3), coordination expenses	2 420
Module 3 (3 days) consultants (US$ 160 × 2), reprographic equipment (18 × 5), board and lodge (US$ 35 × 18 × 3), coordination expenses	2 420
Module 4 (1 day) consultant (US$ 160), reprographic equipment (25 × 5), board and lodge (US$ 35 × 18), coordination expenses	955
Monitoring	1 000
TOTAL	**24 215**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Travel costs for participants during the 4 training sessions (US$ 14 × 79 pers.)	1 106
Accommodation of the participants (US$ 10 × 80)	800
Rental of a training location	400
Upkeep of the equipment and the location	5 040
Meeting of the authorities (US$ 144 × 36)	5 184
TOTAL	**12 530**

SOMALIA

A. PROJECT IDENTIFICATION	
1. TITLE	**SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION**
2. NUMBER	PDC/49 SOM/02
3. CATEGORY OF MASS MEDIA	ALL MEDIA
4. IPDC PRIORITY AREA	FREEDOM OF EXPRESSION, MEDIA PLURALISM, HUMAN RESOURCE DEVELOPMENT
5. SCOPE (national, regional, interregional)	NATIONAL
6. TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7. TOTAL COST OF PROJECT	US$ 35 950
8. AMOUNT REQUESTED FROM IPDC	US$ 34 350
9. BENEFICIARY BODY	JOURNALISTS, MEDIA INSTITUTIONS AND THE CIVIL SOCIETY
10. IMPLEMENTING BODY	THE SOMALI JOURNALISTS NETWORK (SOJON)
11. PROJECT LOCATION	MOGHADISHU
12. PROJECT PREPARED BY	OMAR FARUK OSMAN, SECRETARY GENERAL, THE SOMALI JOURNALISTS NETWORK

**DECISION OF THE BUREAU: APPROVED
US$ 20 000**

1.   BACKGROUND AND JUSTIFICATION

Somalia's media has evolved since it first blossomed in 1991, with private newspapers that were aimed at a rather narrow, urban, literate and politicised elite, to the time when it became a much more populist, commercial and community-based media with a tendency to side with various clans. The increase in the number of media outlets has corresponded with the arrival on the labour market of a generation of journalists, unskilled in either the basics of the profession or its ethical requirements. However, this increase has not led to greater pluralism, as journalists have tended to target the same small market, cover the same type of issues in the same way, and strive to match the real or alleged expectations of the public. The majority of the media institutions in the country are privately-owned. Business people own over 64 newspapers (mostly A4-sized as newsletters) and 17 FM radio stations. One private television exists in Mogadishu, while Somaliland authorities in the northwest regions of Somalia control one television station. Countless websites are daily visited by many Somali people in the Diaspora as well as in the country. But most of the websites are mouthpieces of different clans.

Journalists regularly suffer threats and harassments, not only from self-declared administrations of Puntland and Somaliland, but also from rogue elements such as Islamic courts and independent militias. Somaliland and Puntland use repressive media legislations in many regions that they control to silence journalists who write about sensitive topics such as corruption, mismanagement, national unity and human rights abuses. The journalists in southern regions work in difficult situations as they experience frequent threats, harassments, assaults and imprisonments at the hands of rival factions. But the Somali Journalists Network (SOJON) recognised that many more attacks go unreported because journalists fear further reprisals. The problems that face the journalists are dangerous and ongoing, because the different administrations in the country are continuing to control and suppress journalists by violating the right to free expression of the individuals whose job it is to report it. In some cases, the administrations ignore that the journalists are the messengers of the public. Additionally, local journalists affirm that they are forced to do some things that might be in contradiction with the principles of the profession. Journalists are unable to refuse instructions and pressure that are in contradiction with the general rules of journalism and the policy of their publishing/broadcasting company. However, journalists and media institutions can, as well, be a channel for a constructive dialogue by providing the public with informed analyses of political decisions, and by conveying the diversity of issues, concerns and currents of opinion which can help form, through open discussion and debate, a genuine public opinion.

For these reasons, a free expression environment must be safeguarded and promoted in Somalia so that it can bring a meaningful contribution toward resolving the lasting national crisis.

The problems that face improvement for freedom of expression in Somalia are as follows:

➢ Weak media professionals and owners for free expression;
➢ Feeble organisation and capacity of journalists to monitor a free expression environment;
➢ Oppressive inclinations among people in power;
➢ Feeble advocacy in authorities to respect freedom of expression;
➢ Weak collaborations between media professionals and civil society activists towards the defence of freedom of expression;
➢ Little public awareness for freedom of expression.

The main motive of the project, which is to safeguard and promote freedom of expression in Somalia, must cope with these problems. Solutions of these problems can be addressed as follows:

- To strengthen the capacity of media professionals and owners towards free expression;
- To broaden the journalists' work of monitoring, reporting and recording developments and infringements of freedom of expression/press accurately and promptly;
- To campaign and advocate freedom of expression in local authorities to stop oppressive inclinations;
- To organise a roundtable meeting for media professionals and civil society activists to develop shared strategies.

2. DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of the project are the journalists and all the media institutions in Somalia. Also, the civil society is considered as direct beneficiary to reflect its authentic partnership with the media professionals and owners towards safeguarding and promoting freedom of expression. The public is also targeted eventually. The beneficiaries will be invited from the following geographic areas: Northwest regions (Somaliland), Northeast regions (Puntland), Central regions (Hiiraan, Lowwer Shabele, Bay and Bakool regions), Banadir region (Mogadishu) and southeast regions. Journalists in the regions may be represented through regional organisations such as Somaliland Journalists Association, the Puntland Media Association Network, Jubbaland Independent Journalists Association and the Hiiraan Press Network. However, some of the beneficiaries, who are not represented by the regional organisations, will be invited individually from their respective areas. All of the beneficiaries must be free in nature and in action. Every participant of the project must, as well, be a resourceful person for the safeguard and the promotion of freedom of expression in Somalia. They must crop up ideas backing and encouraging freedom of expression.

3. IMMEDIATE OBJECTIVES

To build capacity for a self-sustaining professional network of Somali journalists, able to defend the freedom of expression and safety of journalists.

4. DEVELOPMENT OBJECTIVES

- Safeguarding and promoting freedom of expression in Somalia will promote an open, transparent and democratic society;
- To reinforce shared aims between media professionals, owners and the civil society towards the defence of freedom of expression/press.

5. PROJECT INPUTS

- To organise a 2-day meeting for 20 media professionals and owners about safeguarding and promoting freedom of expression in Somalia;
- To equip and provide financial support for the central office for monitoring, recording, reporting infringements and developments of free expression/press;
- To arrange 3 missions campaigning freedom of expression to local authorities;
- To arrange a 2-day roundtable meeting for 20 media professionals and civil society activists to develop strategies.

6. PROJECT OUTPUTS

- Development of strategy documents for safeguarding and promoting freedom of expression in Somalia;
- Up-to-date reports of freedom of expression/press are disseminated locally and internationally;
- Campaigning and advocating local authorities for the respect of free expression;

➢ Civil society, media professionals and owners develop shared strategies.

13. ACTIVITIES

➢ Organising a 2-day meeting for 20 media professionals and owners;
➢ Equipping and providing financial support (administrative costs) for the central office that monitors, records and reports infringements and developments of free expression/press;
➢ Arranging 3 missions to prompt local authorities to respect freedom of expression;
➢ Organising a roundtable meeting between 20 media professionals, owners and the civil society.

14. WORK PLAN

Activity	Implementation period	Activity report
Meeting for 20 media professionals and owners	May 2006	May/June 2006
Equipping and financial support for the Central office	June 2006	June 2006
Mid-term evaluation in December 2005		
3 missions to regional authorities	July 2006	July/Aug. 2006
Meeting for media professionals, owners and the civil society	August 2006	August 2006
Submission of final report and evaluation in August 2006		

9. INSTITUTIONAL FRAMEWORK

During the month of April 2005, 25 journalists from the main regions of Somalia gathered in Mogadishu to attend a national press freedom protectors' workshop organised by the Somali Journalists Network (SOJON). The trainees, who are also called Press Freedom Protectors (PFPs), successfully completed the 6-day workshop with the support of the Washington DC-based endowment organisation, the *National Endowment for Democracy*. The attendants finally adopted a national mechanism for the protection of press freedom in Somalia. The PFPs help the work of SOJON towards the protection of freedom of expression and press. But the PFPs expressed the need for further support until they will stand on their feet.

Throughout the five-year transitional period that Somalia faces, the situation of freedom of expression in the country, which is currently intolerable, must be safeguarded and promoted. A survey conducted by SOJON in May 2005, a weak protection and promotion of freedom of expressed from media professionals, owners and civil society groups were reported. SOJON opened discussions with different groups about the ways to uphold and support freedom of expression. As a result, the monthly meeting of the Executive Committee of the Somali Journalists Network (SOJON) in June 2005 agreed to propose a project that deals with the protection and promotion of freedom of expression, and to look for funding. The role of SOJON is to prepare the proposal, to organise the activities, to ensure the coordination of the project, project reports and introduction of the programmes.

10. SUSTAINABILITY

The mere assurance for the sustainability of the project is that the implementing organisation, SOJON, which was founded to defend and promote freedom of expression/press, will continue and develop the outcomes from this project as this project is itself the outcome of an earlier project. It aims to strengthen the relationship between media professionals, owners and the civil society. The

strategies that will be developed will be to establish the ways of sharing information, solidarity actions and campaigns for freedom of expression. Since SOJON was founded for the protection of freedom of expression, the results of this project will be sustainable as long as SOJON exists. SOJON constitution states that it will exist indefinitely.

11. FRAMEWORK OF MONITORING

The Somali Journalists Network will be carrying out its own monitoring activities, while UNESCO may delegate its offices in Mogadishu, Hargeisa or Nairobi to monitor the project. UNESCO may also assign the UNDP office in Mogadishu or the Somali Human Rights Defenders Network.

12. EVALUATIONS CARRIED OUT

An assessment carried out before proposing this project states that there is an emerging need for free expression In Somalia, which is exercised as stated by article 19 of the Universal Declaration of Human Rights. This need involves both local and international commitments to promote and preserve freedom of expression in this war-wrecked country.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Somali Journalists Network will submit an activity report for each activity. A final report will be submitted four months after the beginning of the project. The reporting schedule is stated in the Work plan (point 8).

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/4SOM/16 350-SOM-41	40,000	Somalia Training programme to prepare for the inauguration of TV	*1983 - 1985*
PDC/5SOM/07 350-SOM-51 523-SOM-61 (FIT-USA)	40,000 100,000	National Communication Training Institute	*1985 - 1988*
Total Somalia: US$ 80,000+US$ 100,000 (Funds-in-trust*)***			

Preparatory activities completed prior to submission of the project to IPDC

A survey on defence of freedom of expression was conducted, consultations were made with regional journalists' organisations, and a 6-day national workshop for the protection of press freedom was organized in Mogadishu.

Contribution foreseen by the beneficiary agency during the project period

An amount of US$ 1 600 will be the contribution of the Somali Journalists Network (*see budget*).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Meeting for media professionals and owners	
Airfares (local)	4 100
Accommodation:	3 150
Meeting venue:	500
Meetings package:	750
Equipment and financial support (administrative costs) for the Central office	
Computers:	1 700
Office rent (12 months):	2 400
Salaries (editor and researcher, one year):	4 200
Communications:	350
Roundtable meeting for media professionals, owners and the civil society	
Airfares (local)	4 100
Accommodation:	3 150
Meeting venue:	500
Meetings package:	750
Missions to respect freedom of expression	
Airfares (2 destinations):	800
Accommodation:	1 050
Facilitation expenses:	3 000
Project coordination:	2 000
Rapporteurs:	500
Monitoring:	1 000
TOTAL:	**34 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Communications:	500
Stationery:	600
Preparations:	500
TOTAL:	**1 600**

TANZANIA

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	**ZANZIBAR JOURNALISM TRAINING CENTRE**
2.	**NUMBER**	PDC/49 URT/01
3.	**CATEGORY OF MASS MEDIA**	ALL MEDIA: (PRINT, RADIO AND TELEVISION)
4.	**IPDC PRIORITY AREA**	PROFESSIONAL CAPACITY BUILDING
5.	**SCOPE** (national, regional, interregional)	NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	FINANCIAL
7.	**TOTAL COST OF PROJECT**	US$ 85 000
8.	**AMOUNT REQUESTED FROM IPDC**	US$ 56 000
9.	**BENEFICIARY BODY**	SCHOOL OF JOURNALISM
10.	**IMPLEMENTING BODY**	CHIEF MINISTER'S OFFICE
11.	**PROJECT LOCATION**	ZANZIBAR
12.	**PROJECT PREPARED BY**	CHIEF MINISTER'S OFFICE

DECISION OF THE BUREAU: APPROVED
US$ 20 000

1. BACKGROUND AND JUSTIFICATION

In late 1980s and early 1990s, the world was treated to a surging wave of demands for democratic reforms. The demand was addressed to all key sectors, including the economy, politics and social issues. This movement for expansion of the principles of multi-party democracy was a boost to the atmosphere of plural democracy in the world, especially in the African continent. Tanzania was caught in this wave, for in 1992 a decision was made to revert to multi-party politics. These reforms, to a large extent, spelt overall sectorial changes in tune with the new political, economic and social outlook. This environment enhanced the responsibility of the mass media in guiding the society to cope with this new situation.

The vanishing of some media could be accredited to poor treatment by animated, but significantly unprofessional journalists who even lack qualifications for entering high institutions and universities. They quite often ventured into media production without adequate mastery and technique. This lack of professionalism is exacerbated by the non-mastery of the law as applicable to journalism practice, and it is against this background that this proposal is being elaborated.

In the endeavour to shoulder this serious and heavy responsibility, the Zanzibar government had to make an open assessment of the situation and establish a Journalism Training Centre in 1998 under the Department of Information Services, that could mould media practitioners in developing their intellectual and professional capacities through an appropriate and well-modified training programme with a view to ensuring sound professional practice and reinforce the media capabilities.

This project is innovative and consistent with the objective outlined below, as it seeks to reinforce media capabilities and promote media practitioners through the development of professional skills.

2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of this project will be government and private journalists, mass media, national authorities and population in general.

3. IMMEDIATE OBJECTIVES

➢ To improve in quality and quantity the access of Zanzibar cultural sources of information by means of helping professionals to optimise the search, treatment, analysis and presentation of the news and other products;

➢ To enhance media practitioner's skills and performance through basic and refresher training for journalists;

➢ To train the reporters on media ethics with the view to sharpen their mastery of professional techniques while respecting privacy and checking out references to avoid litigation.

4. DEVELOPMENT OBJECTIVES

To strengthen the professional capacities of Zanzibar journalists working in public and private media, and sustain freedom of expression by promoting access to and proficiency for information processing.

5. PROJECT INPUTS

➢ Radio production equipment;

➢ Television production equipment;

➢ 10 multimedia computers, digital multi-track audio recorder, 2 printers, 2 digital camcorders, DAT minidisk recorders; CD data recorder; photocopier; multimedia projector;

➢ Participatory monitoring and evaluation.

6. PROJECT OUTPUTS

➢ At least 35 journalists will be qualified annually in journalistic techniques, feature reporting, investigative reporting, broadcasting reporting and TV programming;

➢ More production of information on high-priority topics and those of interest to the people of Zanzibar, as much in the national media as in private and local media;

➢ More production and broadcasting of educational materials through products prepared by the Centre in the television and radio production modules;

➢ Reinforcement and sustenance of media so as to enhance professional responsibility;

➢ The Zanzibar society will be better informed, with better quality and objective productions by media that will have more efficient journalists.

15. ACTIVITIES

a. Young reporters will be trained in development journalism in areas such as health, agriculture, education and good governance;

b. Basic reporting skills in crime, court proceedings, interviewing will be taught; other areas of training will sub-editing, investigation, media ethics and media laws;

c. Conduct radio and TV production training for stakeholders and media practitioners.

16. WORK PLAN

Every intake will last twelve months for certificate course.

Months 1/3 : Course in basic reporting on how to write news (ABC of journalism);
Months 4/6 : Course in crime, ethics, media laws and investigative journalism;
Month 7/9 : Course in broadcasting news and radio and TV production training;
Months 10/12: Media attachments (monitoring and evaluation).

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by UNESCO, in collaboration with the Zanzibar Chief Minister's Office and the Journalism Training Centre. The two later will design the course structure and identify the participants for each training session.

10. SUSTAINABILITY

The sustainability of the project can be seen from two sides: one is that the students after graduation are expected to undertake a career in production in print and electronic media; the second point is that the Centre perpetually enrols new candidates for long-term training. The

knowledge, the skills and the commitment will be sustained in their own work place and will be strengthened with the work in the networks.

Therefore, the project will be implemented within an already existing framework of activities and benefit from reinforced human capacity ongoing fundraising, contribution from local corporate sectors as well as from established project partners.

11.   FRAMEWORK OF MONITORING

The person in charge of project planning will be responsible for its monitoring, in coordination with UNESCO to define the methodology to be used.

12.   EVALUATIONS CARRIED OUT

Every activity will be evaluated upon completion and adjustments made where necessary. The Training Centre will institute and maintain ongoing monitoring of the project development and will provide periodic reports to UNESCO.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will issue a technical and financial progress report every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	*1982 - 1984*
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	*1985 - 1987*
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	*1990 - 1992*
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	*1994 - 1996*
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	*1995 - 1997*
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	*1998 - 1999*
PDC/19URT/01 352-URT-91	40,000	Television Zanzibar information network	*1999 - 2001*
PDC/24URT/01 552URT5000 (Japan)	75,710	Capacity Building for Television TAIFA TVT	*2004-2005*
Total United Republic of Tanzania: US$ 354,500+ US$75,710 (FIT)			

Preparatory activities completed prior to submission of the project to IPDC

Establishment of the Training Centre.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment	
10 multimedia desktop computers:	15 000
Digital editing computer:	1 200
2 flatbed scanners:	400
Multimedia projector:	2 000
Training materials:	5 000
2 double cassette decks:	600
4 Sony professional tape recorders:	400
2 Canon AE-8 still cameras with accessories:	1 500
Panasonic DVC PRO laptop editor (AJL 85) with mixer:	9 000
DVC PRO camera recorder with accessories:	4 000
DCR (BX-2100-E) with accessories:	3 000
Light kit:	1 500
Workshop	
Workshop materials:	1 000
2 digital video cameras:	2 600
2 "*Pinnacle 9 Plus*" video editing software:	600
2 printers:	1 200
DAT / minidisk:	500
CD data recorder:	1 000
Photocopier:	1 500
Digital multi-track audio recorder:	2 000
Monitoring and evaluation:	2 000
TOTAL:	**56 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Training stipends:	7 000
Workshop materials:	1 000
Internet usage:	1 000
Production of radio programmes:	3 000
Production of television programmes:	4 000
Monitoring, administrative costs and reports:	4 500
Overheads (communications, power supply, miscellaneous equipment, maintenance, promotion etc.):	8 500
TOTAL:	**29 000**

TANZANIA

	A.	PROJECT IDENTIFICATION	
1.	**TITLE**		**COMMUNITY RADIO FOR THE KARAGWE DISTRICT**
2.	**NUMBER**		PDC/49 URT/02
3.	**CATEGORY OF MASS MEDIA**		COMMUNITY RADIO BROADCASTING
4.	**IPDC PRIORITY AREA**		ACCESS TO INFORMATION IN RURAL AREAS
5.	**SCOPE** (national, regional, interregional)		NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**		EQUIPMENT, TRAINING
7.	**TOTAL COST OF PROJECT**		US$ 14 000
8.	**AMOUNT REQUESTED FROM IPDC**		US$ 14 000
9.	**BENEFICIARY BODY**		KARAGWE DISTRICT
10.	**IMPLEMENTING BODY**		FAMILY ALLIANCE FOR DEVELOPMENT AND COOPERATION (FADECO)
11.	**PROJECT LOCATION**		KARAGWE DISTRICT, KAGERA REGION
12.	**PROJECT PREPARED BY**		JOSEPH SEKIKU, DIRECTOR

DECISION OF THE BUREAU: APPROVED
US$ 14 000

1.   BACKGROUND AND JUSTIFICATION

The present project is seeking to consolidate the existing information / resource telecentre managed by the *Family Alliance for Development and Cooperation* (FADECO) with upgraded facilities to extend the dissemination of information locally generated and accessed from other sources (Internet, world space radio and other stations) to a wider population in Karagwe district. The project will entail purchase and installation of a radio station at Karagwe, utilising the existing premises provided by FADECO.

The project would improve access to quality information to over 300 000 people out of the present 450 000 district population (according to the 2002 census). Directly, the radio broadcasting services will benefit the development community which include the farmers, NGOs, CBOs, academic institutions, civil servants, businessmen and the private sector, local investors, innovators, artisans and individuals who need to access or communicate information.

The project would need an initial capital investment in terms of equipment ("Briefcase" radio transmitter from Canada, at least one computer, installation and licence costs). Also, the project would need some assistance to cover the costs for operating License (Year 1) and for administration overheads (salaries of staff in year 1). From year 2 onwards, the project would be able to generate and finance its own operations.

The district is facing many socio-economic problems. It falls within the belt most affected by the HIV/AIDS pandemic. Although cases are not publicised, the pandemic has consumed a wide cross-section of the community, leaving many affected (orphans in need of support, many people living with AIDS etc.). Other preventable diseases are many which presupposes prevention interventions through awareness raising.

The present social and economic under-development and backwardness are largely due to poor communication and telecommunication infrastructure development. Improvement in the information sector would bridge the present gaps and catalyse the whole process of economic regeneration. Economic restructuring is pointing at agricultural diversification as a way out. Awareness raising and sensitisation programmes are seen as the major tools to create sustainable livelihoods. But with no information, it will not be possible. That is why FADECO would like to invest in this sector.

FADECO has tried to improve access to the Internet, thanks to the support from the regional Agricultural Information Network (RAIN) who supported VSAT Internet link to FADECO. But this remains largely insufficient in view of the needs of the population (less than 100 people have access to the Internet out of a population of 428 000, there are less than 300 computers in the whole district, with only 10 landline connections to ISPs in Dar es Salaam, and 1 telecentre with 8 PCs connected to VSAT link).

The provision of access to information and communication services in the rural and remote areas would be a potential key to accelerate our development. Therefore, radio remains the best means of reaching out to a wider community in Karagwe.

FADECO thought to establish a community multi-media Centre as a means of improving access to and dissemination of information in our remote setting in Karagwe. This centre also provides I.T. and telecommunication facilities, user support and training to the majority of the population in rural

Karagwe who cannot afford such facilities on an individual basis, and/or who do not have the skills to use such tools.

2.   DESCRIPTION OF THE TARGET GROUPS

The primary beneficiaries of this project are the members of the rural farming community of the Karagwe District. The targeted beneficiaries include, but not exclusively: development agents, government departments, schools, hospitals, NGOs and CBOs, farmers, livestock keepers etc.

The FADECO information resource centre currently provides access to data networks: Internet, e-mail, access to electronic libraries and databases, market and price information, environment watch, etc., as well as facilities for distance learning options. The centre is equipped with 8 computers, one world space radio receiver and one printer. The plan also is to equip it with facilities for local production and reception of radio and television programmes.

This radio project is conceived to introduce the new Information and Communication Technologies and extend information dissemination services in the rural areas of Karagwe district, and to demonstrate the viability of the current conviction that providing information and communication to rural communities catalyses the development process and results in improvement in the quality of life of the people (i.e. social and economic development).

3.   IMMEDIATE OBJECTIVES

To develop the existing information telecentre into a fully-fledged community multi-media centre offering easy access to and dissemination of information to the Karagwe community through Internet facilities, community radio broadcasting and local content generation and dissemination.

4.   DEVELOPMENT OBJECTIVES

➢ To increase and widen the dissemination of development information to a larger audience in Karagwe;
➢ To contribute to the development of the Karagwe district by providing improved conditions of access to information and education;
➢ To support other local and national development actors by providing communication channels with their respective target groups at community level;
➢ To pilot test methodologies for linking community radio stations with telecentres to create a community multimedia centre in Karagwe and to achieve sustainability.

5.   PROJECT INPUTS

UNESCO is expected to contribute the following:

➢ Complete the proposal development process;
➢ Transfer the teachings drawn from other community radio and rural access initiatives;
➢ Link the centre to national and regional networks;
➢ Provide equipment and technical support in the installation and operation of the radio equipment;
➢ Promote and market the initiative.

6.   PROJECT OUTPUTS

➢ An operational radio station in Karagwe District;
➢ Staff and local personnel trained in broadcasting techniques;

- Methodologies to operate local radio station management;
- Design of local content and programming structures for the local radios;
- Demonstration of the synergies between telecentre and broadcasting activities, with regard to both programming and information dissemination and to the integration of the local communities;
- Local community development through the dissemination of information;
- Documented experiences available for discussion and dissemination, with a particular regard to the sustainability issues;
- Improved public services and transparency;
- Appropriate local content in various formats: radio scripts, print and digital formats.

17. ACTIVITIES

- To install and launch a community radio station within the premises of the existing multipurpose community telecentre so as to create a community multimedia centre;
- To establish local control and operating capacity for community radio;
- To disseminate market and other development information, agricultural extension services, entertainment, commercials and advertisements;
- To promote local information content generation and dissemination through popular art: drama, music, poems and oral literature;
- To promote active information sharing through feedback mechanisms to be established, including phone-in, talk shows etc.;
- To develop linkages with other community radio networks, and with potential clients of the radio services;
- To enable the rural community to have access to accurate, timely and appropriate delivery of information;
- To create conditions for ongoing research on the impact of the radio and the fulfilment of the general objectives outlined above;
- To nurture brotherhood and sisterhood among community members and to other communities.

18. WORK PLAN

- Strengthening local involvement;
- Procurement of radio equipment and furniture;
- Mast construction and antenna installation;
- Mobilising and selecting a core team of operators for training;
- Training the team on programming, production, presentation and broadcasting techniques;
- Establishing maintenance capacity;
- Registration, obtaining frequencies and licenses;
- Establishing links with other radios, the national network, Radio Tanzania and other mass media-oriented institutions.

9. INSTITUTIONAL FRAMEWORK

The Family Alliance for Development and Cooperation (FADECO) is involved in agricultural extension and technology transfer. For the past 4 years, the Institution has been endeavouring to bridge the information gap in Tanzania.

As a local registered NGO, FADECO seeks to be a development catalyst and as such, a tool to stimulate development action. It believes strongly in information as a powerful instrument in the development / change process. Since 1993, FADECO started stocking books, literature, journals, CD-ROMs, video tapes etc. from several institutions that could offer these freely or at reduced prices, and make them available to those that may need to access such information.

FADECO is on the mailing lists of several publications. It offers an opportunity to interested readers to access information, and it now operates a book-borrowing scheme. The resource centre now stocks over 600 copies of books on a number of development topics: agriculture, environment, rural development, NGO management, networking, etc.

FADECO is collaborating with Market Information Services in the region, notably *Foodnet-Mis Uganda* and the *Kenya Agricultural Commodity Exchange* (KACE) in the dissemination of market-related information.

10. SUSTAINABILITY

A management team is to be recruited and trained to effectively manage the radio station. The centre will have two head managers (one responsible for the technical matters and the other for general/financial issues) available full-time to manage the operations, assist the users and collect levies from users.

The sustainability of a community radio depends on efforts to mobilise and sensitise the community about the services offered. However, the society will always show a demand on services that seem to address the critical problems the society faces. This suggests that for the community to use and support the community radio operations, there must be clearly designed and planned services. The summation of the above, together with an imaginative management, will ensure the sustainability of the radio.

11. FRAMEWORK OF MONITORING

The project will be implemented in close consultation with other community radio stations in the country, especially the *Kilosa Community Radio station*, *Sengerema community radio* and *Radio Tanzania Dar es Salaam* (RTD) to ensure that it builds on lessons already learned. The day-to-day management will be the responsibility of FADECO.

Technical support will be sought from the Commission of Science and Technology (COSTECH) who has experience in setting up community multi-media centres in Tanzania.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	*1982 - 1984*
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	*1985 - 1987*
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	*1990 - 1992*
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	*1994 - 1996*
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	*1995 - 1997*
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	*1998 - 1999*
PDC/19URT/01 352-URT-91	40,000	Television Zanzibar information network	*1999 - 2001*
PDC/24URT/01 552URT5000 (Japan)	75,710	Capacity Building for Television TAIFA TVT	*2004-2005*
Total United Republic of Tanzania: US$ 354,500+ US$75,710 (FIT)			

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Computer with Pentium IV with 17" monitor and accessories:	1 500
UPS 700 VA (for computer equipment):	500
Radio standard equipment package: 100-Watt FM stereo transmitter ("Suitcase Broadcast station"), dipole antenna, 30 m. feeder cable, connectors and mounting hardware:	4 760
Microphone with stand:	70
Power supply (230 / 13.8 V., 30 Amp.):	220
Freight (shipping, handling, insurance to Dar es Salaam) – *estimate*:	800
Freight from Dar es Salaam to Karagwe, including customs clearing charges:	500
UPS for radio equipment:	550
Voltage stabiliser, surge protectors, additional electrical installation, cabling:	500
Site survey, installation costs and commissioning:	800
Registration, annual license and other fees:	2 000
Basic training:	800
Monitoring:	1 000
TOTAL:	**14 000**
Further funding will be required, especially during the second year of operation, for the recurrent costs and other activities (personnel subsidies, energy, communications, licenses, information gathering, Internet use, etc.) once the radio station is on the air.	

ZAMBIA

A. PROJECT IDENTIFICATION	
1.	TITLE	CAPACITY BUILDING FOR A CHILDREN'S NEWSROOM
2.	NUMBER	PDC/49ZAM/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	CAPACITY BUILDING, FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, EDITORIAL STAFF AND TRAINING
7.	TOTAL COST OF PROJECT	US$ 320 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 41 000
9.	BENEFICIARY BODY	PRIVATE MEDIA NETWORK "MUVI"
10.	IMPLEMENTING BODIES	SOUTH AFRICAN BROADCASTING COMPANY (SABC), FREE VOICE (KIDS NEWS NETWORK) THE NETHERLANDS.
11.	PROJECT LOCATION	LUSAKA
12.	PROJECT PREPARED BY	SOUTH AFRICAN BROADCASTING COMPANY (SABC), FREE VOICE (KIDS NEWS NETWORK) THE NETHERLANDS.

DECISION OF THE BUREAU: APPROVED
US$ 20 000

1.   BACKGROUND AND JUSTIFICATION

Zambia has moved from being a major copper producer and potentially one of the continent's richest countries at independence in 1964 to one of the world's poorest. A colonial legacy, mismanagement, debt and disease are said to have contributed to the country's tribulations.

Politically, it switched from colonial government into an era of one-party rule lasting 27 years. A multi-party system emerged in the early 1990s.The authorities make use of several laws, including libel and security laws, to intimidate journalists, especially those who have reported on corruption. Defaming the president is a criminal offence.

There are several state-run radio services and a single-channel TV station, ZNBC, which dominate Zambia's broadcasting scene. Private radio stations offer little political reporting. There is an independent TV network, MUVI offering a counter veiling influence.

Media pluralism is a recent phenomenon in Zambia and, like in other countries newly awakened to plurality of expression against a backdrop of poverty, there are innumerable professional challenges. On the television scene, MUVI is an independent but still vulnerable alternative to ZNBC and therefore deserves support.

The focus of this unusual, but very effective development approach is setting up children's news programmes. *Kids News Network* (KNN) optimises its content as a way to boost freedom of press and professionalism. Since May 2004, it has developed three successful children's news programmes in Afghanistan, Surinam and South Africa.

In Afghanistan, the programme is called "*Ayenda Sazan*" (Future Makers). It is a 30-minute weekly show, which sets a good standard for television programming for children

The children's news programme in Surinam is called "*Tien Minuten Jeugdjournaal*" (10-minute children's news), broadcast three times a week. It has a viewing figure of 91 % among children in the ages of 10 – 14, and is also very popular among adults.

In South Africa, SABC broadcasts "*Kids newsroom*" (KNR), a weekly 25-minute programme that gathers an important audience. According to UNICEF, KNR is "…*an excellent vehicle for children's news*". It is a very professional television programme and a good example for other African countries. SABC, after being successful themselves, are proud to act as a partner for Kids News Network to further implement children's newsroom in the region, i.e. Zambia.

2.   DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of this project are on the one hand the journalists and editors of MUVI, and on the other hand the general public: children in the age of 8 – 14 (and also adults). The ultimate target group is constituted by the professional forum of all journalists in Zambia.

3.   IMMEDIATE OBJECTIVES

Delivery of an independent TV children's news program with Zambian and international news.

Children's news programmes have all the ingredients to turn them into national success. This usually results in greater editorial freedom and independence for journalists. The programmes are

perceived as an unthreatening concept with a low threshold of acceptance. This allows them to escape a country's local censorship radar.

The children's news programmes are based on the 25 year-old *NOS Jeugdjournaal* (Dutch Children's News), one of the first – and most successful – children's news programmes in the world. Journalists from the *NOS Jeugdjournaal* train the local partners.

The creativity of the local journalists, together with the pride they experience in belonging to a winning team, gives a boost to the journalistic culture and professionalism of both the local partner and the country as a whole. In the slipstream of this success, projects can easily be set up that contribute to education and community building.

4. DEVELOPMENT OBJECTIVE

Contribute to multiformity of the press, serious children's programming in media, freedom of press and of speech.

In most developing countries, more than 40% of the population is under the age of 15. Unfortunately, this group is often neglected as an audience for news. Children often know much more than adults give them credit for, but they miss the context to give meaning to their information. This confuses them. A children's news programme can give them this context, so the pieces of the puzzle can come together.

Through a children's news programme, children are invited to participate in civil society. They get a voice where they would otherwise not be heard. The development of children with healthy self-esteem and pride determines in a positive way the development of a country. A children's news programme is also an excellent platform to strengthen the rights of children in relation to abuse and violence and valuable links can be made with education.

5. PROJECT INPUTS

Supplying and/or upgrading of:

➢ Studio acoustics;
➢ 1 Camera DV-Cam 400 PL
➢ 1 DV Camcorder;
➢ 1 Editing suite Velocity Q SCIS
➢ Cables, bags, softies, etc.
➢ 1 second hand car;
➢ Selecting and hiring editorial staff;
➢ Coaching local management and editing manager;
➢ Workshops format development, selecting news bytes, civic journalism, children's programmes, handling special items like HIV, children's abuse and violence;
➢ Training editing;
➢ Training camera, sound, light handling;
➢ On-the job training;
➢ Troubleshooting;
➢ Feedback from a distance on programmes produced.

6. PROJECT OUTPUTS

➢ A successful popular programme with high viewing rates among children and adults broadcasted 5 times a week for 10 minutes on prime time based on values like free gathering of news and plural points of view that are agreed in a editorial charter.

- Trained editorial staff, camera crew and program management
- Proud journalists and managers who have set an example creating an independent news programme.

19. ACTIVITIES

- Selection of countries and partners;

- The local project management is installed and a format for the children's news programme is developed;

- The broadcasts are aired, together with intensive training and on-the-job guidance until the programme is firmly established;

- When the programme becomes self-sufficient, the trainers and programme managers step back, and guidance will be provided from a distance. The programme will then be anchored in the broadcast organisation and the country's children's programming;

- Once the children's news programme is successful and (relatively) independent and sustainable, the possibilities for slipstream projects are examined. These can be in the field of education or an increased interaction with focus groups.

20. WORK PLAN

Months	Phase	Activities
	Selection	This phase has to a large extent been rounded off Defining roles and division of tasks between parties
1-6	Preparation	Format development Putting together a newsroom Investigating needs Supplying training, additional equipment and financing
7-12	Broadcasting	Training and guidance Feedback on broadcasts On-the-job-training Coaching at arms length
13-21	Embedding	Supporting from a distance Anchoring within the organisation and (children's) programming
13-21	Slipstream projects	Preparing and implementing

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by MUVI TV, supported and trained by SABC and Free Voice.

10. SUSTAINABILITY

The strength of the content triggers further investments in people and infrastructure, which makes the television programme sustainable and suitable for local financing. Once the children's newsroom is successful and established at the end of the 2-year period, MUVI TV will finance continuity themselves. Once the programme becomes (relatively) independent and sustainable, the possibilities for slipstream projects are examined. These can be in the field of education or an increased interaction with focus groups.

11.   FRAMEWORK OF MONITORING

The project will be monitored by SABC, Free Voice and UNESCO.

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

MUVI TV will submit a report every month to SABC and Free Voice, who will report a summary every 3 months.

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C.  ADDITIONAL INFORMATION
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Previous IPDC support received by the country

PDC/6ZAM/01 350-ZAM-61	60,000	Zambia	1985 - 1988
		School of Mass Communication	
PDC/14ZAM/01 352-ZAM-41	50,000	Computer equipment for type-setting local vernacular newsletters	1994 - 1997
PDC/15ZAM/01 352-ZAM-51	65,000	Mobile video projection units	1995 - 1997
PDC/18ZAM/01 352-ZAM-81	55,000	Rural Media Centre/ Community radio	1998 – 1999
PDC/20ZAM/01 353-ZAM-01	55,000	Computerization of Zambia National Broadcasting Corporation Newsroom	2000 – 2003
PDC/23 AM/02 354 ZAM 5031	22 000	Mkushi Community Radio Station	2004 – 2005
Total Zambia: US$307,000			

Preparatory activities completed prior to submission of the project to IPDC

Extensive meetings between Free Voice and SABC and preparatory contacts with MUVI.

Contribution foreseen by the beneficiary agency during the project period

Mobilisation of professional resources, making available rooms, logistic support and meeting the attendant administrative costs of project implementation.

Assistance sought other than IPDC

Free Voice, The Netherlands;
SABC, South Africa;
SDM (Association Democracy and Media), The Netherlands;
Postal Code Lottery, The Netherlands;

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment	
1 Camera DV-Cam 400 PL	12 000
1 Editing suite Velocity Q SCIS	10 000
Training	
NOS trainer Children's reporting techniques, 21 days	15 500
2 return tickets	2 500
Monitoring:	1 000
TOTAL:	**41 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Local production costs, format development, editing, organisational context, help to the partner broadcaster, trouble shooting:	120 000
Training by children's news experts, including training material, hand-outs, travel and feedback on productions by SABC and NOS:	74 000
Additional equipment, studio and digital infrastructure:	44 000
Programme management and guidance from Free Voice, The Netherlands and SABC, South Africa:	50 000
Miscellaneous:	32 000
TOTAL:	**320 000**