

**I**NTERNATIONAL  
**P**ROGRAMME FOR THE  
**D**EVELOPMENT OF  
**C**OMMUNICATION

**NEW PROJECTS  
APPROVED FOR FINANCING  
BY 51ST IPDC BUREAU**

**PART I:**

**AFRICA**

**IPDC BUREAU  
Fifty-first meeting**



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## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>ESTABLISHMENT AND NETWORKING OF COMMUNITY MULTIMEDIA CENTRES IN THE EAST AFRICAN REGION</b>
2.	<b>NUMBER</b>	PDC/51 RAF/02
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting and ICTs
4.	<b>IPDC PRIORITY AREA</b>	Promotion of community media
5.	<b>SCOPE (national, regional, interregional)</b>	Regional
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 112 200
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 93 000
9.	<b>BENEFICIARY BODY</b>	CMC networks in East Africa
10.	<b>IMPLEMENTING BODY</b>	ECONEWS AFRICA (ENA)
11.	<b>PROJECT LOCATION</b>	East Africa
12.	<b>PROJECT PREPARED BY</b>	Econews Africa and UNESCO Nairobi
<b>DECISION OF THE BUREAU:</b>  APPROVED: US\$ 30,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The convergence between radio and the Internet is providing new strength to community radio. Not only are community radios being empowered to reach new latitudes, but also Internet users are learning from a participatory experience that is expected to contribute much to social change.

In this context, a need for Community Multimedia Centres (CMCs) in rural areas of East Africa has emerged. The establishment of CMCs in such areas envisages a combination of community radio with telecentre facilities, under community ownership.

Telecentres provide numerous ICT services, such as access to the Internet, to computers and software capabilities, to electronic commerce applications, and to many other public information services. Community radio is a very effective tool to reach rural communities. The Internet has a better chance to succeed as a tool for development and participation if linked to existing communication or information experiences.

In light of the above, this project proposes to combine the establishment of community radios and telecentres to form community multimedia centres (CMCs). Their main aim will be to respond to communication and information needs for the development agenda of the community concerned.

This project will allow for appropriation of ICT tools by communities where people absorb, systematise and transform information into new knowledge that can be communicated to others and applied to solve their concrete needs.

Support for CMC equipment (both transmission and telecentre), capacity building and training which goes beyond access and basic applications, and addresses personal, institutional and systemic barriers as well as content development, is critical. Bridging the digital divide will be the goal of this project.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The direct beneficiaries of the project will be community-based groups from areas that have not benefited from national communications structures. Special attention will be paid to the underprivileged, physically challenged, women and the youth. The aim will be to have the CMCs serve as vital platform for debate on development, governance and human rights at the local level, as well as for the preservation and promotion of local culture and indigenous knowledge.

### **3. IMMEDIATE OBJECTIVE**

To establish 4 community multimedia centres in 4 marginalised communities in East Africa (two in Kenya, one in Uganda and one in Tanzania) and thus empower them by enabling them to benefit from access to information and communication technologies.

#### 4. DEVELOPMENT OBJECTIVE

To facilitate a forum where local knowledge can be nurtured, and allow communities to engage in their own development. This will enable rural and disadvantaged communities to speak about issues that concern them at the local level, and link them to national agendas.

#### 5. PROJECT INPUTS

The project will concern 4 communities (two from Kenya, one from Uganda and one from Tanzania). Equipment for each of the 4 CMCs is divided into two categories:

- *The transmission studio equipment* will include a mixing console, two cassette players, two Minidisk players, two CD players, two microphones with stands, two portable Minidisk players/ reporter kits, two headphones, amplifier, speakers and a generator;
- *The telecentre equipment* will be composed of two PCs, 4 Internet access/production PCs, a server with storage and backup system, a printer/copier, a scanner, a CD writer, cabling and routing.

#### 6. PROJECT OUTPUTS

- Each of the 4 communities will be equipped with transmission studio and telecentre equipment;
- For a start, 12 members (3 each from the four communities) from the community projects will be trained in the running and management of the CMCs. These 12 will serve as a core group for the CMC network in East Africa and will also train others and ensure a multiplier effect where more members will reach these skills;
- A website linking more than 4 communities for effective experience sharing of content and experiences as well as networking, will be designed;
- A code of conduct to govern and guide the running of CMCs will be prepared and adopted.

#### 7. ACTIVITIES

- Identification of equipment suppliers and Internet providers;
- Purchase and installation of equipment at the CMCs;
- Equipping of the resource centre;
- Identification of the core group;
- Training of the core group in basics of management of CMCs, radio broadcasting programming, basic ICT training, advanced training in research on the Internet and in adapting the contents to radio format;
- Designing the website;
- Relevant educational, informational and entertaining radio programmes produced and broadcast on daily basis upon commissioning;
- Creation of database of CMCs through downloading content on website.

#### 8. WORK PLAN

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

Training of core group											
Designing of the website											
Creation of data base											

**9. INSTITUTIONAL FRAMEWORK**

EcoNews Africa (ENA), in collaboration with the three community radio stations under the East Africa Community Media Project will implement this project. Other collaborators will include *One World* and *AMARC (World Association of Community Broadcasters)*.

**10. SUSTAINABILITY**

For all activities regarding equipment, designing of the website and training, funding will be generated through fund-raising activities.

ENA will consider several options for raising revenue to cover running costs. Most of the CMC operational expenses will come from individuals, institutions and organisations within the community. Private individuals will be motivated to contribute. Various fund-raising schemes – raffle draws, benefit dance, selling of FM receiver sets – will be held. Institutional advertisements and outright donations will be encouraged.

NGOs and Development Agencies will be targeted to consistently use the CMCs for their information services. They will be encouraged to pay a minimal fee for educational and information programmes to be produced and disseminated through these CMCs.

**11 FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING**

ENA will undertake to report to UNESCO on project progress on a four-month basis and will monitor closely to ensure optimum benefits.

**C. ADDITIONAL INFORMATION**

**Preparatory activities completed prior to submission of the project to IPDC**

ENA has gathered adequate information as regards this field, and has documented it in a book that is to be printed. It is designed to facilitate or help those who are interested in establishing community radio projects.

**Contribution foreseen by the beneficiary agency during the project period**

ENA will continue to guide the project, and give time using the available resources to ensure the success of the project. Since the communities will form a network, ENA will take all the administration. The communities will also contribute towards the construction of structures that will house the equipment.

**Assistance sought other than IPDC**

Other donors like the IDRC and HIVOS will also be approached to support other budget items of this project.

## D. BUDGET

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

One "Suitcase" 100-W FM stereo broadcast station with dipole antenna and coaxial cable. It contains the following: 2 CD players, 2 tape cassette players, 6-channel audio mixing console, power distribution board, deck-mounted microphone, audio input-output board, 3-channel portable mixer, microphone, tape cassettes, connexion cables, accessories:	26 190
Website designing:	5 720
<b>Resource centre equipment:</b>	
2 computers, 6 Internet access PCs, server:	32 580
Printer;	2 290
CD recorder:	280
Scanner:	570
Cabling and routing:	2 800
Generator:	11 430
<b>Training for core group</b>	
Accommodation:	4 800
Local travel and transport refunds:	240
Out-of-pocket expenses:	1 200
Training materials (stationery, photocopy, report etc.):	400
2 resource persons (350 × 5 days):	3 500
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>93 000</u></b>

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

16 volunteer staff (radio managers):	19 200
<b><u>TOTAL :</u></b>	<b><u>19 200</u></b>

## REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SODEMA PROJECT</b> (Society for the Development of the Media in Africa)
2.	<b>NUMBER</b>	PDC/51 RAF/03
3.	<b>CATEGORY OF MASS MEDIA</b>	ALL MEDIA
4.	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and media pluralism
5.	<b>SCOPE</b> (national, regional, interregional)	Regional
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 20 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 20 000
9.	<b>BENEFICIARY BODY</b>	Society for the Development of the Media in Africa (SODEMA)
10	<b>IMPLEMENTING BODY</b> .	<i>Syndicat des Journalistes Employés du Cameroun (SJEC)</i>
11	<b>PROJECT LOCATION</b> .	Cameroon
12	<b>PROJECT PREPARED BY</b> .	Society for the Development of the Media in Africa (SODEMA)
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 22,600		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The creation of the Society for the Development of the Media in Africa (SODEMA) in October 2005 provided a unifying 23-member pan-African media organisation to facilitate the flow of information among print, radio and TV journalists. SODEMA was conceived to offer media training, material support for journalists in difficulty and promotion of standard guidelines for ethical conduct in order to heighten the credibility of the African media.

SODEMA members come from Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Republic of Congo (Congo-Brazzaville), Democratic Republic of Congo (Congo-Kinshasa), Cote d'Ivoire, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Madagascar, Mali, Mauritania, Niger, Nigeria, Rwanda, São Tome e Principe, Senegal and Togo. The members' media affiliation is diverse: print, radio and TV journalists from public and private media outlets, full-time and freelance reporters, newspaper and broadcast-media owners and directors, media union representatives, editorial directors, editors-in-chief; a media trainer; and the director of a private school of journalism.

### **2. DESCRIPTION OF THE TARGET GROUPS**

Journalists and media professionals, teachers and students in journalism, international media watch-groups as well as the civil society at large.

### **3. IMMEDIATE OBJECTIVE**

Hosting of SODEMA website for a period of one year. Ongoing maintenance of the SODEMA website over the same period.

### **4. DEVELOPMENT OBJECTIVE**

The SODEMA website ensures democracy by contributing to the free flow of information for the media. The reference link, for example, gives journalists the legal framework within which to defend their rights. The website also provides a forum for free expression, since it is a public site open to all incoming contributions. The site allows journalists who are geographically dispersed to exchange views on common concerns and goals, thereby improving their otherwise limited communicative capacity.

### **5. PROJECT INPUTS**

- Server (or Internet provider) to host the website;
- Webmaster to process and update data.

### **6. PROJECT OUTPUTS**

- Increased communication among SODEMA members;
- Membership expanded through web wide dissemination of the existence of SODEMA;
- Provision of free background information suitable for media training
- Possible reduction of abuses toward the media;
- International exposure toward issues relevant to African media.

## **7. ACTIVITIES**

- Hosting and maintaining the existing SODEMA website.
- Through the website, journalists can address both short-term and long-term issues critical to their profession. Such far-reaching issues as freedom of the press, professional standards and ethics are not necessarily topics discussed in the media in their respective countries of origin.
- The *Syndicat des Journalistes Employés du Cameroun* (SJEC) will provide administrative support and coordination for (1) expanded use of the SODEMA website in the region, (2) introduction to the site of new technological aspects, such as webchats, (3) the sale of SODEMA-produced news items, for example, to Yahoo! or <allafrica.com>, (4) posting of teaching materials, (5) updates for users on SODEMA regional activities.

## **8. WORK PLAN**

- Technical expertise
- Updating of website concept
- Preparation and provision (through the website) of free background information for media training:

## **9. INSTITUTIONAL FRAMEWORK**

SODEMA has three management units: the General Assembly, the Regional Bureau and the Executive Regional Bureau, whose members are elected for a two-year term, renewable once. The organisation groups together under five vice presidents (one for each region of Africa) both the public and private media. A single website for SODEMA members provides a clearing house for ideas that bridge individual differences and unify concerns among varying aspects of the media.

The SJEC (*Syndicat des Journalistes Employés du Cameroun*) will receive edited material from SODEMA in order to subcontract, as necessary, to *Double R Productions*. That company created the SODEMA website in October 2005, and is thus familiar with the organisation's outreach needs and the nature of its postings. *Double R Productions* wishes to continue to host, maintain and expand the website. SJEC, from a coordination standpoint and *Double R Productions*, from a technical standpoint, will advise and train SODEMA members on how to make the best use out of the organisation's existing website.

## **10. SUSTAINABILITY**

There is currently no sustainable funding source. The lack of funding is an obstacle to periodic meetings, workshops and conferences – all within the intended scope of the organisation. The SODEMA website bridges this physical communication gap. Yet, the group is also lacking in the necessary technical expertise to host and maintain its website. This website holds the greatest promise for the continuing flow of information among the members of the continent-wide media group.

The one-year period will give SODEMA exposure to the benefits of having an international web presence and thereby motivate the members to work toward future sustainability. The time is also sufficient to allow the nascent organisation to seek technical proficiency so as to, eventually, maintain the website itself. As future web sponsors see the lucrative potential of the site, they will increase their sponsorship through sales of services.

## **12. EVALUATIONS CARRIED OUT**

The creation of SODEMA was highly appreciated by the international media community. It also generated a flurry of sponsorship interest at the outset. In four instances, SODEMA posted communiqués to speak out against infringements on freedom of the press.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

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

### **C. ADDITIONAL INFORMATION**

#### **Contribution foreseen by the beneficiary agency during the project period**

Given the beneficiary agency SJEC's interest in improving the working conditions of journalists, it is prepared to contribute administrative support toward SODEMA-driven activities.

#### **Assistance sought other than IPDC**

None.

### **D. BUDGET**

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

Financial support for the SODEMA website: technical expertise, new design concept, hosting and maintenance:	14 000
Preparation and provision (through the website) of free background information for media training:	6 000
<b><u>TOTAL :</u></b>	<b><u>20 000</u></b>

# REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SUPPORTING THE “WEEKLY TIMES / SOUTHERN NEWS”</b>
2.	<b>NUMBER</b>	PDC/51 RAF/04
3.	<b>CATEGORY OF MASS MEDIA</b>	Print Press
4.	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and media pluralism
5.	<b>SCOPE (national, regional, interregional)</b>	Regional
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 42 320
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 40 400
9.	<b>BENEFICIARY BODY</b>	Times of Africa (Pty) Ltd
10 .	<b>IMPLEMENTING BODY</b>	Times of Africa (Pty) Ltd, Gaborone
11 .	<b>PROJECT LOCATION</b>	Southern News Offices, Gaborone
12 .	<b>PROJECT PREPARED BY</b>	Mr. Godfey Ncube, Publisher
<b>DECISION OF THE BUREAU</b> APPROVED: US\$ 40,000		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

The “Times of Africa” was established in 2002, and is the implementing organisation. However, following the enactment of the *Access to Information and Protection of Privacy Act* (AIPPA), the organisation necessarily and abruptly stopped its operations. The *Amendment* to the AIPPA has been the instrument to shut down a free media: four independent newspapers have been closed in the past five years. Only journalists from the state media enjoy a guaranteed job security as long as they prefer to be government’s Public Relations officers than being objective journalists. The major problem is the lack of freedom of expression in Zimbabwe. The independent media is in very short supply in Zimbabwe, and popular access to independent media is very limited. The state controls the two dailies.

The Media House started publishing the newspaper in January 2005, before it was subsequently closed on following February. It was prohibited from publishing for twelve months on political grounds. The Zimbabwean Media Commission considered that it was an anti-government paper, which was established to discredit the government and was manipulated by Western powers. However, in the short time it was in existence, the publication had found a public readership, gaining momentum with the print-run shooting up from a mere 3 000 to 30 000 within the two months of its existence.

This was attributed to the balanced newsgathering and professional approach. The paper had gained a real market throughout the country, with copies trickling into rural areas across the country. The Weekly Times/Southern News – as it has been renamed – has relocated to Gaborone, Botswana, and is in the process of devising a strong regional focus through stories that have the potential to shape a comparative framework on such issues as governance and HIV/AIDS. In the process, its staff hopes to contribute as well to a sense of regional community and solidarity as to respect for freedom of expression. In sum, the Southern News like its predecessor (The Weekly Times), would like to be considered “*the Voice of the Voiceless*”, and the heartbeat of a regional community.

The editorial policy of the Southern News is to specifically give balanced coverage of the news, to give space to all political parties (including ZANU-PF), to undertake investigative journalism and to cover news of regional interest. Because the newspaper is published from outside the country, it is not subject to the self-censorship necessarily exercised by the independent papers inside Zimbabwe. Already in the short time since its re-launch, the Weekly Times/Southern News has received many plaudits from readers who are pleased to have access to regional news, especially on governance and on HIV/AIDS and other societal topics.

A lack of overhead capital is a major obstacle. In order to manage sufficient print runs for the moment, funds are required. It is envisioned that in the course of the coming year, advertising will pay for sustainability. A second no less important obstacle is the lack of training of the journalists who work with the Southern News. In consequence, we would like to strengthen the skills of our journalists through training.

The Southern News can play a crucial role in promoting citizen empowerment region-wide. By providing Southern News’ staff with training, and the organisation with the funds to run stories and maintain its production over the first year, the project will contribute to networking, access to information, and ultimately freedom of information.

## **2. DESCRIPTION OF THE TARGET GROUPS**

The Weekly Times/Southern News is targeting citizens of the southern African nations; the general public, but with an emphasis on those less privileged: in the first place, Zimbabweans, who are deprived of factual news; then, the people in rural areas. We would want to consider running stories that have an appeal to women and youth. With the development of a website, the Southern News would target a readership of Africans – especially Zimbabweans – living outside their country. We would want to have a strong emphasis on governance issues in order to inform citizens and policymakers. The Weekly Times/Southern News has launched a magazine that will be an insert in the main newspaper. It focuses on youth and women.

At the same time, it intends to seek to support user-friendly means to make such information available. The Southern News will complement existing advocacy efforts by other media to inform and educate the public on maintaining health, reducing stigma, building support, and opening breakthroughs in dealing with the epidemic.

## **3. IMMEDIATE OBJECTIVE**

- To open and support offices in Zimbabwe, South Africa, Malawi and Zambia in order to provide a platform in the Southern News for gathering and sharing stories about combating HIV/AIDS, and in governance stories such as gains made by the civil society, expanding freedom of the press and fighting corruption;
- To strengthen the skills of our journalists through appropriate training.

## **4. DEVELOPMENT OBJECTIVE**

The Southern News aims at informing and educating accurately on regional developments with an emphasis on governance and HIV/AIDS that will ultimately empower the citizens of the southern African region to take an increased regional perspective on these issues. The planned magazine and website will provide more interactive platforms for the public.

## **5. PROJECT INPUTS**

- A minimum of four contributing journalists (already identified) in South Africa, Zambia, Malawi and Zimbabwe to report on stories as sketched out above;
- Training for these and other contributing journalists in investigative journalism; reporting on HIV/AIDS and general newspaper management;
- Office space, computers (2 in each country office), telephone lines, fax machines, photocopier, Internet connection and office furniture.

## **6. PROJECT OUTPUTS**

- Four newspaper managers trained in management skills; (This is to be achieved through networking with both SAIMED *Southern African Institute for Media Entrepreneurship Development*, MISA *Media Institute of Southern Africa* and NJI *National Journalism Institute*, South Africa).
- Nine trained journalists in investigative journalism;
- Fifty-two stories on governance in the region (one per week);
- Nine journalist trained in reporting on HIV/AIDS issues;
- Fifty-two stories on aspects of HIV/AIDS in the region (one per week);
- Ten issues of magazine focusing on young persons and women;
- Launching of Southern News website.

## **7. ACTIVITIES**

- Acquisition of office space;
- Assessment of training needs;
- Acquisition of equipment;
- Installation of telecommunications;
- Training of journalists;
- Training of managers;
- Production of weekly newspaper;
- Launching of website;
- Production of magazine.

## **8. WORK PLAN**

**Month 1:** Identification of journalists reporting for Weekly Times/Southern News (*already made*);

**Months 1-3:** Acquire and set up office space and equipment;

**Months 1-3:** Identify training needs;

**Months 1-6:** Implement training;

**Months 1-3:** Launch aggressive campaign for advertising support in region;

**Months 3-6:** Evaluate sustainability of Weekly Times/Southern News;

**Months 1-12:** Production of stories.

## **9. INSTITUTIONAL FRAMEWORK**

- The *Southern Africa Institute for Media Entrepreneurship Development* (SAIMED) is located in Gaborone and is an ideal partner to conduct the training of our newspaper managers.
- The *Media Institute of Southern Africa* (MISA), Botswana Chapter, is an organisation through which training and evaluation can also be performed.

## **10. SUSTAINABILITY**

We intend to make the newspaper self-sufficient once it is fully established. Its regional coverage makes it more attractive to a wider range of advertisers, and income from sales will increase to cover printing and distribution costs. Most newspapers need one to two years to reach that state. The Southern News has only been out in publication for a few weeks and certain promises of sponsorship, although not yet materialised, are expected. It is important for the paper to continue printing weekly runs with as few interruptions as possible, both in order to build its readership and to meet commitments to advertisers and distributors.

## **11. FRAMEWORK OF MONITORING**

The *Media Monitoring Project of Zimbabwe* (MMPZ), Harare, Zimbabwe.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

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

Times of Africa will provide quarterly report and will liaise with UNESCO on any development at any time. It will always welcome any advice or external audit.

## C. ADDITIONAL INFORMATION

### Preparatory activities completed prior to submission of the project to IPDC

Southern News was launched in March 2006, and has identified offices in the three mentioned countries. It has also a holding page under [www.timesofafrica.com](http://www.timesofafrica.com).

### Contribution foreseen by the beneficiary agency during the project period

The *British High Commission*, Harare, Zimbabwe, and the *Open Society Initiative for Southern Africa* (OSISA), South Africa, have shown interest for support

### Assistance sought other than IPDC

See above.

## D. BUDGET

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

*Total of investments for South Africa, Zambia, Malawi, Zimbabwe and Botswana:*

Printers:	1 400
Internet equipment:	6 500
Internet subscription (12 months):	12 600
Telephone connection:	1 400
Fax machine:	1 000
Training of journalists and management:	17 500
<b><u>TOTAL :</u></b>	<b><u>40 400</u></b>

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

Website design:	900
Registration:	40
Hosting fees (per annum):	980
<b><u>TOTAL :</u></b>	<b><u>1 920</u></b>

# ANGOLA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>TRAINING OF JOURNALISTS</b>
2.	<b>NUMBER</b>	PDC/51 ANG/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Print and electronic media
4.	<b>IPDC PRIORITY AREA</b>	Human resource development
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 26 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 26 000
9.	<b>BENEFICIARY BODY</b>	The Angolan journalist community
10	<b>IMPLEMENTING BODY</b>	The Syndicate of Angolan Journalists (SAJ)
11	<b>PROJECT LOCATION</b>	Luanda
12	<b>PROJECT PREPARED BY</b>	Louisa Rogerio, Secretary General of the Syndicate of Angolan Journalists
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 29,380		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Angola, a country that only recently emerged from 30 years of a devastating civil war, is in the midst of reconstruction and rehabilitation efforts. The government is developing and introducing positive reforms in the political and economic spheres. This also occurs in the political democratic life. Politicians and civil society organisations members are pressing the government to open its activities until it holds in 2007 Angola's second election since 1992. Central to this effort is the development of vibrant and free media capable of fairly and objectively examining the issues of the day and informing the public so that the latter is empowered to make informed and intelligent decisions on those issues. The Angolan media is seriously hampered by the lack of professionalism, inexperience and serious resource limitations to carry out this responsibility. The Syndicate of Angolan Journalists (SAJ), an independent and legally registered national association of journalists striving to advance the profession and the professional needs of its members, is committed to do its part to overcome these challenges.

Recognising the need for professional development and in anticipation of the upcoming elections, the SAJ previously organised training programmes for 60 journalists from three provinces on basic journalism and election-related issues. However, much more needs to be done to train journalists in the remaining 15 provinces of the country. The SAJ requests the financial assistance of UNESCO so that it can extend training to journalists in those 15 provinces.

This project aims at training journalists and their media outlets on how to properly cover the electoral process, how to conduct and use polling and how to give an accurate analysis of what is happening in the field. The upcoming election will be a long-awaited expression of the ongoing reconciliation of Angola. Without a well-trained cadre of local journalists, the overall process will suffer from a lack of fair and accurate information. Skills gained from this training will help journalists to redirect or reshape the way they read local social, economic and political situation. Ultimately, participants will be able to cover or report more concisely and objectively to help build a more democratic and open society. These types of training opportunities are critical to ensure that Angola citizens are adequately prepared by the media to return to the polls.

The lessons learned in from past trainings tell us that most Angolan journalists in the provinces do not possess of the necessary skills. Most of them were educated in other fields, because the schools of journalism are only now being established in the country. For this reason, most of the Angolan journalists do not control much of the journalism rules of the game. This training it is very important, since it will provide the participants with skills they could never have acquired due to the lack of journalism schools and to the barriers created by the absence of a strong education system in Angola. The training programme will benefit 300 journalists at the minimum. However, due to huge interest that these kinds of programmes raise in provinces, we may give chance to other journalists to seat by as observers.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The members of the Syndicate of Angolan Journalists and others who are licensed to practice journalism in the country.

### **3. IMMEDIATE OBJECTIVE**

- Increase the skills and abilities of local journalists;
- Help strengthen the coverage of the upcoming electoral process;
- Increase the accuracy and fairness of reporting;
- Raise the standards of journalism in 15 of Angola's 18 provinces;
- Increase the understanding of the new press law, the electoral law and the Angolan Constitution.

### **4. DEVELOPMENT OBJECTIVE**

In post-conflict Angola, the reconstruction and rehabilitation of the country and the democratisation process has commenced. Central to the success of these efforts is the development an independent free press capable of investigating, analysing, and reporting on matters of public interest. The SAJ strives to raise the standards of journalism through training and professional development, so that its members and others can responsibly carry out these duties. Given the national elections expected next year and the glaring lack of knowledge on election coverage among its members and others in the press community, the Syndicate believes that preparing its members and others to cover the elections fairly and accurately to be an immediate priority. The Syndicate further believes that constant coverage and reporting on the elections, including analysis based on the views of the electorate, candidates and parties advances the democratisation process and improves the communicative capacity of the people.

### **5. PROJECT INPUTS**

- One journalism trainer;
- Transportation, accommodation and honorarium for trainer and an SAJ representative;
- Halls/classrooms for the training sessions;
- Lunch provided to trainees;
- Stationery, training manuals and documentation;
- Administrative overheads.

### **6. PROJECT OUTPUTS**

- 300 trained journalists in 15 of Angola's 18 provinces;
- New materials made available by the Syndicate in Portuguese for future trainings;
- An increased knowledge base within the administration of the Syndicate.

### **7. ACTIVITIES**

- The syndicate proposes to organise and hold 15 three-day training sessions for up to 20 journalists in 15 provinces (a total of 300) on election coverage and related issues;
- The training will commence in November 2006 and end in April 2007;
- A highly qualified local journalism instructor, who has successfully conducted similar training in the past, will be engaged to provide the training. The Angolan Ministry of Mass Communication (AMMC) will be closely consulted on the development of the course outline and will allow members of the state media in each of the proposed provinces to attend the course; the AMMC will also make in-kind contribution by providing venue for the training sessions;
- Graduates of the training will be awarded certificates of recognition upon the successful completion of the training.

## **8. WORK PLAN**

- Aug./Sept. 2006:** The Syndicate will work to secure the funding necessary to conduct the training;
- Oct. 2006:** The syndicate will select the trainer of the programme and begin the registration of the journalists that will attend the training. The SAJ will also work to select the course materials, prepare course outline and translate the course materials as necessary;
- Nov. 2006:** The SAJ will launch the training in Lubango, Huila province;
- Nov. 2006 / Apr. 2007:** The SAJ will conduct the training programme in the other 14 provinces;
- Jan. 2007:** The SAJ will submit the first four-month project evaluation;
- Apr. 2007:** The SAJ will conclude the programme and prepare the final evaluation.

## **9. INSTITUTIONAL FRAMEWORK**

The Syndicate of Angolan Journalists (SAJ) would be responsible for implementing the project. The SAJ has conducted similar training in the past and would be drawing from its experience to ensure effective implementation of the project. It would also use its excellent relations with the Ministry of Mass Communication and provincial administrations to realise the objectives of the project.

## **10. SUSTAINABILITY**

Since professional development of its members is a long-term and vital objective of the SAJ, it would continuously strive to provide continuous training opportunities for its members, thereby ensuring a sustainable development of the profession in the country consistent with international standards.

## **11. EVALUATIONS CARRIED OUT**

The SAJ will conduct continued evaluation of the project to ensure project progress according to plan.

## **12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The Syndicate will submit written reports and an account of expenditure upon completion of preparation stage, progress report on completion of training in each province, and final report on results achieved by the end of the project.

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

## **C. ADDITIONAL INFORMATION**

### **Preparatory activities completed prior to submission of the project to IPDC**

Consultations with the Ministry of Mass Communication.

**Contribution foreseen by the beneficiary agency during the project period**

Administration and management of the project, facilitation and coordination.

**Assistance sought other than IPDC**

Angolan Ministry of Mass Communication.

In the past, Angola has benefited from the IPDC's assistance as follows:

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/5ANG/01 350-ANG-51 350-ANG-71	20,000 40,000	Angola Development of Broadcasting Centre of the Angola News Agency	1985 - 1989
PDC/48ANG/02 354ANG5041 Co-financed by Portugal	38,500	Strengthening of the capacity of the Angola news agency	2005-2006
<i>Total Angola: US\$ 90,000</i>			

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Air fares to 15 provinces for a trainer and an SAJ representative (225 × 2 × 15):	6 750
Accommodation and per diem (4 days) for trainer and SAJ representative 75 × 2 × 4 × 15):	9 000
Trainer honorarium (200 × 15):	3 000
Lunch for participants (10 × 300):	3 000
Translation and duplication of teaching materials:	2 500
Administrative overheads:	1 750
<b><u>TOTAL :</u></b>	<b><u>26 000</u></b>

## BENIN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>UPGRADING THE CAPACITY OF THE DAILY NEWSPAPER, "LA PYRAMIDE"</b>
2.	<b>NUMBER</b>	PDC/51 BEN/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Printed press
4.	<b>IPDC PRIORITY AREA</b>	Media pluralism
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
7.	<b>TOTAL COST OF PROJECT</b>	USD 24 700
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 21 600
9.	<b>PROJECT BENEFICIARY</b>	The daily newspaper, "La Pyramide"
10.	<b>IMPLEMENTING BODY</b>	MINCOM SARL & CEPAG
11.	<b>PROJECT LOCATION</b>	Cotonou
12.	<b>PROJECT PREPARED BY</b>	The daily newspaper, "La Pyramide"
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 18,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The Beninese Constitution provides for a *Haute Autorité de l'Audiovisuel et de la Communication* (HAAC, High Authority for Audiovisual and Communication Matters) with responsibility for regulating the Beninese press. The latter is totally unrestricted in terms of diversity and counts several unifying structures such as the *Conseil National du Patronat* (CNPA, National Council of Employers), which brings together all of the Publication Directors within the printed press sector as well as the directors of radio and television stations, both public and private. Journalists are organized within the *Union des Professionnels des Médias du Bénin* (UPMB, Union of Beninese Media Professionals). Beninese media professionals have also set up a self-regulatory body known as the *Observatoire de la Déontologie et de l'Ethique dans les Médias* (ODEM, Observatory of Deontology and Ethics in the Media).

Since 1990, no suspensions or bans have been imposed on any Beninese media organisations. The daily newspaper, "La Pyramide", first published in June, 1996, has as its mission to promote investigative journalism in a journalistic universe in which the predominant focus is on commentary. While its main objectives centre on promoting the right to education, information and communication, it is also confronted with a number of problems, including printers who sometimes reject layouts for reasons of illegibility or delay. The newspaper has no digital cameras for use on reporting assignments.

"La Pyramide" wishes to have at its disposal the resources which would enable it to effectively implement its journalistic policy. This goal could be achieved with the acquisition of the equipment for which this project is being submitted. Once it is equipped with a sufficiently effective computer infrastructure, the newspaper intends to install a printing shop (in the medium or long term) with a view to reducing publication costs and improving the management of the newspaper.

### **2. DESCRIPTION OF THE TARGET GROUPS**

For the past several years, "La Pyramide" has devoted at least one page to articles on the topic of health education, and particularly to heightening public awareness to the dangers of AIDS. Articles on children's diseases and on contagious and sexually transmitted diseases are regularly published.

As the newspaper targets a rural readership, many of the topics addressed need to be illustrated with photographs. However, the newspaper has no digital cameras at its disposal. In addition to the "Health" page, readers have requested that other topics be addressed since most Beninese newspapers tend to deal exclusively with political issues. "La Pyramide" would eventually like to put together a team of journalists specialising in health, environmental, educational and cultural issues, among other things.

Obtaining the equipment for which this project is being submitted would place "La Pyramide" in a more competitive position and enable the newspaper to produce a publication which is better illustrated and thus more "reader-friendly". Through the training provided for in the project, journalists would be able to enhance their professional skills.

Although the newspaper's computer infrastructure has been renewed since 2000, it is now totally inadequate. The current equipment includes a scanner (Canon D646Uex), a printer (HP *LaserJet* 1300), a computer for DTP work and a further two computers for data-entry tasks. Given the outdated state of the equipment, there is no doubt that two new computers would allow us to produce layouts more quickly and to improve editorial productivity.

### **3. IMMEDIATE OBJECTIVES**

- Upgrade the newspaper's computer infrastructure by acquiring up-to-date computer equipment;
- Improve the skills of the newspaper's personnel in terms of writing techniques (3 journalists), graphic processing (2 DTP operators), marketing, administration (one sales agent) and the maintenance and update of the web site (one specialist).

With the desired computer infrastructure, the newspaper would be able to increase its circulation from 1,500 copies to 3,500 copies. In the long term, with the acquisition of a printing shop, "La Pyramide" would be able to increase its circulation even further and achieve true "press company" status. With the creation of a web site, the newspaper would be able to extend its readership beyond the borders of Benin.

Training would be provided in officially recognised training centres over a 2-month period, with courses in writing techniques, press-company administration, inventory management, marketing and web-site management and maintenance.

### **4. DEVELOPMENT OBJECTIVES**

"La Pyramide" has set as its objective to provide training for two journalists in the areas of health, the environment, education and culture, and for a third journalist in the field of politics. We plan to establish contact with local radio and television stations to have our investigative reports included in press reviews broadcast in national languages. It is also our intention to contribute to promoting Benin at the international level by publishing articles on local tourist sites, traditions and other aspects of interest.

Given the importance that NICTs play in the media today, we would also like to provide training for a copy editor, who, once trained, would be responsible for regularly updating the web site. The company, MINCOM SARL, will assist "La Pyramide" with the creation of the web site and will train the copy editor in web-site maintenance and updating techniques. In terms of marketing, we have opted for the training of a sales agent.

### **5. PROJECT INPUTS**

Achieving the objectives presented above entails:

- The acquisition and installation of 5 multimedia desktop computers;
- The acquisition of a digital camera;
- The creation and update of a website;
- Providing training for a total of 7 agents in writing techniques (3 journalists), graphic processing (2 DTP operators), marketing and administration (one sales administrator) and web-site maintenance (one agent).

### **6. PROJECT OUTPUTS**

- Three journalists (two men and one woman) trained in writing techniques and in various tasks commonly performed by copy editors;
- Two graphic artists trained in the use of various DTP software packages ( *Page Maker*, *Quark Xpress*, *Power Point*) as well as in searching for information, images, etc.;
- Three sales agents trained in marketing and administration techniques.

**7. ACTIVITIES**

- Purchase and installation of computer equipment;
- Skills enhancement course at an officially recognised journalism-training Institute (MINCOM SARL);

**8. WORK PLAN**

	Month 1	Month 2
Purchase of equipment		
Installation		
Training course, project monitoring and administration		

**9. INSTITUTIONAL FRAMEWORK**

The organizations involved in this project in a collaborative role include: (i) MINCOM SARL, specialists in the development of software applications for the business sector (with a particular focus on telecommunications), management and multimedia; (ii) the *Centre de Perfectionnement et d'Assistance en Gestion des Entreprises* (Cepag, Centre for Training and Assistance in Business Administration), an organisation which comes under the Ministry of Industry and the Promotion of Small and Medium-sized Companies; and (iii) the *Conseil National du Patronat* (CNPA, National Council of Employers).

- MINCOM SARL will be responsible for the purchase and installation of the new equipment, and for providing training in its use;
- The CEPAG group will be responsible for the training of the newspaper's personnel;
- The CNPA will be responsible for monitoring and evaluating the project.

**10. SUSTAINABILITY**

Founded in June, 1996, and boasting more than 10 years' experience in the newspaper business, "La Pyramide" has contributed to the consolidation of democracy in Benin. The newspaper's Publication Director, Mr. Christophe Hodonou, is supported by a group of young journalists, most of whom are graduates of the Benin National University.

**11. MONITORING FRAMEWORK**

"La Pyramide" proposes that UNESCO appoint the most appropriate body for the monitoring of this project.

## 12. PRE-PROJECT ASSESSMENTS

The views expressed by various associations within the trade regarding the quality of the information produced by the newspaper were taken into account, as was the classification determined by the CNP (National Council of Employers). A firm specializing in the management of communication projects (IBM-C) was then engaged to conduct an audit at the newspaper's head offices and to assist with defining the newspaper's needs.

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

"La Pyramide" will produce an activity report every four months. A final report will be submitted on completion of the project.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past

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 CO-FINANCED BY ANDORRA	34,000	Vakon community multimedia centre	2005-2006
PDC/49 BEN/01 354BEN5051	14,000	STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"	2006-2007
Total Benin: US\$ 116,000			

#### Preliminary activities

Prior to submitting this project to the IPDC, "La Pyramide" commissioned an audit by the firm IBM-C to identify solutions for remedying the decline in its readership.

#### Aid requested from sources other than the IPDC

None

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
<b>Equipment</b>	
5 multimedia computers:	5,305
2 laser printers (A3 and A4):	2,796
Scanner + negative:	752
2 digital cameras:	1,254
Cabling:	461
5 x UPSs (2000 / 2200 VA):	1,254
8-port, 10/100 Ethernet hub:	174
Creation and maintenance of the web site:	3,490
<b>Training</b>	
Writing techniques (for 3 journalists):	2,026
Training of 2 DTP operators:	1,640
Sales administration:	676
Image processing (software: <i>Photoshop, Swint, Spip</i> ):	772
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b><u>21,600</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
<b>Trainee allowances</b>	
3 journalists:	674
2 DTP operators:	578
Sales agent:	674
IT specialist for the web site:	379
<b>Administrative expenses</b>	
Production of reports for the IPDC:	580
Project management:	215
<b><u>TOTAL:</u></b>	<b><u>3,100</u></b>

# BURKINA FASO

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>EQUIPMENT FOR THE <i>AGENCE D'INFORMATION DU BURKINA</i> (AIB, BURKINA INFORMATION AGENCY)</b>
2.	<b>NUMBER</b>	PDC/51 BKF/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Press agency
4.	<b>IPDC PRIORITY AREA</b>	Freedom of express and media pluralism
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 45 800
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 26 400
9.	<b>PROJECT BENEFICIARY</b>	<i>Agence d'Information du Burkina</i> (AIB, Burkina Information Agency)
10.	<b>IMPLEMENTING BODY</b>	Editions Sidwaya
11.	<b>PROJECT LOCATION</b>	Ouagadougou
12.	<b>PROJECT PREPARED BY</b>	Ouagadougou
<b>DECISION OF THE BUREAU: APPROVED: US\$ 28,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

At the moment of independence, the Burkinabè media landscape comprised the state-run audiovisual media and only a handful of privately owned newspapers. It was not until some thirty years later that the media as a whole, and the audiovisual media in particular, began to truly develop in Burkina Faso. This development was made possible by the promulgation of the Information Code of 1991 (subsequently revised in 1993), and above all by the establishment in 1995 of the *Conseil Supérieur de l'Information* (CSI, Higher Council for Information), whose main role consists in regulating media activities in Burkina Faso. Thus, in terms of print media, by the end of 2003, Burkina Faso was able to boast a dozen weeklies and five dailies. Although founded in May of 1964, the *Agence d'Information du Burkina* (AIB, Burkina Information Agency) has yet to attain full operational effectiveness, despite the willingness of its personnel. This situation is mainly due to the outdated state of the agency's equipment. The AIB coordinates a network of 55 press correspondents throughout the country's 45 provinces. With the exception of its regional offices in Ouagadougou (the political capital) and Bobo Dioulasso (the economic capital), the AIB is currently only able to gather information by telephone, fax and post. It is still at the stage of having to transcribe news items communicated by telephone, and it only possesses four 3<sup>rd</sup> generation computers. Given the new national media environment, the Agency urgently needs to resolve the issue of its equipment so that it can provide high-quality productions that are easily accessible to the widest possible audience.

With the rapid evolution of information and communication technologies (ICTs), the equipment used by the AIB has now become obsolete. It is therefore essential that the AIB enter the digital age and the internet era as quickly as possible so that it can cater to the ever-increasing demands of local private radios, and achieve greater operational capacity both at the national and international level. It is against this background that the *Agence d'Information du Burkina* is submitting this request to the IPDC.

### **2. DESCRIPTION OF THE TARGET GROUPS**

- Rural populations;
- Decision-makers in the political, economic and social spheres;
- Development partners;
- Institutions;
- Diplomats;
- NGOs and associations;
- Organs of the press.

### **3. IMMEDIATE OBJECTIVES**

Upgrade the technical capacity of the Agency so as to improve the process of gathering and dissemination of local political, economic, social and cultural information.

### **4. DEVELOPMENT OBJECTIVES**

Support the process of decentralisation currently in progress in Burkina Faso.

## 5. PROJECT INPUTS

Equipment (*see budget*).

## 6. PROJECT OUTPUTS

- Fully operational audio and transcription equipment;
- Capability to cater to the needs of local community radios in terms of information.

## 7. ACTIVITIES

- Purchase and installation of equipment;
- Gathering and dissemination of information throughout the entire country;
- Refurbishment of the Koudougou regional office;
- Restoration of the Tenkodogo regional office.

## 8. WORK PLAN

<b>Activities</b>	<b>1<sup>st</sup> quarter</b>	<b>2<sup>nd</sup> quarter</b>	<b>3<sup>rd</sup> quarter</b>	<b>4<sup>th</sup> quarter</b>
Request for tenders Purchase and receipt of equipment Trial publication of the supplement " <i>Les Régionales</i> " Refurbishment of the Koudougou regional office				
Installation of the equipment Handing over of equipment to correspondents Operational testing of the installed equipment Restoration of the Tenkodogo regional office				
Gathering, processing and dissemination of information Administration of the new AIB web site				
Publication of the supplement, " <i>Les Régionales</i> ", on the AIB web site				

## 9. INSTITUTIONAL FRAMEWORK

The AIB has been part of the publicly owned press house, "Editions Sidwaya", since April 2000.

## 10. SUSTAINABILITY

The Agency intends to devote more resources to electronic means of communication and to publish a regional supplement of a dozen or so pages compiled from dispatches submitted by its regional correspondents.

## 11. MONITORING FRAMEWORK

The AIB's executive board will regularly monitor productions to ensure that they meet the expectations of the various target groups.

## 12. BENEFICIARY BODY'S REPORTING FRAMEWORK

"Editions Sidwaya", acting on behalf of the *Agence d'Information du Burkina* (AIB), will submit to the IPDC, every 4 months, an activity report specifying how the allocated funds have been used and the functional effectiveness of the received equipment.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past

PDC/11BKF/01 352-BKF-11	143,000	Burkina Faso	1990 - 1998
		Development of Burkina's television production	
PDC/18BKF/01 352-BKF-81	50,000	Strengthening the capacity of SIDWAYA Publishing for the purpose of creating a newspaper in national languages	1998 - 1999
PDC/49 BKF/02 REGULAR PROGRAMME	40,000	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU	2006
<b>Total Burkina Faso: US\$ 233,000</b>			

#### Preliminary activities

- Coordination meeting with all of the provincial correspondents, on July 8, 2006, in Ouagadougou;
- Report submitted to the management board of "Editions Sidwaya";

Request for tenders for the various items of equipment. **Aid requested from sources other than the IPDC**

In addition to the requests for tenders issued at the national level, a coordination meeting was organized between the Administrative and Financial officers of Editions Sidwaya and the Maintenance Manager at the *Radiodiffusion Nationale du Burkina* (Burkina National Radio Broadcasting Company).

### D. BUDGET

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

<b>Audio equipment</b>	
6-channel audio console:	2,940
Professional-quality cassette recorder:	985
Full computer unit (computer, printer, software and accessories):	4,710
External hard drive (500 GB):	985
<b>Transcription equipment</b>	
4 flash-memory digital recorders:	630
4 monitoring loudspeakers:	2,360
4 pairs of headphones:	1,000
5 field digital recorders:	11,790
Monitoring:	1,000
<b>TOTAL:</b>	<b><u>26,400</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Administrative expenses:	3,000
Refurbishment of the Koudougou regional office:	10,000
Restoration of the Tenkodogo regional office:	6,400
<b><u>TOTAL:</u></b>	<b><u>19,400</u></b>

# BURUNDI

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>INTERNET AND INTRANET CAPABILITY FOR "LE RENOUVEAU DU BURUNDI"</b>
2.	<b>NUMBER</b>	PDC/51 BDI/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Print media
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression and media pluralism Human resource development
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
7.	<b>TOTAL COST OF PROJECT</b>	USD 32 900
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 23 100
9.	<b>PROJECT BENEFICIARY</b>	The newspaper, " <i>Le Renouveau du Burundi</i> "
10.	<b>IMPLEMENTING BODY</b>	<i>Publications de Presse Burundaise</i> (Burundian Press Publications)
11.	<b>PROJECT LOCATION</b>	Bujumbura
12.	<b>PROJECT PREPARED BY</b>	M. Thaddee Siryuyumunsi, Managing Director, <i>Publications de Presse Burundaise</i> (Burundian Press Publications)
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 20,000		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

With only one television station, more than a dozen radio stations and fewer than 5 regularly published newspapers, the Burundian media landscape presents quite an imbalanced picture. The crisis that plagued the country for more than 10 years resulted in an all but total collapse of the print media. "*Le Renouveau du Burundi*" is the only newspaper which has managed to withstand the multiple and diverse forms of social and political pressure. Recently, though, the Burundian media has witnessed a rapid development in the number of private radio stations. Many of these can claim solid financial backing, originating, in most cases, abroad. It is against this background that the Burundi print media has been trying to survive, but the funds required to replace equipment, purchase raw materials and access means of distribution are simply beyond its reach.

Media pluralism in Burundi is an indisputable fact. Indeed, not only does the local media cover the entire country, but it is free to address any subject it wishes of its choice. There are even community radios in Burundi. On the other hand, the print media always comes up against the problem of the availability of means of production and distribution. A survey commissioned in 2000 by the Ministry of Communication showed that more than 80% of the population did not read at all, and that this was mainly due to the unavailability of newspapers.

Thus, this project is directed at a media form which is in urgent need of assistance. The news daily, "*Le Renouveau du Burundi*", has marked the history of Burundian print media for nearly thirty years. The main development problem facing the newspaper today is that its press runs are far too low, given the importance of its mission to promote the consolidation of peace, human rights, democracy and the fights against poverty and AIDS.

Upgrading the newspaper's production capabilities is therefore crucial to ensuring its long-term viability as well as its capacity to adapt to the social and technological changes currently in progress. The newspaper publishes 5 issues a week, whereas it could be publishing more. Acquiring the equipment provided for in this project is all the more important as the *Publications de Presse Burundaise* cannot provide the funding to do so, particularly at a time when it is essential to increase the newspaper's readership, including through the publication of an online version.

### 2. DESCRIPTION OF THE TARGET GROUPS

- "*Le Renouveau du Burundi*" journalists, who will benefit from the upgrade of the newspaper's production capabilities and gain access to online documentation;
- The newspaper's readers, who could expect more regular publications and richer content.

### 3. IMMEDIATE OBJECTIVES

Transform *Le Renouveau du Burundi* into a true daily newspaper, with 7 issues a week, through the acquisition of the equipment required by the paper's editorial staff.

### 4. DEVELOPMENT OBJECTIVES

If the newspaper attains its full production capacity (7 issues a week), it will be able to transmit and defend, in accordance with its mission, the values of democracy, freedom (guaranteed in the Constitution), peace, human rights and gender equality.

The project will also contribute to strengthening the print media in Burundi, and to the development of media pluralism.

## **5. PROJECT INPUTS**

- 7 computers (1 for 3 copywriters);
- Computer for the Assistant Editor-in-Chief;
- 2 computers (1 for each copy editor);
- 2 UPSs;
- 2 scanners;
- Wireless internet connectivity equipment.

## **6. PROJECT OUTPUTS**

- Publication of a "real" weekly (i.e., 7 issues a week);
- Richer content, thus a wider readership and consequently an increase in circulation;
- Journalists in tune with the profession and with the latest technology;
- Greater productivity in the treatment of information; better quality information.

## **7. ACTIVITIES**

Acquisition and installation of internet equipment and accessories.

## **8. WORK PLAN**

Duration: 3 months following approval of the project.

- Request for Tenders: 1 month.
- Selection of winning tender: 1 month.
- Delivery and installation: 1 month.

## **9. INSTITUTIONAL FRAMEWORK**

- The Ministry of Communication as the supervising authority;
- The *Publications de Presse Burundaise* as the implementing body;
- Public authorities, for the awarding of the contract.

## **10. SUSTAINABILITY**

*Publications de Presse Burundaise* will supervise the implementation of the project, ensure that the equipment is regularly serviced, seek to achieve a level of profitability in line with its ambitions and take out the appropriate insurance.

## **11. MONITORING FRAMEWORK**

"*Le Renouveau du Burundi*" proposes that UNESCO commission the *Maison de la Presse* (Press House) to monitor the project.

## 12. BENEFICIARY BODY'S REPORTING FRAMEWORK

Mr. Thaddée SIRYUYUMUNSI, Managing Director of *Publications de Presse Burundaise*, will submit an activity report every 4 months.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past

PDC/4BDI/09 350-BDI-41	40,000	Burundi Establishment of regional communication centres	1983 - 1984
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
PDC/49 BDI/01 354 BDI 5051 (FINANCED BY CZECH REPUBLIC)	32,000	BURUNDI: COMMUNITY RADIO EQUIPMENT FOR WOMEN USING MEDIA FOR PEACE IN BURUNDI (DUSHIREHAMWE NETWORK)	2006- 2007
Total Burundi: US\$ 205,000+ US\$ 31,000 (Funds-in-trust)			

#### Beneficiary body's contribution during the term of the project

- Training in the use of the requested equipment;
- Installation and maintenance expenses.

### D. BUDGET

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

10 multimedia computers:	15,000
A3 laser printers:	4,400
2 UPSs (100 / 1500 VA):	1,200
2 scanners:	500
Network hub:	500
Cabling:	500
Monitoring:	1,000
<b><u>TOTAL:</u></b>	<b><u>23,100</u></b>

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

"Word" training (20 participants):	4,200
"Page maker" and "Photo shop" training (10 participants):	4,800
Installation:	300
Maintenance and insurance:	500
<b><u>TOTAL:</u></b>	<b><u>9,800</u></b>

# CAPE VERDE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>FOGO COMMUNITY MULTIMEDIA CENTRE</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51CVI/02
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression Development of community media
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	USD 74 800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 54 700
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Women and youth of Fogo
<b>10.</b>	<b>IMPLEMENTING BODY</b>	"A Semana" newspaper
<b>11.</b>	<b>PROJECT LOCATION</b>	Fogo Island
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Filomena Silva
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 30,000		

**1. BACKGROUND AND JUSTIFICATION**

Significant political reforms undertaken in the Cape Verde islands in 1991 have led to the revival of multipartyism and other democratic practices. The local media have taken advantage of this development, as attested by the emergence of several newspapers of various socio-political leanings. Today, the Cape Verde press counts five daily newspapers and several specialist magazines, published either in Praia, the capital, or in Mindelo, the country's second largest city. Four private newspapers are currently available, namely, *Terra Nova*, a monthly publication owned by the Capuchin Brothers, and published for the last 24 years, the fortnightly *Artiletra*, the monthly economic and business newspaper, *Cifrão*, and the weekly *A Semana*. The state-owned weekly, *Horizonte*, was first published in 1999. The Cape Verdean audiovisual landscape includes the state-owned *Radiotélévision Capverdienne*, *Radio Nova* (owned by the Capuchin Brothers and broadcasting out of São Vicente), *Radio Commercial* and *Praia FM*, two privately owned regional radios headquartered in Praia, *Radio Morabeza*, based in São Vicente, and 3 community radios (*Santo Antão*, *Mosteiro* and *São Nicolau*). There are currently no privately owned television stations.

Some of the Cape Verde islands, such as Brava and Fogo, have yet to benefit from this development. *A Semana*, which hopes to extend access to information to all of the islands of the country, has erected an antenna in each of these islands. Unfortunately, in Fogo, 75% of the women—who constitute the foundation of the island's economy, are illiterate. To cater to their needs in terms of access to information, and above all, to give them a voice in the democratic process, *A Semana* intends to set up a Community Multimedia Centre, initially for the women and then the youth of Fogo, thereby providing them with the opportunity to make a contribution to the democratic process and appropriate new information and communication technologies. A weekly publication, *A Semaniha*, whose goal is to bring education to children through the media and, in so doing, prepare them to assume their role as citizens, is already in circulation, but its impact far from sufficient. This project provides for the acquisition of radio-broadcasting and computer equipment, the organization of training workshops in the management and maintenance of a radio station, and familiarisation with new technologies. The other departments in the telecentre will serve to ensure the sustainability of the project.

**2. DESCRIPTION OF THE TARGET GROUPS**

The Community Multimedia Centre, which will be located in São Filipe, the capital of the island of Fogo, will benefit not only the 5,000 inhabitants of the capital (of which youth and women account for more than 80%) but the entire population of the island, who will also be able to make use of the facility. The project places special emphasis on women and youth.

**3. IMMEDIATE OBJECTIVE**

The setting up of an economically viable Community Multimedia Centre, providing the population of the island of Fogo with a means of communication accessible to all.

**4. DEVELOPMENT OBJECTIVES**

The Community Multimedia Centre will be a driving force for behavioural change among the island's populations, in the zone where it will be located. It will also facilitate activities conducted by *A Semana*, which is already involved in promoting the cause of youth and women in socio-political and cultural spheres.

## **5. PROJECT INPUTS**

- Acquisition of the technical equipment required for the setting up of the community radio station and the telecentre (telephone, facsimile machine, Internet, scanner, computers, etc.);
- Radio-broadcasting, management and ICT training for CMC personnel.

## **6. PROJECT OUTPUTS**

- Fully operational CMC, comprising a community radio station and the telecentre
- CMC personnel trained in radio-broadcasting techniques, programme production, ICTs, etc.

## **7. ACTIVITIES**

- Acquisition of the equipment for the radio station and the telecentre;
- Training of administrative staff;
- Setting up of the CMC.

## **8. WORK PLAN**

- Purchase and installation of technical equipment: 3 months;
- Training of radio-station and telecentre personnel: 3 months;
- Launch of programmes.

## **9. INSTITUTIONAL FRAMEWORK**

*A Semana* will work closely with the *Association des Journalistes du Cap Vert* (Association of Cape Verdean Journalists) for the implementation of this project. The experience of journalists who are already involved in radio broadcasting will be particularly useful during the start-up and monitoring phases.

## **10. SUSTAINABILITY**

The operation of the Fogo Community Multimedia Centre will be funded through revenue generated by the broadcasting of private messages, and by the telecentre's paying services (fax, scanner, computers, Internet, etc.).

## **11. MONITORING FRAMEWORK**

The project will be jointly monitored by the *Association des Journalistes du Cap Vert* and BREDA.

## **12. PRE-PROJECT ASSESSMENTS**

A study on the setting up of an *A Semana* office in Fogo has shown that the women and youth of the island were likely to remain marginalised unless immediate steps were taken to provide them with an appropriate means of communication (radio). A feasibility study was therefore conducted with the help of personnel involved in the Senegalese project entitled "*Large-scale roll-out of CMCs*".

### 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

Every four months, *A Semana* will submit a detailed project-implementation report to the UNESCO office in Dakar.

#### C. ADDITIONAL INFORMATION

##### Assistance provided by the IPDC in the past:

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/7CVI/01 350-CVI-71	35,000	Cape Verde	1986 - 1988
		Development of communication	
PDC/18CVI/01 352-CVI-81	60,000	Computerization of the Newsroom of the National Radio	1998 – 1999
PDC/19CVI/01 352-CVI-91	25,000	Documentation Centre	1999 – 2000
PDC/19CVI/02 352-CVI-92	25,000	Strengthening of the independent newspaper “A Semana”	1999 – 2000
PDC/20CVI/0 548-CVI-5061 FIT-Luxembourg	28,000	Development of the magazine “Artiletra”	2002 – 2003
PDC/21 CVI/01 353CVI5011	10,000	Installation of an internal communication network at the Inforpress news agency	2002 – 2003
PDC/48 CVI/01 354CVI5041	25,000	Media law reform	2004-2005
<b>Total Cape Verde: US\$ 180,000+ 28,000 (FIT)</b>			

##### Preliminary activities

- Application for a frequency licence;
- Identification of a site for the construction of the Centre;
- Raising awareness among the local populations, in particular women and youth;
- Apprising the island's political and administrative authorities.

#### Beneficiary body's contribution during the term of the project

*A Semana* will bring to the project more than 15 years' experience, which will serve as a foundation for the CMC's activities. *A Semana* journalists based at the Fogo office will assist their radio-station counterparts with the writing of articles and researching of information.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
Studio equipment: audio console; multimedia computer; 4 stand microphones, headphones, loudspeakers; audio amplifier, CD and cassette player; wiring and connectors	10,000
Field reporting equipment (recorder, headphones, microphone): 6 units	2,400
FM broadcasting system: 500 W stereo FM transmitter; transmitting antenna (4 omnidirectional aerials, 50-metre feedline, tower, wiring and connectors):	7,500
Multimedia telecentre: 6 desktop computers plus software; printers; scanner; photocopying machine; VCR; television	14,800
Training of staff: 3 workshops on training techniques: media and IT; 2 workshops on radio programming development, organization and community involvement	13,000
Technical assistance (on-site training, start-up support, local capacity-building)	6,000
Project monitoring	1,000
<b><u>TOTAL</u></b>	<b>54,700</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Compilation of the technical file (consulting, assembly of documents, photocopies):	500
Compilation of the financial file (consulting, bank guarantee, photocopies):	3,000
Registration fees:	100
Rental of premises:	7,000
Office furniture and supplies:	2,500
Electrical power supply (one year):	2,000
Administrative costs (wages for two years, etc.):	5,000
<b><u>TOTAL:</u></b>	<b><u>20,100</u></b>

## CENTRAL AFRICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SETTING UP OF A PILOT COMMUNITY RADIO STATION</b>
2.	<b>NUMBER</b>	PDC/51CAF/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Community media
4.	<b>IPDC PRIORITY AREA</b>	Media pluralism; freedom of expression
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
7.	<b>TOTAL COST OF PROJECT</b>	USD 56 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 42 500
9.	<b>PROJECT BENEFICIARY</b>	The Bossangoa community
10.	<b>IMPLEMENTING BODY</b>	The Ministry of Communication and the UNESCO office in Yaoundé
11.	<b>PROJECT LOCATION</b>	Bossangoa Prefecture
12.	<b>PROJECT PREPARED BY</b>	The Ministry of Communication and the Bossangoa Prefecture
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 26,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

In the Central African Republic (CAR)—a country which has an illiteracy rate of 60%, of which more than two-thirds are women, radio remains the primary medium for the broadcasting of information. Indeed, very few people have access to electricity and even fewer can afford a television. Where the radio broadcasting landscape is concerned, the only stations available are the state-run Radio Centrafrique, Radio Ndéké Luka (set up by an international NGO) and a handful of denominational stations. Thus, private-sector radio is limited to a few non-commercial stations whose frequencies had been officially granted well before 2003. None of these stations are authorized to broadcast advertisements as their mission is either "humanitarian" (as is the case of Radio Ndéké Luka) or "evangelical" (which is the case of a half-dozen denominational radios broadcasting out of Bangui, Bambari, Bouar, Bossangoa and Mbaiki). Since the establishment of the new legal framework governing communication, not a single radio broadcasting licence has been granted by the *Haut Conseil de la Communication* (High Council for Communication) or the Minister of Communication.

While neighbouring states such as Cameroon, the Democratic Republic of Congo and Rwanda (a post-conflict society) can all boast a reasonably developed private audiovisual sector, the CAR continues to lag behind. With the establishment of the new legal framework, the CAR is now in a position to accommodate the development of private and/or community radios, which would offer alternative listening options and contribute to promoting democracy, culture and education. Modelled on the project implemented by UNESCO in Cameroon (and elsewhere in Africa), this project provides for a pilot phase involving the setting up of a community radio station, and ultimately, the establishment of a national network of community radios.

In a country as large as the CAR, with a largely illiterate population living in poverty and isolation, radio offers the most effective and affordable means of reaching the population and involving citizens in the task of national reconstruction. Moreover, it would foster a culture of peace, security and respect for human rights.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The target group would be, first and foremost, the population of the region where the radio station will be located, and in particular the most vulnerable layers of the population in question, i.e., women, young people, AIDS sufferers and people living in conditions of extreme poverty. *Ultimately*, the entire population of the CAR would benefit from this initiative, which would be the first step towards the establishment of a national network of community radios.

### **3. IMMEDIATE OBJECTIVES**

- Set up a community radio with a view to fostering communication and the exchange of ideas, primarily within a target community but also between the latter and the rest of the country. The project provides for education in responsible citizenship, health issues (STDs, AIDS, tuberculosis, etc.), management of the environment, the promotion of the spirit of tolerance and the fight against all forms of violence;
- Foster exchange through interactive programmes and/or forums on issues of common interest such as health, agriculture and the environment.

#### **4. DEVELOPMENT OBJECTIVES**

- Promote the emergence of media pluralism in the CAR through a network of radios offering local communities, and the population as a whole, a forum for discussion and debate;
- The setting up of a community radio would contribute to consolidating the work engaged in by institutions by furthering the development of literacy and civic awareness, and by promoting the principle of democratic power. It would also foster community involvement in social issues as well as the emergence of collective solutions to poverty, social exclusion, human-rights issues, the development of democratic institutions and building the confidence of marginalised groups.

#### **5. ACTIVITIES**

- Feasibility study to select a community on the basis of needs, potential, security considerations and legal provisions;
- Meetings with local and national authorities with a view to obtaining a frequency licence and various other authorisations; recommendations will also be made to the authorities regarding the conditions which would contribute to the success of a community radio;
- Selection of the supervisory staff required for the launch of the radio, and training in radio programming as well as technical and management training;
- Training of experts in the development of programme grids, radio presenting and obtaining funds;
- Training of maintenance technicians;
- Acquisition of equipment: a 300 W FM transmitter with tower; antenna, power generating unit; cabling and accessories, audio console, microphones, 2 digital editing tables, tape recorders, etc.;
- Refurbishment of premises;
- Training and support for the production of the initial set of programmes.

#### **6. PROJECT OUTPUTS**

- Licence granted and frequency allocated for the community radio;
- Trained staff;
- Operational start-up of the community radio in the selected location;
- Community aware of and involved in the management and running of the station;
- Population exposed to a new form of radio.

#### **7. WORK PLAN**

##### **2007**

- Review of the budget and action plan with respect to the allocated funds;
- Contacts with local and national authorities with a view to obtaining a frequency and other required authorisations;
- Establishment of a legal framework for the community radio;
- Selection of a site and refurbishment of premises;
- Acquisition of equipment.

##### **2008**

- Delivery and installation of equipment;
- Ongoing technical assistance;
- Preparation of training material;
- Assistance with the drawing up of specifications for the community radios;

- Assistance with the production of radio programmes.

## **8. INSTITUTIONAL FRAMEWORK**

Several public institutions and development partners will be involved in the setting up of the community radios, including the *Haut Conseil de la Communication* (High Council for Communication) for the granting of licences and frequencies, and the municipal and local authorities in the areas targeted for the implementation of the project.

## **9. SUSTAINABILITY**

During the implementation phase (three years), the project will be supported mainly by UNESCO and other local partners. Ultimately, responsibility for securing funds to ensure the sustainability of the community radio will be wholly assumed by the community radio itself. Operating costs will be covered through partners' and communities' voluntary contributions, advertising revenue and funds contributed by donors in support of educational programmes.

## **10. MONITORING FRAMEWORK**

The project will be implemented by the UNESCO office in Yaoundé, in conjunction with the *Commission Nationale centrafricaine pour l'UNESCO* (Central African National Commission for UNESCO) and the *Haut Conseil de la Communication* (HCC, High Council for Communication).

## **11. PRE-PROJECT ASSESSMENTS**

During their fact-finding missions, UNESCO representatives will meet with CAR government officials, editors-in-chief of print and broadcasting media, members of the *Union des Journalistes Centrafricaine* (UJCA, Union of Central African Journalists) and the executive bodies of the GEPPIC and the HCC.

Through its involvement in the establishment of several radios and community multimedia centres, the UNESCO office in Yaoundé has gained vast experience in setting up community radios which focus on bringing about changes in attitude and promoting sustainable development.

## **12. BENEFICIARY BODY'S REPORTING FRAMEWORK**

The management of the community radio will submit a progress report to the UNESCO office in Yaoundé every 6 months.

## C. ADDITIONAL INFORMATION

### Assistance provided by the IPDC in the past:

<b>PDC/5CAF/02</b> 350-CAF-51	30,000	Central African Republic Rehabilitation of Radio/TV	1984 - 1985
<b>PDC/7CAF/01</b> 350-CAF-71 350-CAF-81	35,000 37,500	Development of Press Centre	1986 - 1990
<b>PDC/19CAF/01</b> 352-CAF-91	46,000	Restructuring of the News Agency (ACAP)	1999 - 2001
<b>PDC/24 CAF/01</b> 354 CAF 5031	50,000	Rehabilitation of the technical and human capacity of radio Centrafrique	2004 - 2005
<b>PDC/24 CAF/02</b> 354-CAF-5032	20,000	Strengthening the technical capacity of the independent community radio Ndeka Luka	2004 - 2005
PDC/49 CAF/01 354-CAF-5052 (Co-financed by France)	50,000	ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	2006 - 2007
PDC/49 CAF/02 <b>552-CAF-5000</b> (FIT-Japan)	50,000	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	2006 - 2007
<u>Total Central African Republic: US\$ 318,000</u>			

### Preliminary activities

Meetings have been organised with several neighbouring community and municipal councils to examine the conditions required for the setting up of a pilot radio station in the CAR.

### **Beneficiary body's contribution during the term of the project**

Administrative and technical facilities and induction of staff.

### Aid requested from sources other than the IPDC

None

## D. BUDGET

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

Studio equipment: audio console; multimedia computer; 4 stand microphones, headphones, loudspeakers; audio amplifier, CD and cassette player; wiring and connectors; production material	10,000
Field reporting equipment (recorder, headphones, microphone): 2 units	1,500
FM broadcasting system: 500 W stereo FM transmitter; transmitting antenna (4 omnidirectional aerials, 50-metre feedline, tower, wiring and connectors), studio unit:	12,000
Electrical installation	10,000
Training of staff: 3 workshops on training techniques: programming and production; 6 workshops on radio programming development, organization and community involvement	18,000
Project monitoring	1,000
<b><u>TOTAL</u></b>	<b>42,500</b>

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

Refurbishment of premises:	4,000
Electrical installation	8,000
Transportation	1,500
<b><u>TOTAL:</u></b>	<b>13,500</b>

## REPUBLIC OF CONGO (Brazzaville)

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>TRAINING OF JOURNALISTS TO IMPROVE UPCOMING ELECTIONS</b>
2.	<b>NUMBER</b>	PDC/51 PRC/01
3.	<b>CATEGORY OF MASS MEDIA</b>	National Television and Radio
4.	<b>IPDC PRIORITY AREA</b>	Promotion of free expression and media pluralism; human resources development
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 27 800
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 27 800
9.	<b>BENEFICIARY BODY</b>	Télé-Congo and Radio-Brazzaville
10.	<b>IMPLEMENTING BODY</b>	1. Télé-Congo – 2. Radio-Brazzaville
11.	<b>PROJECT LOCATION</b>	Republic of Congo
12.	<b>PROJECT PREPARED BY</b>	Ministry of Information
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 31,420		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

In 1991, as the Republic of Congo moved from Marxism to Democracy, audio-visual pluralism became a reality in the country. In the period that followed, dozens of newspapers began to sprout up, and television and radio stations broadened their coverage. In 2001, a law was passed to ensure that “*the mode of information and communication is that of the free enterprise*” and further, that “*copyright is prohibited and that the access to the source of information is free*”. This legal arsenal was reinforced in January 2003 by the creation of the High Council of Free Communication, which was instituted to: 1) ensure a free information access for citizens; 2) promote the free competition and pluralist expression of thoughts and opinions.

Media are relatively free in the Republic of Congo, but there are still cases of a perceived pressure from the government, and not as much competition in all media forms (print, radio and television) as one would expect. However, over the past several years, improvements across all forms have been observed. Pluralism is especially evident in the newspaper sector, where one sees numerous publications with a noticeable critical tone towards the government. Since television and radio are the primary media vehicles for the largest number of citizens to receive news and information, this is a particularly important area to focus on. Though not as “free” as the print media, radio programmes such as *Face to Face* at Radio-Brazzaville, *Press Café* at Radio Liberté do give the floor to both representatives of the government and of the opposition.

The Republic of Congo is a post-conflict country that experienced considerable infrastructure loss during 1997/2003, and saw its national television (Tele-Congo) and radio (Radio-Brazzaville) severely damaged. Outdated media equipment and training, lack of transportation and logistic infrastructure (vehicles, funds for fuel etc.) often limit the coverage of media-worthy events. As an emerging democracy with just the second series of elections after the late 1990s civil conflicts, it is time to concretise the contribution that responsible and well-equipped media outlets can play in the democratic process. Equipping Tele-Congo and Radio-Brazzaville with new equipment will be a significant step forward and will enable these outlets to proceed to a better coverage of the elections and, by so doing, contribute to the emergence of a new era of responsible free press.

The proposed project will help reinforce technical capabilities of Tele-Congo and Radio-Brazzaville by improving the quality of programmes and news editions. With modern and new equipment, both media outlets will be in a better position to reach their reporters in the field and report from various elections sites live without interruption. The training workshops will build journalists’ capacities to produce fair and accurate coverage of the elections.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The planned training sessions will gather some 50 journalists and technicians and will be aimed at improving their command of the communication technologies (including the equipment identified in this project proposal) and encouraging a fair and accurate coverage of the elections

### **3. IMMEDIATE OBJECTIVE**

The main objectives are to update some key equipment and to provide a technical training related to both existing and newly acquired equipment. The recent elections in the neighbouring Democratic

Republic of Congo (DRC) will serve, in the training sessions, as a case study to focus on the important issues for the media as elections approach.

#### **4. DEVELOPMENT OBJECTIVE**

As stated above, freedom of expression in Congo was in the past rare and limited; the situation has now changed, but these elections will be an opportunity to anchor this freedom. With better equipment, supplies and training, both Tele-Congo and Radio-Brazzaville can enhance their ability to produce fair and accurate reporting and be more responsive to local populations. For example, with more equipment, Radio-Brazzaville will be able to cover more events in various areas, thus allowing more opportunities for citizens to express themselves and to participate in the public debate.

#### **5. PROJECT INPUTS**

- Professional trainers (possibly from the International Conservation & Education Fund) to conduct radio and TV production training;
- Local and international journalists working in the DRC can provide insight into election coverage in the region;
- Meeting rooms in various locations depending on types of sessions (journalists, technicians);
- Production equipment for technical training;
- Computer and audiovisual equipment for presentation/discussion sessions;
- Minimal budget for local travel;
- Food and refreshments for participants of full-day sessions;
- New equipment listed in this proposal.

#### **6. PROJECT OUTPUTS**

- About 50 journalists and technicians with improved professional capacities;
- About 50 journalists with increased awareness of the challenges and responsibilities related to the coverage of elections;
- Teaching materials produced through the various sessions;
- Increased networking.

#### **7. ACTIVITIES**

- Identification of journalists and technicians for training;
- An organisational group will meet to develop an agenda for the training sessions, identify priority equipment for Télé-Congo and Radio-Brazzaville and receive final estimates from the various trainers;
- Acquisition of equipment;
- Final planning group to make arrangements for all logistics, and secure commitments from all trainers, presenters and attendees;
- Conduct 3-day technical and professional training sessions;
- Convene a closing session with all participants to identify next steps and key strategies for the future.

#### **8. WORK PLAN**

Organisation of a three-day workshop (5 days if additional contributions are available), staffed by international journalists and NGO professionals based in the Republic of Congo or the DRC. The workshop will be aimed at empowering local journalists from Télé-Congo and Radio-Brazzaville to

acquire a good mastery of their equipment so as to perform responsible reporting on the occasion of the 2007 and 2009 elections.

We would hope to hold the workshop in October or November 2006 and draw the lessons from the experiences of the current DRC elections to provide a close model and case study for election coverage. The various sessions of the workshop will cover all the technical and journalistic chapters (mastery of the equipment, responsible and effective storytelling).

Preliminary contacts have been made with representatives from the *National Democratic Institute*, *Search for Common Ground* and the *International Conservation & Education Fund*.

## 9. INSTITUTIONAL FRAMEWORK

Télé-Congo will be the lead organiser of the training workshop, but will work closely with Radio Brazzaville to identify presenters and trainers, and plan the venue logistics.

## 10. SUSTAINABILITY

Télé-Congo and Radio-Brazzaville have extended the life of their outdated equipment long past their normal limits. As they modernise, it is expected that that they will not only make the best use of their new equipment, but that the government will devote more resources to them. Radio-Brazzaville has identified an import company that will ensure the maintenance of any new equipment it receives.

## 11. FRAMEWORK OF MONITORING

We suggest the UNESCO staff in the Republic of Congo.

## 12. EVALUATIONS CARRIED OUT

No formal evaluation has yet been planned, but we propose to provide a report of the closing workshop and outline goals for the future.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

A report on the workshop will be prepared.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

PDC/11 PRC/01 352-PRC-11	125,000	Congo	1990 - 1993
		Establishment of a computerized documentation and archives centre for the press, radio and TV	
PDC/14 PRC/01 352-PRC-41	50,000	Renewal of broadcasting equipment	1993 - 1996
PDC/20 PRC/01 353-PRC-01	30,000	Rehabilitation of the ACI (Congolese News Agency)	2000 - 2002
PDC/48 PRC/01 354-PRC-5041	20,000	Seminars for media professionals promoting freedom of expression and free flow of information	2005-2006
Total Congo: US\$ 225,000			

### **Contribution foreseen by the beneficiary agency during the project period**

Unknown at this time, but Télé-Congo and Radio-Brazzaville hope to secure some support to help extend the workshop to a full week, and possibly ensure some follow-up training with the technical trainers.

#### **D. BUDGET**

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

###### **Workshop**

Trainers fees, transportation for invited lecturers/presenters, lunches for participants, venue fees (if any):	11 800
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###### **Equipment for Télé-Congo**

DV camera, accessories and various supplies and expendables (blank DVDs):	8 000
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###### **Equipment for Radio Brazzaville**

Audio mixing console, CD and DVD players and recorders; air conditioner:	8 000
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<b><u>TOTAL :</u></b>	<b><u>27 800</u></b>
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##### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)**

See "Additional information: Contribution foreseen".

# EQUATORIAL GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>STRENGTHENING DEMOCRACY AND GOVERNANCE THROUGH MEDIA</b>
2.	<b>NUMBER</b>	PDC/51 EQG/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Audiovisual and print media
4.	<b>IPDC PRIORITY AREA</b>	Capacity building
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 77 100
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 45 100
9.	<b>BENEFICIARY BODY</b>	Media professionals
10.	<b>IMPLEMENTING BODY</b>	Ministry of Information / <i>Asociación de periodistas de Guinea Ecuatorial</i> (ASOPGE)
11.	<b>PROJECT LOCATION</b>	Malabo
12.	<b>PROJECT PREPARED BY</b>	Ministry of Information / <i>Asociación de periodistas de Guinea Ecuatorial</i> (ASOPGE) / UNESCO
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 45,100		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Equatorial Guinea is at a vital stage of its democratic process, and for close to a decade now, the country has been experiencing a proliferation of ideas and opinions indicating that Equato-Guineans are enjoying a certain degree of freedom of expression, freedom of opinion and media pluralism, which are all tenets of democracy. However, despite the inclusion of these freedoms in the country's Constitution, democratic institutions are still very fragile and the protection of these rights is not always ensured.

To consolidate this nascent democracy, the media, as a key player in any democratic arena, has a major role to play in educating, informing, sensitising and mobilising all political forces towards nation building. To do this, the media must serve not only as a watchdog of the society, but also as a prime mover for social dialogue and national integration. Media professionals must acquire the necessary professional skills to constructively analyse, criticize and report objectively on issues of national interest.

A free and editorially independent press is an essential instrument for the promotion and consolidation of democracy and good governance.

This project is innovative and consistent with the objectives of promoting the development of sound democratic values and the protection of fundamental rights.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The project targets (i) journalists of the national media landscape (radio, television, and newspapers), (ii) the police force and judiciary charged with enforcing national legislations, and (iii) members of Parliament who have the prerogatives of examining and adopting state legislations.

### **3. IMMEDIATE OBJECTIVE**

- To provide a selected group of media professionals with the necessary theoretical, practical and technological skills based on ethical principles that will help them to promote the country's nascent democracy;
- To launch a national debate involving journalists, members of the police force, the judiciary and the Parliament, on the role of the media in strengthening the national democratic culture and promoting good governance, accountability and political tolerance.

### **4. DEVELOPMENT OBJECTIVE**

- To contribute to the development and consolidation of a democratic culture in Equatorial Guinea;
- To create an enabling environment for media professionals to develop the relevant competence towards building a national culture for peace and tolerance;
- To promote the exercise of journalistic ethics, press freedom, freedom of expression as a mechanism for strengthening democracy, good governance, a national culture of peace and political tolerance.

## **5. PROJECT INPUTS**

- Identification of participating media professionals and trainers;
- Organisation of the seminars and forums;
- Acquisition of training materials.

## **6. PROJECT OUTPUTS**

- 50 media professionals will have been trained in theoretical, practical and technological skills based on ethical principles for the promotion and sustenance of the country's nascent democracy;
- 200 journalists, magistrates, police officers and parliamentarians will have exchanged ideas and opinions on the role of the media in contributing to the transformation and strengthening of a national democratic culture that will provide the basis for good governance, accountability and political tolerance;
- Production of the final report.

## **7. ACTIVITIES**

- Organisation of a national seminar for media professionals to develop necessary theoretical, practical and technological skills based on ethical principles for the promotion and sustenance of the country's nascent democracy;
- Organisation of three provincial information seminars, that will bring together members of the police force, the judiciary and the parliament to reflect on the key role of media in the process of transforming and strengthening the national democratic culture in order to ensure good governance, accountability and political tolerance.

## **8. WORK PLAN**

- Month 1:** Revision of work plan and budget after approval of the project;
- Months 2/3:** Organisation of a national seminar for media professionals to develop necessary theoretical, practical and technological skills based on ethical principles for the promotion and sustenance of the country's nascent democracy;
- Month 4:** Production of activity report;
- Months 5/6:** First Provincial Information Seminar that will bring together members of the Police Judiciary and the Parliament to discuss the key role of media in the process of transforming and strengthening the national democratic culture in order to ensure good governance, accountability and political tolerance;
- Month 7:** Production of activity report;
- Month 8:** Production of semester report;
- Months 10/11:** Second Provincial Information Seminar;
- Month 12:** Production of activity report;
- Months 14/15:** Third Provincial Information Seminar;
- Month 16:** Production of activity report;
- Months 17/18:** Production of final project report;
- Months 19/20:** Evaluation of project implementation and submission of final report.

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Ministry of Information, Culture and Tourism and the *Asociación de Periodistas de Guinea Ecuatorial* (ASOPGE) with the technical backstopping of the UNESCO Office in Libreville.

## 10. SUSTAINABILITY

The objectives of this project will be sustained through the continuous organisation of information seminars and training workshops on issues related to democracy and democratic governance. The government, through the Ministry of Information, will provide administrative and logistic support to back up project objectives.

## 11. FRAMEWORK OF MONITORING

UNESCO Libreville, in collaboration with the National Commission for UNESCO, will ensure the monitoring of the project.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The activity and progress reports will be prepared after every activity and every 6 months, in collaboration with the UNESCO Office in Libreville.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

PDC/7EQG/01 350-EQG-71	91,000	Equatorial Guinea Assistance to media	1986 - 1989
PDC/11EQG/01 352-EQG-11	163,000	Television production studio in Bata	1990 - 1994
PDC/12EQG/01 352-EQG-21	90,000	Establishment of a National News Agency	1992 - 1995
PDC/16EQG/01 352-EQG-71	25,000	Improvement of National Radio and Television Broadcasting Coverage	1997 - 1998
Total Equatorial Guinea: US\$ 369,000			

#### Preparatory activities completed prior to submission of the project to IPDC

UNESCO had previously organised a workshop in favour of journalists of the Central African sub-region on the ethical principles of the media in promoting democratic governance. This seminar, though regional in character, brought together professionals from Cameroon, Chad, Equatorial Guinea, Central African Republic, Gabon and São Tome e Principe. Another workshop was organised focusing on the role of the media in alleviating poverty. The present project is a logical follow-up to the previous ones, and focuses on the role the media must play in promoting and sustaining democracy and good governance by bringing the judiciary, the police and the members of parliament to reflect on the democratic role of each player.

### **Contribution foreseen by the beneficiary agency during the project period**

The Ministry of Information, the implementing body of this project, will cover the expenses of its national coordination and of the team involved in the organisation of the seminars/workshops and forums.

#### **D. BUDGET**

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

###### **National training workshop**

4 consultants:	1 600
Workshop facilities, stationery, photocopies, communications, coordination, production of report:	5 000
Per diem and transportation of participants:	6 000
<b><u>Three provincial information seminars:</u> 4 consultants, workshop facilities, stationery, photocopies, communications, coordination, production of report, per diem and transportation of 40 participants: <b>10 500 each.</b></b>	
Total for the three seminars: $10\,500 \times 3$ :	31500
Monitoring :	1 000
<b><u>TOTAL :</u></b>	<b><u>45100</u></b>

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

Coordination team:	20 000
Equipment, venues, transport, miscellaneous:	10 000
Project reporting:	2 000
<b><u>TOTAL :</u></b>	<b><u>32 000</u></b>

# ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>KORE COMMUNITY RADIO</b>
2.	<b>NUMBER</b>	PDC/51 ETH/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
4.	<b>IPDC PRIORITY AREA</b>	Development of community media; freedom of expression and pluralism
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial, training
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 87 700
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 41 000
9.	<b>BENEFICIARY BODY</b>	Kore community
10.	<b>IMPLEMENTING BODY</b>	Kore community and Agri Service Ethiopia
11.	<b>PROJECT LOCATION</b>	Kele, Amaro special wereda
12.	<b>PROJECT PREPARED BY</b>	Agri Service Ethiopia
<b>DECISION OF THE BUREAU: APPROVED: US\$ 30,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Communication facilities are among the least developed in Ethiopia. The use of modern communication technology is insignificant. Telecommunication services and facilities are at a very low level compared to the size of the country. The use of electronics media is not well established. Besides, all the available media are owned and controlled by the government. The free flow of information and communication as a vital tool for development is therefore seriously hampered.

Information, as a fundamental lever for development and progress, should be provided to the rural communities on various topics such as agricultural practices, personal sanitation, community health, nutrition, family planning and conservation. Timely dissemination and utilization of relevant information is an effective tool for alleviating poverty and ensuring sustainable development. As the majority of the target community members are farmers who depend on the land, information on suitable methods to improve production and productivity, and to ensure proper development and the protection and utilization of natural resources, will be the most pressing development concerns.

Agri service Ethiopia considers that the establishment of such a radio station for the rural farming community at Amaro special wereda ("*wereda*" is an administrative structure), which is located 475 km south of Addis Ababa, will bring a significant contribution to improving life conditions in the target community by creating access to information that responds to the community's needs. The programmes that will be produced in the local language (Koretie) will help the community to develop its language and culture. The station will serve as a platform for debate on matters related to life within the community. Information on improved agricultural production methods; improper use of natural resources (such as indiscriminate destruction and clearing of forests for farming, the cutting of trees for firewood and construction, excessive overgrazing) which can, in the long term, lead to environmental and climatic changes; information on diseases such as trypanosomiasis, or those transmitted through the tsetse fly; breeding habits; would be given major attention.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The direct beneficiaries of this project are over 38 000 people who live within a 25 km radius from the Amaro radio station.

### **3. IMMEDIATE OBJECTIVE**

- To establish access for the target community to community radio for all-round information;
- To influence the target community's attitude and practice towards adapting sustainable livelihood actions, and to create a centre members trust for exchange of information and ideas on matters related to life and other social issues.

### **4. DEVELOPMENT OBJECTIVE**

Through various radio programmes, the project will promote self-reliance and problem-solving capacity to improve the life conditions of the target community. The station, operated by the community, will design programmes that stimulate creativity and local initiatives and provide a forum for debates on local issues. This will empower and advance the communicative ability of the community, and help them to ensure a sustainable livelihood through increased production and productivity, and through proper health and sanitation practices.

## 5. PROJECT INPUTS

Community members will be trained to participate in the management, technical and programme production. The technical equipment needed to operate the Amaro radio station is listed in the budget (Chapter D).

Transport facilities to the rural villages are almost non-existent. A motorbike provided by the beneficiary organization will facilitate programme production, including the gathering of local news.

## 6. PROJECT OUTPUTS

- A community radio station and a transmitter established in Amaro;
- Community members (men and women volunteers) trained on technical operation and programme production;
- 2 to 3 hours programmes on development issues and life activities within the community produced and transmitted daily;
- A community-based Management Committee established, managing the overall activities of the station.

## 7. ACTIVITIES

- The Management Committee provides training on the management of the community radio;
- Purchase of radio broadcasting production and transmission equipment;
- Construction of the radio station and installation of equipment;
- Selecting and identifying studio crew – both volunteers and employed – and on-site training on the operation of the audio console and recording equipment, programme production and basic maintenance skills, including the replacement of spare parts;
- Assessing needs and identification of daily and weekly programme series, formats, duration and transmission schedule;
- Research on programme production, content development, scripting and recording;
- Test transmissions (about 15 days);
- Inauguration of the radio station; regular programmes on various development and social issues for 10 hours a day during 3 years.

The Ethiopian Broadcast Agency, after going through the documents including our certificate of registration, has accepted our application and plans to visit the area from July 23 to 26, 2006 before granting us the license. We expect to be the first ones in the country to have received a license for a community radio.

## 8. WORK PLAN

Activity	1	2	3	4	5	6	7	8	9	10	11	12
Establishment of the Management Committee												
Purchase of equipment												
Construction and installation												
Recruiting and training crew												
Identifying programmes												
Programme production												
Test transmissions												
Inauguration and regular transmissions												

## **9. INSTITUTIONAL FRAMEWORK**

The overall organisational structure will include the General Assembly, the Board of Management, the Executive Committee (the station Manager, the programme Committee and the staff – volunteers and employed), and the members of the community-based institution that represents the community are part of the GA.

There will be flexibility in decision-making processes at the initial stage of the project. Later on, however, with the growth of the organisation, clear lines of accountability and functions will be developed to enable discipline and accountability of the personnel and of the elected leaders.

Agri Service Ethiopia has already established a local community-based Institution, a legal entity in the area. It has also a good relationship with the local government offices, Youth and Women Associations, *Eders*” (community-based organisations) and the local farmer’s cooperative. These bodies have already written to the Broadcast agency to express their support to the establishment of a community radio in the area.

## **10. SUSTAINABILITY**

In addition to the investment cost of the radio station, the project budget covers the operational charges for the first three years. They include salaries and benefits for three persons who work as permanent staff, and the transport of the volunteers. Other essential expenditures for the operation of the station (fuel for generator, stationery etc.) and the expenses needed for the design of a working guideline are included in the project document. The station will therefore have ample time and will have accumulated enough experience to fulfil its financial needs and run smoothly its activities.

The running costs of the radio station can be secured through commercial advertising, social announcements, fund-raising events, donations from funding agencies, community members and membership fees, and the sponsorship of programmes.

## **11. FRAMEWORK OF MONITORING**

The programmes will be monitored twice a year. Randomly selected listeners and radio forum members will be interviewed for their opinions, comments and suggestions on the various programmes and their formats. The information gathered will be used to help improve quality and relevance of programmes, and to proceed to any necessary changes.

The running of the station will further be monitored and evaluated through progress and annual reports. Contribution of the radio station for improved life condition in the community will be assessed through an impact evaluation that will be carried out at the end of the project period. To assess such impact, the implementing body will work in collaboration with the Debu University.

## **12. EVALUATIONS CARRIED OUT**

Before the regular transmission of programmes, test transmissions will be carried out for about 15 days, to assess reception of the broadcasts in the coverage area, and to identify any possible technical problems. From time to time, field strength measurements will ensure clear reception of the programmes by target audiences.

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

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

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

<b>PDC/4ETH/10</b> 350-ETH-41 350-ETH-71 350-ETH-91	31,000 45,000 43,000	Ethiopia Establishment of mass media training centre	1982 - 1991
<b>PDC/10ETH/01</b> 352-ETH-01	165,000	Establishment of community radio stations	1990 - 1992
<b>PDC/15ETH/01</b> 352-ETH-51	27,500	Assistance to the women's monthly magazine "Gennet"	1995 - 1997
<b>PDC/16ETH/01</b> 352-ETH-61	150,000	Mass media Training Centre	1996 - 1998
<b>PDC/21 ETH/01</b> 353-ETH-5011	35,000	Human capacity building of the Ethiopian mass media training institute	2003 -2004
<b>PDC/48 ETH/01</b> 354-ETH-5041	12,000	FM-radio support as an integral part for radio journalism program trainings at the EMMTI	2005-2006
PDC/49 ETH/01 <b>552-ETH-5000</b> (FIT-Japan)	45,000	CREATING AWARENESS IN FIGHTING HIV/AIDS	2006-2007
<b>Total Ethiopia: US\$ 508,500+ 45,000 FIT</b>			

### D. BUDGET

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

Studio production equipment (audio mixer, recorders, speakers, microphones, headphones, editing unit, telephone and hybrid, cables and connectors, UPS etc):	11 800
Transmission system (FM transmitter, antenna, mast, aerials, feeders):	7 150
Electric power system:	9 600
4-way high-power splitter:	600
Soundproofing:	1 200
Air conditioning:	1 400
Cassette field recording kit:	900
Freight and insurance:	1 500
Customs handling costs:	500
On-site studio installation and training:	3 000
System design:	2 350
Monitoring:	1 000
<b>TOTAL :</b>	<b>41 000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Lay out of a working guideline:	2 000
Training on media management, programme production and technical skills:	7 672
Construction of the station and offices:	10 000
Motor bicycle:	3 520
Field recording kit:	950
Running expenses:	4 000
Salaries and benefits of 3 studio operators (for 3 years):	7 058
Transport expenses for 3 volunteers (3 years):	7 055
Fuel for generator:	3 445
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>46 700</u></b>

# ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>STRENGTHENING THE EDUCATIONAL CHILDREN'S TELEVISION PROGRAMME "TSEHAI LOVES LEARNING"</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51 ETH/02
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Children's educational television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of expression; media pluralism; human resource development
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 70 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 41 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Ethiopian children
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Whiz Kids Workshop P.L.C.
<b>11.</b>	<b>PROJECT LOCATION</b>	Addis Ababa
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Whiz Kids Workshop P.L.C.
<b>DECISION OF THE BUREAU: APPROVED: US\$ 25,000</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Whiz Kids Workshop creates and produces *Tsehai Loves Learning*, the first and only research-based, children's educational television series in the Amharic Ethiopian language. Episodes of *Tsehai Loves Learning* (6 / 8 minutes duration) are broadcast bi-weekly throughout Ethiopia by Ethiopian Television, the national broadcaster which has repeaters in 24 urban centers spread over the country. Whiz Kids Workshop estimates that each broadcast will reach approximately 2.5 million children in 2007.

Through cooperation with IPDC, Whiz Kids Workshop hopes to expand its production rate, increase production quality and create a series of new episodes covering topics that Whiz Kids Workshop considers to be of paramount importance.

*Tsehai Loves Learning* targets children between the ages of 3 to 6. Very little is being done to educate children of this age in Ethiopia. The government of Ethiopia has left Early Childhood Development (ECD) to the NGOs and the private sector.

The learning objectives of *Tsehai Loves Learning* episodes span five major areas, namely: social issues, academic development, socio-emotional development, physical development and personal values. Of these, we are most eager to produce episodes on personal values.

Whiz Kids Workshop strives to support every educational objective by providing information about the educational topic, helping the children understand why the topic is important, how the topic is applicable to their lives personally, providing parents with supplemental activities which reinforce the lessons, and encouraging the children to communicate what they have learned through verbal, written, and artistic expression.

Whiz Kids Workshop is extremely interested about the possibility of cooperating with the IPDC Bureau. We propose to create, through partnership with IPDC, a series of seven new episodes of *Tsehai Loves Learning* in the Amharic language to address the following objectives:

- Confidence: Empowering children to believe in themselves, in their ideas and in their dreams;
- Courage: Providing the spark needed to express those ideas;
- Honesty: Keeping one's expressions free of deceit;
- Justice: Knowing how to evaluate the fairness of one's decisions;
- Respect: Valuing others' opinions and cultural differences;
- Service: Desiring to do one's part to build up one's community;
- Unity: Learning the value of compromising for the good of all.

In order to achieve this task, Whiz Kids Workshop would like to expand its production capacity through a 20-week course on early childhood education, audio / video editing and animation. Every episode of *Tsehai Loves Learning* attempts to model for both parents and children how children can blossom into educated, hardworking, and confident Ethiopians, dedicated to the development of their country.

Mom, Tsehai, Fikir, and Dad



## **2. DESCRIPTION OF THE TARGET GROUPS**

This project targets a booming number of Ethiopian children between the ages of 3 to 6 who have access to television or who will gain access to television once these programs are produced.

## **3. IMMEDIATE OBJECTIVE**

- To strengthen Whiz Kids Workshop's capacity to produce quality educational children's television programming with a new and distinctive style and objective;
- To provide the children of Ethiopia with a series of new episodes of *Tsehai Loves Learning* in the Amharic language, centred on objectives of character-building, namely confidence, courage, honesty, justice, respect, service and unity.

## **4. DEVELOPMENT OBJECTIVE**

This project provides a means of expression through the creation of content in local languages and through the training of Ethiopian content creators. *Tsehai Loves Learning* is currently the only research-based, educational, children's television series broadcast in local Ethiopian languages and that educates children through Amharic-speaking puppets and animated characters.

The productions of Whiz Kids Workshop help to foster democracy and freedom of expression by encouraging children to be inquisitive, increasing their thirst for knowledge and empowering them to be self-confident. The productions also provide examples for parents and teachers on how to encourage their children to develop into strong contributors to an ever-advancing civilisation.

## **5. PROJECT INPUTS**

### Training:

- 14-week course with hands-on experience on episodes prepared for broadcast;
- Instruction in childhood development, audio / video editing and animation.

### Equipment:

- Desktop computers and UPS systems;
- LCD projector;
- Video cameras, tripods, lights;
- Audio editing/recording hardware, microphones and headphones;
- Television receivers, DVD players and stereo equipment.

## **6. PROJECT OUTPUTS**

- Six content creators will be trained in early childhood development, audio / video editing and animation;
- A series of 7 new episodes of *Tsehai Loves Learning* following the themes of confidence, courage, honesty, justice, respect, service and unity will be produced in Amharic and broadcast throughout Ethiopia.

## 7. ACTIVITIES AND WORK PLAN

Activity	Work plan - week																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Develop instruction book																				
Select 6 employees for training																				
Write 7 scripts																				
Create storyboards																				
Record audio																				
Purchase and set-up equipment																				
Instruct and implement audio editing																				
Instruct on early childhood education																				
Film puppets																				
Instruct and implement video editing																				
Instruct and implement simple animations																				
Extra week to finish productions																				
Conduct field testing of episode and analyse data																				
Determine and conduct changes																				
Schedule and clean up episodes for broadcast																				

## 8. INSTITUTIONAL FRAMEWORK

Whiz Kids Workshop's co-founders will personally see to the implementation of this project, with the assistance of employees of Whiz Kids Workshop and more than 40 volunteers from Ethiopia, the United States and Canada, who share the vision Whiz Kids Workshop has for quality educational children's media.

Whiz Kids Workshop has partnered with Ethiopian Television for the broadcast of its productions. Ethiopian Television also provides airtime for the promotion and advertising of upcoming episodes of *Tsehai Loves Learning*.

UNESCO is an ongoing partner of Whiz Kids Workshop and assists the development of *Tsehai Loves Learning* in the selection of educational objectives, in the refinement of educational approach, in the evaluation of the project, in promotion, and in securing funding for future episodes.

Episodes of *Tsehai Loves Learning* are to be included in upcoming 2-month science fair for children being organised by UNESCO, Alliance Française and the French Ministry of Foreign Affairs.

Whiz Kids Workshop also cooperates with S.O.S. Children's Village in the area of project monitoring, and with A.E.D. in the area of show promotion.

A local photo printing company called *Photo Sharp* provides financial support for the promotion of the show.

## 9. SUSTAINABILITY

The exponential rate of growth of television receivers in Ethiopia and increased awareness of the challenges faced by the urban poor are helping potential funding sources understand the growing value of *Tsehai Loves Learning*. Future productions are currently under negotiation in cooperation with UNESCO, UNICEF, and UNFAO. Many local companies are currently considering sponsorship of *Tsehai Loves Learning*. In fact, the marketing managers of three of these companies

have recently passed recommendations on to their Board of Directors suggesting that their companies sponsor the series.

Whiz Kids Workshop also seeks to generate supplemental income to support its productions through character licensing opportunities, through complementary educational products for home and school use that build on the strength and reputation of *Tsehai Loves Learning*, and through video sales to the Ethiopian expatriate community.

## 10. EVALUATIONS CARRIED OUT

Every episode of *Tsehai Loves Learning* goes through field tests meant to determine if the children are in fact learning the objectives of the episode. Whiz Kids Workshop employs a time-tested research method called the “Distracter Test” through which we can determine what parts of the show the children understand and what parts they do not, accurate to within seven seconds.

This method of evaluation helps Whiz Kids Workshop determine where changes need to be made to each episode, and also helps us create standards and guidelines used to improve the effectiveness of subsequent episodes.

## 11. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

Whiz Kids Workshop will submit a progress report at the conclusion of week 6 of the project. A second report will be submitted three and a half months later, at the conclusion of training regarding the lessons learned during the project. This report will include a summary of episode evaluation results. A third and final report will be submitted 12 months from the inception of the project regarding the impacts the project made on staff development, the sustainability of *Tsehai Loves Learning*, the quality and the rate of the production.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

<b>PDC/4ETH/10</b> 350-ETH-41 350-ETH-71 350-ETH-91	31,000 45,000 43,000	Ethiopia Establishment of mass media training centre	1982 - 1991
<b>PDC/10ETH/01</b> 352-ETH-01	165,000	Establishment of community radio stations	1990 - 1992
<b>PDC/15ETH/01</b> 352-ETH-51	27,500	Assistance to the women's monthly magazine "Gennet"	1995 - 1997
<b>PDC/16ETH/01</b> 352-ETH-61	150,000	Mass media Training Centre	1996 - 1998
<b>PDC/21 ETH/01</b> 353-ETH-5011	35,000	Human capacity building of the Ethiopian mass media training institute	2003 -2004
<b>PDC/48 ETH/01</b> 354-ETH-5041	12,000	FM-radio support as an integral part for radio journalism program trainings at the EMMTI	2005-2006
PDC/49 ETH/01 <b>552-ETH-5000</b> (FIT-Japan)	45,000	CREATING AWARENESS IN FIGHTING HIV/AIDS	2006-2007
<b>Total Ethiopia: US\$ 508,500+ 45,000 FIT</b>			

Funding for select previous episodes of *Tsehai Loves Learning* has been provided by UNESCO.

## **Preparatory activities completed prior to submission of the project to IPDC**

Past episodes of the series have addressed topics such as the importance of water, sanitation, water conservation, environmental protection, literacy, colours, shapes, sorting, and counting.

### **Assistance sought other than IPDC**

UNEP has provided technical input to the educational approach on topics relating to water.

## **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
7 desktop computers:	11 200
6 computer desks, one table, 10 chairs:	1 255
7 Pro Tools compatible audio interfaces and headphones:	3 965
7 UPS:	750
LCD projector:	3 330
Books, DVDs and teaching resources:	855
Scriptwriting:	1 155
Storyboarding, background and other artwork:	1 330
Voice acting:	2 000
Audio recording and editing:	2 490
Filming and puppetry:	1 270
Video editing:	2 155
Animation:	2 155
Field testing and analysis:	1 780
Finishing and rework:	4 310
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>41 000</u></b>
<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Hub networking and cabling:	220
Instruction book development:	2 750
Copying and printing:	310
Facilities, Internet, phone and utilities:	4 280
Instruction:	11 560
Project reporting:	960
Video cameras, tripods, lights:	3 380
Audio recording equipment:	4 350
TV receivers, DVD players, stereo equipment:	2 090
<b><u>TOTAL :</u></b>	<b><u>29 900</u></b>

## GABON

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>RADIO ÉMERGENCE</b>
2.	<b>NUMBER</b>	PDC/51GAB/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Community media
4.	<b>IPDC PRIORITY AREA</b>	Development of community media Freedom of expression
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 29 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 22 000
9.	<b>PROJECT BENEFICIARY</b>	"Radio Emergence" personnel
10.	<b>IMPLEMENTING BODY</b>	Ministry of National Education and Higher Learning
11.	<b>PROJECT LOCATION</b>	Libreville
12.	<b>PROJECT PREPARED BY</b>	UNESCO - Libreville / Radio Emergence
<b>DECISION OF THE BUREAU:</b> <b>APPROVED: US\$ 22,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

In 1999, in an effort to provide the youth of the capital of Gabon (whether school-goers or not) with a communication and educational tool operated by youths for youths, UNFPA, UNDP, UNESCO, the Canadian Embassy and the Gabonese Ministry of National Education undertook a joint initiative to set up an educational radio station called "Radio Emergence". On its foundation, the station was placed under the aegis of the Ministry of National Education, which was to provide for its real-estate requirements and fund its operational costs.

Offering a schedule composed of educational programmes (40%), cultural programs (20%), music (20%) and documentaries (20%), Radio Emergence FM was extremely well-received in youth circles, and in just a few years, was rated as the most listened-to radio station by the youth of the Gabonese capital. Programmes were produced with input from Population Education (EMP) clubs, UNESCO clubs, school correspondents and various other promoters of the multisectoral IEC programme.

After seven years of existence, and despite continuing to broadcast as best it could, Radio Emergence is but a shadow of its former self. Its equipment is outdated, unreliable or simply unfit for use. Yet this is not a recent problem: as early as 2003, when confronted with the problems the station was experiencing, due to the dilapidated state of its equipment, Libreville school-goers decided that they would each make a donation of 100 CFA Francs for the repair of some of the station's equipment.

However, the youths' initial enthusiasm progressively waned with time. When it first started broadcasting, the station boasted some 50 youths, all of whom were volunteers. This number has dwindled to scarcely 10, who, for the most part, have received little or no training.

Although the Ministry of National Education has provided the station with premises and electricity, obtaining the credits allocated by the Ministry for the day-to-day operation of the station is hampered by complex administrative procedures.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The direct beneficiaries of the project will be the operators of Radio Emergence. Additional beneficiaries include the Ministry of National Education and Higher Learning, Radio Emergence listeners (for the most part, young people of Libreville), UNESCO and EMP Clubs and Libreville-based schools.

### **3. IMMEDIATE OBJECTIVES**

- Provide Radio Emergence journalists with theoretical knowledge and practical know-how enabling them to address various youth-related topics;
- Secure the sustainability of Radio Emergence by ensuring that it can effectively avail itself of an operating budget allocated by the Government;
- Create favourable conditions for the application of the techniques and knowledge acquired through training.

**4. DEVELOPMENT OBJECTIVES**

To contribute to educating youth in life skills via the medium of radio.

**5. PROJECT INPUTS**

- Trainers' fees;
- Radio production and transmission equipment (*see budget for the full list*);
- Labour for the installation of the equipment;
- Logistics support for the organization of training workshops.

**6. PROJECT OUTPUTS**

- A radio station with fully operational equipment, in an environment suitable for the production and broadcast of radio programmes;
- Journalists capable of implementing information-processing, editing and radio-broadcasting techniques, as well as equipment maintenance tasks;
- Broadcasting of programmes on the topics such as sexual health and reproduction, AIDS, hygiene, civic education, etc.;
- Release of credits allocated to the station to cover operating costs.

**7. ACTIVITIES**

- Purchase and installation of equipment;
- Training in information processing, reporting and audio editing techniques;
- Training in addressing topics such as sexual hygiene and reproduction, AIDS, health, civic education, etc.
- Organization of an advocacy meeting between the operators of the radio station and the Minister of National Education and Higher Learning.

**8. WORK PLAN**

Activities	Months			
	1	2	3	4
Purchase and installation of equipment	■	■		
Training in information processing, reporting and audio editing techniques	■	■		
Training in addressing specific topics		■	■	■
Organization of the advocacy meeting				■
Monitoring and activity reports	■	■	■	■

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the UNESCO office in Libreville, in conjunction with the Radio Emergence coordinator and the Ministry of National Education and Higher Learning.

**10. SUSTAINABILITY**

Through the advocacy effort directed at the Minister of National Education and Higher Learning, measures will be taken to ensure that the radio station *effectively* receives the operation credits provided for in the Ministry's budget. Moreover, the quality of the programmes will be such that new advertisers will be attracted to Radio Emergence.

**11. MONITORING FRAMEWORK**

The project will be monitored by the UNESCO office in Libreville, with the support of the National Commission.

**12. PRE-PROJECT ASSESSMENTS**

An evaluation report will be produced on completion of each scheduled activity.

**13. BENEFICIARY BODY'S REPORTING FRAMEWORK**

The Radio Emergence coordinator will submit an evaluation report at the end of each month.

**C. ADDITIONAL INFORMATION**

**Assistance provided by the IPDC in the past:**

PDC/3GAB/23 350-GAB-31	30,000	Gabon	1982 - 1984
		Development of the press	
PDC/13GAB/01 352-GAB-31	32,000	Development of the newspaper "Legalité"	1993 - 1995
PDC/18GAB/01 352-GAB-81	43,000	Gabon News Agency	1998 -
Total Gabon: US\$ 105,000			

**Preliminary activities**

- Specification of training modules;
- Specification of trainers/facilitators and their availabilities;
- Briefing meeting with the Minister of National Education and Higher Learning;
- Specification of vendors and technicians for the installation of the equipment.

**Aid requested from sources other than the IPDC**

A request for funding (the outcome of which is uncertain) has been submitted to UNFPA-Libreville.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
“Worldspace” satellite receiver plus antenna:	550
Behringer MS 40 stereo monitors:	250
1 Behringer VMX 1000 mixing console:	600
Marantz PMD 660 portable recorder:	1,000
1 set of 5 <i>Compact Flash</i> memory cards (1 GB):	500
2 Behringer C 1 microphones:	250
1 Behringer B 1 microphone:	200
3 pairs of Behringer HPS 5000 stereo headphones:	300
3 mini-cassette dictating machines + 1 set of 10 cassettes:	320
2 PCs (P4, 2 GHz; RAM: 512 MB; HD: 160 GB; Firewire; USB; sound card):	4,000
1 PC (P4, 256 MB; HD: 80 GB) for access to the Internet:	1,000
External hard drive (160 GB):	300
1 Cisco ADSL router:	300
2 x 700 VA UPSs:	500
1 x 500 VA UPS:	150
Cabling, connectors and miscellaneous:	780
Transportation of the equipment:	3,000
Refurbishing work:	1,000
Installation of equipment:	3,000
Organization of training workshops:	3,000
Monitoring:	1,000
<b><u>TOTAL:</u></b>	<b><u>22,000</u></b>

<b>BREAKDOWN OF BENEFICIARY’S CONTRIBUTION</b> (in US dollars)	
Trainers' and facilitators' fees:	3,000
Organisation of training workshops:	3,500
Communication and miscellaneous:	500
<b><u>TOTAL:</u></b>	<b><u>7,000</u></b>

## GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	"SABARI FM" RADIO STATION
2.	<b>NUMBER</b>	PDC/51GUI/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 81 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 65 000
9.	<b>PROJECT BENEFICIARY</b>	"Le Diplomate" newspaper
10.	<b>IMPLEMENTING BODY</b>	"Le Diplomate" newspaper
11.	<b>PROJECT LOCATION</b>	Conakry
12.	<b>PROJECT PREPARED BY</b>	Sanou Kerfalla CISSE, Publication Director of "Le Diplomate"
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 29,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The 1991 adoption of the Press and Freedom of Expression Act, through the Fundamental Act, marked the beginning of the opening up of the Guinean media landscape. However, of the more than 300 newspapers registered with the *Conseil National de la Communication* (CNC, National Council on Communication), only a dozen or so have had the financial means to continue publishing on a regular basis over the last three years. Furthermore, the local audiovisual sector has remained closed.

"Le Diplomate" is a weekly newspaper which has gained a wide readership in the four years since it was first published. Embracing innovation, particularly where ICTs are concerned, "Le Diplomate" has created an internet web site ([lediplomateguinee.info](http://lediplomateguinee.info)) providing on-line access to the RTG's televised news programmes.

As part of its efforts to promote the democratisation of information, "Le Diplomate" intends to broaden its capabilities and is therefore seeking IPDC support to set up a private radio station called "Sabari FM". This project would go part of the way towards achieving a total liberation of the airwaves in Guinea.

However, owing to the subsidies it receives from the State, the national radio service will continue to dominate the new Guinean audiovisual landscape.

### **2. DESCRIPTION OF THE TARGET GROUPS**

- Women, who account for more than 50% of the population;
- Youth;
- Associative bodies;
- Civil-society players, workers, decision-makers and civil-service officers, as well as players in all of the other sectors involved in implementing the policy on reducing poverty and promoting freedom of expression.

### **3. IMMEDIATE OBJECTIVES**

Set up an independent, privately-owned radio station (Sabari FM), offering an alternative to the state-run radio service and catering to the needs and expectations of the general public by addressing issues such as health, the environment and culture.

### **4. DEVELOPMENT OBJECTIVES**

"Sabari FM" will contribute to promoting media pluralism and freedom of expression in Guinea, and to making good the deficit in communication, by creating new opportunities for dialogue and providing a forum where everyone could express their opinions.

The equipment purchased with the requested funds would enable "Sabari FM" to reach the widest possible listenership. Its programmes would be a vehicle for information, training and interaction with its listenership.

## 5. PROJECT INPUTS

### For training purposes:

- Trainers/instructors
- Stationary and supplies for participants
- Teaching aids

### Equipment:

- Radio-studio and sound-control room equipment
- FM transmission equipment (500 W).

## 6. PROJECT OUTPUTS

- Radio station ("Sabari FM ") with fully operational production and transmission equipment;
- 10 agents trained in virtual editing, information processing, reporting, conducting debates and magazine design;
- 10 agents trained in digital audio production;
- 90% of the programmes devoted to societal issues, cultural issues, science, ICTs, the economy, the environment, tourism, women and youth affaires, sport, and local, African and international music, addressed through daily programmes, radio magazines and reports;
- Broadcasting of messages advocating conflict prevention and resolution, thereby promoting the consolidation of peace and national unity.

## 7. ACTIVITIES

### Training

- Organisation of a training workshop on radio production techniques (duration: 90 days);
- Organisation of a workshop on environmental, gender, cultural and health (HIV/AIDS) issues;
- Organisation of a training workshop on digital audio production.

### Equipment:

Purchase of production and transmission equipment (see budget for details).

## 8. WORK PLAN

Activities	Expected outputs	Period
Purchase of equipment; preparation of first workshop	Enhanced technical capabilities; increase in production output	Months 1 and 2
Training workshop on radio production techniques; production of radio programmes	10 persons trained in radio production techniques; creation of radio programmes	Month 3
Training workshop on digital audio production; production of radio programmes	10 persons trained in digital audio techniques; programmes ready for broadcast	Month 5
Production of radio programmes	Programmes on a variety of topics (culture, gender, health, etc.) completed	Month 7
Evaluation	Evaluation report completed	Months 10 – 11
Final report	Final report completed	Month 12

## 9. INSTITUTIONAL FRAMEWORK

The Guinean media landscape is regulated by several bodies, including the *Conseil National de la Communication* (CNC, National Council on Communication), the *Observatoire Guinéen de la Déontologie et l’Ethique des Médias* (OGUIDEM, Guinean Media Ethics Observatory), the *Association des Journalistes de Guinée* (AJG, Association of Guinean Journalists) and the *Association des Editeurs de la Presse Indépendante* (AGEPI, Association of Independent Press Publishers). All of these bodies operate within the legal and regulatory framework currently in place in the Republic of Guinea.

The project specification will be reviewed for conformity by the CNC, the Ministry of Information, the Ministry of Finance and the Ministry for the Post and Telecommunications.

## 10. SUSTAINABILITY

Once created with the support of the IPDC, "Sabari FM " will seek to achieve the sustainability of its operations and to expand its coverage using the means at its disposal.

## 11. MONITORING FRAMEWORK

The project team is ready to cooperate with any professional organisation recommended by UNESCO.

## 12. PRE-PROJECT ASSESSMENTS

The study conducted to determine the expectations of the population in terms of radio programming clearly revealed a desire for more pluralism.

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

A project activity report will be submitted every four months.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

PDC/3GUI/21 350-GUI-31	40,000	Guinea	1982 - 1984
		Development of communication systems	
PDC/9GUI/01 350-GUI-91 520-GUI-61 (FIT-France)	35,000 7,000	Launching of a rural radio network	1988 - 1991
PDC/12GUI/01 352-GUI-21	111,700	Expansion of a national daily "Horoya"	1991 - 1993
Total Guinea: US\$ 186,700+ US\$ 7,000			

#### Beneficiary body's contribution during the term of the project

*Le Diplomate* depends on its own resources to fund its operations but also receives an annual state subvention of between 2,400,000 and 24,000,000 Guinean Francs. In addition to a security guarantee, the newspaper will provide the required human resources, premises and office furniture, and will implement project-related activities.

## D. BUDGET

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

<b>Equipment:</b>	
50-metre, guyed transmission tower:	6,355
Complete ASR 03 aerial system:	3,910
30 W broad-band exciter:	2,740
500 W broad-band (87.5 – 110 MHz) FM transmitter:	7,330
Coaxial cable:	1,175
16-channel audio control console:	11,370
PC and software for audio editing:	3,870
5 KVA voltage regulator:	790
2 radio-broadcasting software packages:	1,960
<b>Training</b>	
Consultants:	4,500
4 workshops (digital audio production techniques; specialist training for producers (programmes dealing with culture, health, gender equality, etc.):	20,000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b><u>65,000</u></b>

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

2 audio player-recorders:	1,095
1 CD player:	600
2 MD players:	1,290
Control room amplifier:	1,000
4 table microphones:	940
4 microphone booms:	310
1 pair of loudspeakers:	400
2 pairs of loudspeakers with amplifier and tuner:	1,565
Headphone amplifier; distributor:	950
Connectors, cabling accessories:	400
Control computer:	6,850
UPS:	600
<b><u>TOTAL:</u></b>	<b><u>16,000</u></b>

# GUINEA-BISSAU

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>REVISION OF THE PRESS ACT</b>
2.	<b>NUMBER</b>	PDC/51GBS/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio, television and press
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 60 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 45 000
9.	<b>PROJECT BENEFICIARY</b>	<i>Syndicat des Journalistes de Guinée-Bissau</i> (Syndicate of Guinea-Bissauan Journalists) <i>Conseil National de la Communication Sociale</i> (Nation Council on Social Communication)
10.	<b>IMPLEMENTING BODY</b>	<i>Conseil National de la Communication Sociale</i> (Nation Council on Social Communication)
11.	<b>PROJECT LOCATION</b>	Palácio "Colinas de Boé ", Bissau
12.	<b>PROJECT PREPARED BY</b>	<i>Conseil National de la Communication Sociale</i> (Nation Council on Social Communication)
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 20,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

After independence, the Guinea-Bissauan press was called upon to play an important role as an organ of support for the objectives of ruling party and the State. Thus, the media evolved into an instrument of Social Communication whose main purpose was to propagate the official ideology of the State, which can be summed up as:

- A single party as the directing force in the society;
- The creation of the "New Man" and a new national consciousness.

Multipartyism has since given rise to a number of significant legislative changes, commencing with the first revision of the Constitution, which brought with it the ratification of the Press Act, recognition of the status of journalists, the act establishing the *Conseil National de la Communication Sociale* (National Council for Social Communication) and the act authorising political parties access to the organs of Social Communication.

The Constitution provides for the independence of the organs of Social Communication from political and economic power, and imposes upon the State a duty to provide a public audiovisual and press service.

An analysis of existing provisions relating to communication for development reveals the existence of:

- a legal and institutional framework;
- communication structures organised into several sectors;
- coordination structures.

However, the scope of action available to professionals in the area of communication for development is limited by several factors, notably:

- Insufficient human resources;
- Poor management of existing resources;
- Inadequate means of communication;
- A legal and institutional framework which is incomplete and therefore ill-adapted to the new socio-political reality of the country.

It is for this reason that it is both necessary and urgent that existing legislation be reviewed and that legislation be enacted to reflect the new socio-political reality of the country.

### **2. DESCRIPTION OF THE TARGET GROUPS**

Project beneficiaries include media professionals, the Ministry of Communication, the Association of Jurists and the civil society.

### **3. IMMEDIATE OBJECTIVES**

- Improve the Guinea-Bissauan Press Act so that it places greater emphasis on press freedom.
- Review and repeal media-related laws which are incompatible with current reality and which constitute barriers to freedom of expression and the development of democracy.

#### **4. DEVELOPMENT OBJECTIVE**

Establish a legal framework enabling the country's citizens to participate fully in the process of good governance and thereby fostering genuine public debate.

#### **5. PROJECT INPUTS**

Acquisition of IT equipment; recruitment of jurists specialising in Press Law.

#### **6. PROJECT OUTPUTS**

Drafts of revised press laws providing for freedom of expression and the independence of the media, thereby contributing to the development of democracy.

#### **7. ACTIVITIES**

- Research work and compilation of documents on media legislation;
- Organisation of workshops on the basis of such documents and submission of recommendations;
- Meetings with media professionals to examine and approve the recommendations;
- Circulation of the draft bill for public debate and action to promote its adoption;
- Submission of the new legal framework to Parliament for examination and adoption.

#### **8. WORK PLAN**

- Research and documentation: 1 month
- Organisation of workshops throughout the country and recommendations: 1 month
- Meetings with experts to examine the recommendations: 1 month
- Publication of a new draft bill: 1 month

#### **9. INSTITUTIONAL FRAMEWORK**

The Syndicate of Journalists, the National Council on Social Communication and the Ministry of Communication will work jointly on the project. The specification of technical details will be entrusted to a panel of experts/consultants.

#### **10. SUSTAINABILITY**

This project will be implemented in a single phase to establish a legal framework for media in Guinea-Bissau.

#### **11. MONITORING FRAMEWORK**

The implementation of the project will be jointly monitored by the Syndicate of Journalists and the National Council on Social Communication.

## 12. PRE-PROJECT ASSESSMENTS

The purpose of this project is to establish a new legal framework for media in Guinea-Bissau. It will be evaluated by the National Council on Social Communication and the Ministry of Communication.

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

The players responsible for the implementation of the project will submit an activity report every four months.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

<b>PDC/3GBS/25</b> 350-GBS-31	30,000	Guinea-Bissau	1982 - 1992
507-GBS-61	189,800	Development of Radio services	
507-GBS-62 (FIT-Germany)	602,800		
<b>PDC/6GBS/01</b> 350-GBS-61	55,000	Improvement of the infrastructure of the national news agency	1985 - 1987
<b>PDC/11GBS/01</b> 352-GBS-11	145,000	Production of books and publication for information and for dissemination of culture	1990 -1993
<b>PDC/13GBS/01</b> 507-GBS-63 (FIT-Germany)	383,347	Development of National Radio Service in the South of the Country	1992 - 1996
Total Guinea Bissau: US\$ 230,000+US\$ 1,179,900			

### D. BUDGET

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

Workshops:	15,000
Meetings with media professionals and experts:	6,000
Research:	8,000
Documentation:	4,000
Advertising on the draft bill:	5,000
Monitoring	1,000
<b>TOTAL:</b>	<b>39,000</b>

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

Equipment:	15,000
<b>TOTAL:</b>	<b>15,000</b>

## GUINEA-BISSAU

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>GANDAL COMMUNITY MULTIMEDIA CENTRE</b>
2.	<b>NUMBER</b>	<b>PDC/51 GBS/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio
4.	<b>IPDC PRIORITY AREA</b>	Community media; freedom of expression
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 62 800
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 42 700
9.	<b>BENEFICIARY BODY</b>	Gandal Community Multimedia Centre Committee
10.	<b>IMPLEMENTING BODY</b>	Gandal Community Multimedia Centre Committee
11.	<b>PROJECT LOCATION</b>	Region of Gabú, Eastern part of Guinea-Bissau
12.	<b>PROJECT PREPARED BY</b>	Gandal Community Multimedia Centre Committee
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 25,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Africa's Sub-Saharan region is still lagging behind when it comes to gathering and sharing information crucial for people's education, health and social welfare. A vast majority of people throughout the region are faced with the lack of basic resources. Guinea-Bissau, a small Portuguese-speaking West African country, shows the great need for using supporting tools such as community radio stations to foster development.

Guinea-Bissau has indeed made some progress in allowing the introduction of community radios. According to the latest statistics, there are about 12 community radio stations, unevenly distributed across the country.

Gabú ranks amongst the poorest regions in Guinea-Bissau and in West Africa. Since its independence in 1973, the country has met problems preventing rural exodus, and Gabú has suffered from this social plague. It is estimated that hundreds if not thousands of youngsters have abandoned their villages in the hope of better lives in urban areas.

In addition, Gabú is concerned with a high illiteracy rate due to poor school conditions and low degree of motivation of parents, teachers and students. The region has witnessed a decline in the number of children attending schools, worsened by a high dropout rate. Health is another major problem: Gabú's population often experiences epidemics. HIV is spreading; malaria is still a major threat; cholera has become endemic during the rainy seasons and tuberculosis and other infectious diseases can be easily spread among people. As a result, it is believed that life expectancy in this region has decreased by an average of five years since the early 1990s.

It has been suggested by many local and national leaders that implementing media organisations such as radio and TV would foster people's participation in their own development and assist them in solving their problems by informing and educating them.

By providing training to local journalists, producers and volunteers, *Gandal Radio* intends to design programmes with an emphasis on local, national and regional issues and aims at improving the social conditions and the quality of people's lives.

Gandal Community Multimedia Centre Radio will emphasize the need to involve people in preserving their cultural heritage, fighting illiteracy, alleviating poverty and promoting health education. It will also help in the process of empowering women, promoting democratic views, defending human rights and managing forestry and biodiversity.

### **2. DESCRIPTION OF THE TARGET GROUPS**

Gandal Community Multimedia Centre is intended for people at both ends of the political spectrum – the decision-makers and ordinary citizens. However, due to the social composition of Gabú's region, it is obvious that farmers, herders, traders, women and children, educators, students and the entire community will constitute the core of its audience.

### **3. IMMEDIATE OBJECTIVE**

A locally owned and operated community multimedia centre that will make available content concerning local issues and development priorities to the Gandal community, including

programming on education and lifelong learning, and that will promote local culture and community participation, in particular amongst the youth

#### **4. DEVELOPMENT OBJECTIVE**

Access to public forums in which citizens and decision-makers are able to voice concerns and ideas, discuss social, cultural and political challenges and solutions that reflect local cultural diversity and promote empowerment

#### **5. PROJECT INPUTS**

- Organisational management
- Facilitation and training skills
- Community mobilisation and animation
- Radio and multimedia programme production
- Programme development
- Basic journalism

#### **6. PROJECT OUTPUTS**

- Accessible CMC facility established
- At least 16 local radio/multimedia producers and programmers are trained
- At least 2 management and administrative are trained
- Regular programme service from Gandal Radio available to 63 000 people
- News, educational, cultural and entertainment programmes

#### **7. ACTIVITIES**

- Consultative planning with the local community
- Acquisition and installation of the equipment;
- Training of personnel;
- Launch of Gandal Community Multimedia Centre.

#### **8. WORK PLAN**

<u>Month 1</u>	Development of plan of action based on community consultation
<u>October 2006:</u>	Purchase and installation of the equipment;
<u>November 2006:</u>	Training of personnel and beginning of test transmissions;
<u>December 2006:</u>	Production of programming and experimental broadcasting;
<u>January 2007:</u>	Inauguration of Gandal Community Multimedia Centre.

#### **9. INSTITUTIONAL FRAMEWORK**

A consultative or management Committee will regularly survey local communities on their expectations in relation with broadcasting. The implementation of subsequent steps will be performed gradually and will reflect the progress of the radio and the needs of the audience.

#### **10. SUSTAINABILITY**

By the means of regular community training sessions and the training of community trainers, Gabú Community Multimedia Centre will access to a constant supply of staff, volunteers and facilitators willing to share information and strategies for social economic development and poverty reduction.

Income-generating activities will be ensured through IT and ICT services such as telephone/fax, e-mail, Internet, photocopying, ICT training and commercial broadcasts.

## **11. FRAMEWORK OF MONITORING**

Gandal Community Multimedia Centre would propose UNDP’s representation in Guinea-Bissau, or the NGO named “AD” (*Action for Development*), which coordinates the chain of national community radios in Guinea-Bissau, to monitor Gandal Community Multimedia Centre’s activities and performance.

## **12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING**

Gandal Community Multimedia Centre undertakes to report on project progress to UNESCO/Breda on a four-month basis.

### **C. ADDITIONAL INFORMATION**

#### **Assistance provided by the IPDC in the past:**

<b>PDC/3GBS/25</b> 350-GBS-31	30,000	Guinea-Bissau	1982 - 1992
507-GBS-61	189,800	Development of Radio services	
507-GBS-62 (FIT-Germany)	602,800		
<b>PDC/6GBS/01</b> 350-GBS-61	55,000	Improvement of the infrastructure of the national news agency	1985 - 1987
<b>PDC/11GBS/01</b> 352-GBS-11	145,000	Production of books and publication for information and for dissemination of culture	1990 - 1993
<b>PDC/13GBS/01</b> 507-GBS-63 (FIT-Germany)	383,347	Development of National Radio Service in the South of the Country	1992 - 1996
<b>Total Guinea Bissau: US\$ 230,000+US\$ 1,179,900</b>			

#### **Preparatory activities completed prior to submission of the project to IPDC**

Several surveys were conducted and direct inputs taken from residents of Gabú who have voiced their need for pluralism in the media. In conclusion, it was decided that city of Gabú will be the most appropriate location for the project.

#### **Contribution foreseen by the beneficiary agency during the project period**

Contacts were made in order to ensure a spot in a building located in the centre of the city. Discussions concerning the building of a mast for the transmission antenna are in process. A group of technicians and citizens have offered their services to assist throughout this process.

#### **Assistance sought other than IPDC**

In addition, contacts were established with both AD (*Action for Development*), an NGO, and INFORMOTRAC (*Initiative For Mobile Training For Community Radio*), which have agreed to offer training, their expertise and services during the implementation phase.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION

(in US dollars)

Studio equipment: mixing console; multimedia computer; 4 microphones with stands, headsets, monitors; CD/cassette components; cables and connectors	7 800
Portable audio-video recording equipment: 1 video and 3 audio units	3 000
1 KW FM transmission system	6 500
Telecentre equipment: 3 computers with software; printer, scanner, photocopier; television; other components	9 400
Basic radio, computing and multimedia training (3 workshops)	7 500
Programme development (3 workshops)	7 500
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>42 700</u></b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION

(in US dollars)

Submission of technical offer (consulting, making up of the dossier, duplication):	500
Submission of financial offer (consulting, bank guarantee, duplication):	3 000
Registration of agreement:	100
Renting of premises:	7 000
Office furniture and stationery:	2 500
Power supply (one year):	2 000
Administrative expenses (salaries for 2 years etc.):	5 000
<b><u>TOTAL :</u></b>	<b><u>20 100</u></b>

## KENYA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>DEVELOPMENT OF MUGAMBO JWETU COMMUNITY MULTIMEDIA CENTRE</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51 KEN/01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting and ICTs
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial, training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 74 100
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 40 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Tigania West Community
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Mugambo Jwetu Community-based Organisation (CBO)
<b>11.</b>	<b>PROJECT LOCATION</b>	Tigania West Constituency, Mery District
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mugambo Jwetu CBO
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 30,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The difficulties to gain access to information and communication in rural Kenya are well known. Low level of ICTs and high illiteracy rates among disadvantaged groups, especially women, continue to limit the ability of people to lift themselves out of poverty. Meeting the massive information needs of the underprivileged is especially difficult in Tigania West Constituency, Meru District, where poverty-stricken groups continue to be denied access to information, knowledge, skills and technology transfer.

Retrogressive cultural practices such as female genital mutilation and traditional unhygienic circumcision of boys pose health hazards. Discrimination against women is also a major problem in the constituency. Women are not allowed to engage in activities of their choice; there is discrimination in the allocation of resources such as land distribution, education provision and employment opportunities.

In order to empower disadvantaged groups as equal partners in the development process, the proposed CMC intends to provide rural and remote communities in Tigania West Constituency – Meru district with affordable public access to information communication technologies and, in particular, to Internet services and educational radio programmes.

The project aims also at capacity building through a variety of training programmes and skills enhancement aimed at effectively using ICTs. The community centre will provide the required training to assist low-income segments of the community in accessing information regarding local services, as well as recreational and educational information, programmes and data. It will encourage social participation and enhance the management and delivery of services provided by the community.

The project is expected to create new opportunities for growth, as well empowerment, networking, communication and participation. The project will also serve as a local hub to foster the creation of Kimeru language content for the radio programmes and other information technologies. Finally, the project aims at strengthening the private sector, especially women entrepreneurs and their linkages to the global economy.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The proposed project is designed to benefit all stakeholders of civil society at the community/village level, but in particular youth and women, unemployed, small, and medium-sized entrepreneurs and traders, educators and educational institutions.

### **3. IMMEDIATE OBJECTIVE**

To establish a locally-run, owned and managed Community Multimedia Centre in the Mugambo Jwetu community, combining a rural radio station with Internet services, and improve information and facilitate training, especially for women and youth.

#### 4. DEVELOPMENT OBJECTIVE

To accelerate the Mugambo Jwetu community’s development processes through the use of ICTs, as well as to build up and implement a flexible, local approach to community development with an emphasis on non-formal education, and increase the role of training and education in the life-long learning process of all community members.

#### 5. PROJECT INPUTS

Please refer to the breakdown of IPDC’s contribution (Budget section).

#### 6. PROJECT OUTPUTS

- Locally-run, owned and managed Community Multimedia Centre established;
- 16 staff members trained in radio broadcasting programming, basic ICT training and more advanced training on Internet research and on adapting content to a radio format;
- Relevant radio programmes produced and broadcast on daily basis;
- Website and database operational;
- Electronic information bulletins on content production referring to the specific development needs in Meru, adapted to the local realities;
- Pilot project sustainable and replicated.

#### 7. ACTIVITIES

- Installing the CMC technical equipment (fully operational FM community radio station and ICT centre equipment);
- Training the staff in technical, radio broadcast operations, computer proficiency and management procedures;
- Training sessions on basic MS software packages, and more advanced training on Internet, e-mail and CD-ROM applications;
- Training on community production processes, audience feedback, variety programming for radio and evaluation processes and structures;
- Training sessions on key radio art forms such as radio features, drama and soap;
- Connecting CMC to an Internet service provider;
- Creation of website and database;
- Preparation of first set of pre-recordings and recordings for radio broadcasting.

#### 8. WORK PLAN

Activities / Months	1	2	3	4	5	6	7	8	9	10	11	12
Equipment purchase and installation												
Internet connectivity												
Radio broadcast, computer proficiency, training of trainers												
Radio programmes produced and broadcast												
Creation of the website and database			Rep.			Rep.			Rep.			Final Rep.

## 9. INSTITUTIONAL FRAMEWORK

The project will be executed by the Mugambo Jwetu Community Group, registered as a CBO with the Ministry of Gender and Sports. It is a member-based organisation with a current membership of approximately 300, under the supervision of the UNESCO Nairobi Office.

## 10. SUSTAINABILITY

The assessment of the Tigania West population needs indicates that the project activities will attract significant and enthusiastic audience/users among a variety of social groupings. The programmes produced at the CMC will cover a wide variety of themes and issues relevant to local realities, some of which may be offered for purchase by other local and regional broadcasters. Once the activities under this project have been established, the project plans to offer a full information service including reports, features and interviews. Materials may be repackaged from project programmes, or specially prepared, according to local/national needs. The same principle may also be applied to other information gathered, such as economic and financial data. Most aid and development agencies have communications/publicity budgets for health, maternal and childcare, HIV/AIDS, agriculture development, etc. Other measures include utilising the project website on the Internet as a tool to promote the project with a view to raising further funds.

## 11. FRAMEWORK OF MONITORING

*Econews Africa*, an international NGO with an ample experience in community media, could be assigned to carry out the evaluation

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Mugambo Jwetu foresees to submit quarterly reports to UNESCO, in accordance with IPDC's requirements.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

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

<b>PDC/7KEN/01</b> 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	1986 - 1992
<b>PDC/21 KEN/01</b> 353-KEN-5011	20,000	Development of free press institutions	2003-2004
<b>PDC/24 KEN/01</b> 552KEN5000 (FIT-Japan)	62,514	Audio visual media training	2004-2005
<b>PDC/48 KEN/01</b> 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
<b>PDC/49 KEN/01</b> <b>354-KEN-5052</b>	20,000	SHINYALU COMMUNITY MULTIMEDIA CENTRES, KAKAMEGA DISTRICT KENYA: ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS	2006-2007
<b>PDC/49 KEN/03</b> 354-KEN-5053	20,000	RADIO FOR YOUTH CENTRE (KOINONIA MEDIA CENTRE )	2006-2007
Total Kenya: US\$ 286,000+US\$ 1,471,301(Funds-in-trust)			

### **Preparatory activities completed prior to submission of the project to IPDC**

A feasibility study was undertaken; the request for broadcast license and allocation of frequency was submitted to CCK and is in the process of approval.

### **Contribution foreseen by the beneficiary agency during the project period**

- The Kanyau Polytechnic will house the CMC equipment and staff;
- The initial operational costs will be supported by the CDF (Constituency Development Fund);
- The volunteer staffing will be sourced from the community;
- The Mugambo Jwetu will be in charge of day-to-day operations;
- Various fund-raising projects to maintain the CMC.

### **Assistance sought other than IPDC**

Pledge by Ministry of Education; support of the additional equipment required;

The project proposal was submitted to the Embassy of Finland, and 25 000 € were approved from the LCF (Local Community Fund) for start-up activities and additional equipment for the production studio, a 30m. mast, transport, installation and commissioning.

## D. BUDGET

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

#### FM radio station equipment

Mixing console, 2 microphone with stands, monitor amplifier and speakers, tuner, CD player, telephone interface, cables, connectors and accessories; reporter kits: portable MP3 recorder, headphones, reporter microphone, 300-watt FM stereo transmitter, interface for TX 300, dipole antenna, 3 KVA UPS power supply. Additional radio equipment: installation material, spare parts and cables, tool kit for first-line maintenance:	22 000
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#### ICT equipment

5 desktop computers, five 15" monitors, 350 VA UPS, 2 laser printers, fax machine:	5 000
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#### Training

Facilitator's fees, accommodation, transport, stationery:	12 000
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Monitoring:	1 000
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<b><u>TOTAL :</u></b>	<b><u>40 000</u></b>
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### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Management, radio producers, ICT technicians, receptionist, security:	8 000
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Rent of premises, running expenses (communications, electricity, water etc.), furniture, consumables, miscellaneous:	23 000
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Administrative support:	1 900
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Reporting:	1 200
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<b><u>TOTAL :</u></b>	<b><u>34 100</u></b>
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# LIBERIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>PROFESSIONAL DEVELOPMENT AND ACCESS TO TECHNICAL RESOURCES</b>
2.	<b>NUMBER</b>	PDC/51 LIR/01
3.	<b>CATEGORY OF MASS MEDIA</b>	All media
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression, media pluralism and human resources development
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 85 100
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 45 000
9.	<b>BENEFICIARY BODY</b>	Liberia media community
10.	<b>IMPLEMENTING BODY</b>	Liberia Media Centre (LMC)
11.	<b>PROJECT LOCATION</b>	Monrovia
12.	<b>PROJECT PREPARED BY</b>	Liberia Media Centre, with support from members of the <i>Partnership for Media and Conflict Prevention in West Africa</i>
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 25,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The media in Liberia is as much in transition as the wider society. According to the figures of media regulatory bodies, there are at present 40 newspapers in print. This triples the pre-war statistics. For radio, more than a dozen stations, excluding community radio stations, are currently broadcasting, which represents almost four times the pre-war figures. Official figures show there are close to 30 community-based radios.

The media in Liberia requires a sustained period of engagement in the fields of training and institutional capacity building. The contents of media publications in Liberia today bears eloquent testimony to the lack of training opportunities open to the media. Journalists seldom counter-check their sources and only occasionally seek to go beyond a superficial review of events. In this regard, there has been an increasing barrage of criticisms against the poor quality of investigations into corruption and other issues of national importance by the media in Liberia. This field requires strengthening.

The Liberia Media Centre (LMC) is a joint initiative by the “*Liberian media community*” (led by the Press Union of Liberia) and the “*Partnership for Media and Conflict Prevention in West Africa*” to address access to collective resources and training.

The LMC aims, among other issues, to tackle the following problems:

- Lack of nationwide capacity and reach to monitor and defend freedom of expression and press freedom in the country;
- Lack of professional skills, with a particular focus on how to conduct investigations in corruption, crime, human rights violation, HIV/AIDS and gender issues;
- Lack of resources, resulting in insufficient access to work facilities and basic IT services (particularly for the print media);
- Lack of specialised dedicated venue for the media community offering facilities for trainings and media-related events (including workshops, roundtables, press conferences etc.);
- Establishing and strengthening a network and media coalition to defend freedom of expression and press freedom throughout the country;
- Training for media practitioners on investigative journalism skills and team reporting;
- Provision of communal technical resources and information sources for journalists, office space for media associations and institutions (including the publishers association, female journalists associations etc.) and a location for media-related events (including press conferences, training courses etc.).

### **2. DESCRIPTION OF THE TARGET GROUPS**

The beneficiaries of the project will be approximately 300 journalists and media associations and/or unions.

### **3. IMMEDIATE OBJECTIVE**

- Freedom of expression and press freedom monitored and strengthened throughout the country;
- Training and knowledge sharing in the conduct of investigative journalism and team reporting for journalists from a cross-section of media;
- Media practitioners, institutions and associations/unions provided with improved access to technical resources, information sources and training opportunities

#### **4. DEVELOPMENT OBJECTIVE**

Through the monitoring of press freedoms across the country, the freedom of expression space that has emerged since the end of the conflict can be defended and expanded. In this context, if the media are to play a constructive role in the creation of a stable democracy, they must also have regular access to technical resources and training opportunities, particularly relating to investigative journalism.

#### **5. PROJECT INPUTS**

- Communication and meetings costs for the freedom of expression network;
- Staff costs (director, programme officer, IT assistant, and accountant);
- Fuel, insurance, equipment maintenance, stationery and office costs for training facilities and technical resources;
- Investigative journalism trainers and team reporting expenses.

#### **6. PROJECT OUTPUTS**

- Network for freedom of expression and press freedom created to advocate for the enactment of the draft Freedom of Information Act and draft Act establishing a National Broadcast Regulatory Agency (these draft laws were prepared through a national process co-funded by UNESCO);
- 40 selected professional journalists trained and engaged in investigative journalism and team reporting activities;
- Media community (including practitioners, outlets and associations) provided with access to everyday technical resources for work and opportunities for professional development.

#### **7. ACTIVITIES**

The LMC will identify and train a team of monitors to report on freedom of expression issues in five of the country's most populous cities. This training will be on press freedom norms, standards and formats for reporting. The LMC will also produce a regular 6-monthly publication listing the alerts and addressing wider issues relating to press freedom and journalism standards. Finally, the LMC will host regular roundtables with Coalition members, other media stakeholders and development partners to discuss the alerts and coordinate advocacy activities both on individual cases and on broader media framework issues.

The LMC will also ensure the dissemination of the alerts, both domestically in Liberia and internationally through institutions such as the Media Foundation for West Africa (MFWA) and the International Freedom of Expression Exchange (IFEX).

The LMC will host a two-day training seminar on investigative journalism for 40 media practitioners from a cross-section of the media community. Experts from the sub-region and the Public Information Unit of the UN Mission in Liberia (UNMIL) will run the seminar.

In order for the LMC to expand so as to meet the increasing demand for its services, it must relocate to new premises. Improved facilities will allow for the LMC to further reinforce its position as a Centre of professional excellence and development for the media sector. The IPDC funds would therefore be matched against the already contracted *FreeVoice* funds to ensure that the media centre can continue to operate during the next 12 months in its new premises. Moreover, as part of an already running programme, the International Press Centre (IPC) in Lagos acts as a mentor for the LMC, running a staff management training programme and developing a business plan for self-sustainability.

## 8. WORK PLAN

Activity	Timeline	Point of contact	Funding
Development of I.J. training course (UN Mission Public Information section and LMC)	December 2006 February 2007	Lawrence Randall	<b>IPDC</b>
I.J. training activities	April 2007- October	Lawrence Randall	<b>IPDC</b>
Mid-term report	September 2007		
Final monitoring; final narrative and financial report	February 2008	UNESCO consultant – IMS Lawrence Randall	

## 9. INSTITUTIONAL FRAMEWORK

The LMC Secretariat will implement the activities. In addition, it will cooperate closely with *FreeVoice* (The Netherlands), International Media Support (Denmark) and the International Press Centre (Nigeria) for identifying trainers, refining the activity methodology and seeking advice and support for the implementation.

## 10. SUSTAINABILITY

The LMC has already made progress in the past 18 months with the development of its financial sustainability. Moreover, the Centre already covers approximately half of its own running costs through income-generating activities, and this support will further strengthen the Centre's move towards financial self-sustainability.

## 11. FRAMEWORK OF MONITORING

UNESCO could mandate its consultant to Liberia for the media law and policy reform process to undertake the monitoring of the activities, together with the LMC.

## 12. EVALUATIONS CARRIED OUT

Following the Partnership mission in December 2003, a comprehensive report was published. It was entitled: "*Supporting the Media in Liberia: a Review of the Media Landscape for the Post-Conflict Transition Period*" (January 2004).

### 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The LMC will report on the project on a four-monthly basis, as well as mid-term reports on the project progress. A final narrative and financial report will be released at the end of the project.

#### **C. ADDITIONAL INFORMATION**

##### **Previous IPDC support received by the country:**

<b>PDC/21 LIR/01</b> 353-LIR-5011	20,000	Liberia	2003-2004
		Enhancing training media personnel	
<u>Total Liberia: US\$ 20,000</u>			

##### **Preparatory activities completed prior to submission of the project to IPDC**

The LMC has already created the Internet resources and has a track record of journalism training.

##### **Contribution foreseen by the beneficiary agency during the project period**

The project has already secured a grant of USD 40,095 from *FreeVoice* for equipment and human resource development. International Media Support (IMS) will also contribute small-scale funds for Phase II of the LMC development.

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Investigative journalism and team reporting</b>	
Investigative Journalism (I.J.) seminar (venue, meals, transport etc.):	5 400
2 I.J. training experts (airfares, fees, accommodation):	2 400
Coordinating editor (one year) :	2 400
Team of 40 reporters: transportation, tools, communications (one year):	4 000
LMC coordination and communication costs (one year):	1 800
Stationery and consumables (one year):	600
<b>Freedom of expression</b>	
4 quarterly stakeholder roundtables (venue, meals, transport, one year):	3 700
Publications (two 6-monthly):	3 000
Freedom of expression monitors (one year):	3 600
Training (venue, trainer fees, transport):	2 000
Coordinator's honoraria (one year):	1 200
LMC coordination and communication costs (one year):	1 800
<b>Technical resources, training facilities and Media Centre</b>	
Premises and equipment maintenance (one year):	2 400
Subscription for satellite TV (one year):	1 800
Security personnel (one year):	1 200
Rental of premises for Media Centre (one year):	1 200
Contingencies:	2 600
Administrative expenses:	2 900
Monitoring:	1 000
<b><u>TOTAL</u> :</b>	<b><u>45 000</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (<i>FreeVoice</i> funds) (in US dollars)</b>	
<i>No contribution is foreseen from the direct beneficiaries of the project.</i>	
Infrastructure support (PCs, the Internet etc.):	25 280
LMC-IPC cooperation budget:	14 820
<b><u>TOTAL</u> :</b>	<b><u>40 100</u></b>

## MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLANDS</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51 MLW/01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Electronic
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of Community Media
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 30 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Likoma and Chizumulu Islands Community Radio
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Likoma District Development Committee
<b>11.</b>	<b>PROJECT LOCATION</b>	Likoma Island
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Likoma and Chizumulu Communities.
<b>DECISION OF THE BUREAU</b> <b>APPROVED: US\$ 24,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Likoma and Chizumulu Islands are Malawian Islands but are situated in Mozambican Territorial waters. The national radio signals transmitted from Blantyre in the Southern tip of Malawi barely reach these islands. Newspapers, also printed in Blantyre, reach the islands with significant delays. The island dwellers consequently do not have any source of reliable and up-to-date information and are *ipso facto* left out of the national communication processes. This request seeks therefore to address this information and communication deficit by creating a community radio that will contribute to addressing the islanders' communication needs.

Likoma is a newly established district in the 'low resources' Northern region of Malawi situated in the Mozambique waters. It comprises two islands: Chizumulu and Likoma. The first is 51 km away from mainland Nkhata Bay and the second is 78 km away. The two islands are about 20 km apart.

The Likoma district covers an area of 18 sq. km. According to the 1998 Housing and Population Census, the population of Likoma was 8,074 with an annual growth rate of – 0.1% for the period 1987 to 1998.

There is an increasing number of orphans on the islands, in great part due to HIV/AIDS. The number of school dropouts is also high due to poverty-related factors.

The community radio envisaged in the project will contribute to the sustainable development of the islands as it will enable the island dwellers to actively participate in development programmes and activities.

Given the frequency of mixed marriages and the migration of different tribes to the islands, people there often do not speak only one language. The community radio will be able to cater for all the different languages and dialects of the communities living there, hence contributing to social cohesion.

The radio will also greatly promote democracy, good governance and accountability as people will be able to participate in the communication process by articulating their needs and concerns to local leaders for onward transmission to the central government. Moreover, a decentralised programme production structure will ensure that the community as a whole will participate in content production.

### **2. DESCRIPTION OF TARGET GROUPS**

The target groups will mainly be the various communities on Likoma and Chizumulu, as well as several communities in Mozambique and Tanzania.

### **3. IMMEDIATE OBJECTIVES**

Establish a community radio for the Likoma and Chizumulu islands

#### 4. **DEVELOPMENT OBJECTIVES**

- Contribute to a wider and better dissemination of information on development issues, such as HIV/aids, EFA, democracy and human rights
- Strengthen community participation in the development process

#### 5. **PROJECT INPUTS**

- Train community radio broadcasters in quality and timely programme production,
- Purchase field and production equipment for the radio
- Renovated or refurbished radio premises

#### 6. **PROJECT OUTPUTS**

- Quality, timely and locally relevant radio
- Trained radio producers and reporters;
- Acquisition of field and production equipment
- The operationalisation of the Likoma Community Radio

#### 7. **ACTIVITIES**

- Apply for radio transmission license
- Training of field and studio staff
- Purchase and installation of equipment
- Radio goes on air

#### 8. **WORK PLAN**

- November 2006: Submission of project document to the IPDC
- Jan-April: Election of Radio Management committee
- April-June 2007: Application for broadcasting/transmission licence
- July 2007: Purchase of equipment
- August 2007: Installation of equipment
- October 2007: Training of broadcasters
- November 2007: Radio goes on air

#### 9. **INSTITUTIONAL FRAMEWORK**

The project will be managed by a committee of members drawn from the two islands. This committee will supervise the manager and the volunteers who will be responsible for the day to day management of the radio. Members of the District Development Committee (DDC), an organ made up of various organisations and village leaders within the District, may be invited to management meetings to provide advice.

10. **SUSTAINABILITY**

There is full commitment from the community, as evidenced by a UNESCO consultant report which showed the Community's readiness to erect buildings for the radio on a self-help basis in order to ensure that the project is sustainable.

11. **FRAMEWORK OF MONITORING**

The project will be monitored by the Malawi National Commission for UNESCO under the supervision of the Regional Communication Advisor at the UNESCO Harare Office.

12. **FEASIBILITY STUDIES CARRIED OUT**

Late last year, a UNESCO consultant carried out a feasibility study of the project and concluded that the communities are ready to receive the radio and that there is a lot of enthusiasm for the project.

The Malawi Communications Authority (MACRA) has since its creation never refused any application for Community Radio Broadcasting. It is thus assumed a licence will be obtained easily.

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The Likoma Radio Management Committee will be reporting to the Malawi National Commission who will in turn report to the Regional Communication Advisor.

**C. ADDITIONAL INFORMATION**

In the past, Malawi has benefited from the IPDC's assistance as follows:

PDC/11MLW/01 352-MLW-11	139,000	Malawi	1990 - 1992
		Technical assistance to the Department of Information	
PDC/16MLW/01 352-MLW-61 520-MLW-60 (FIT-France)	50,000 30,000	Computerization of Radio Malawi newsroom	1996 - 1998
PDC/17MLW/01 352-MLW-71	55,000	Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997 - 1998
PDC/18MLW/01 352-MLW-81	30,000	Equipping the Polytechnic for journalism training	1998 - 1999
PDC/20MLW/01 353-MLW-01	40,000	Strengthening the capacity of Television Malawi	2001 - 2003
PDC/21 MLW/01 353MLW5011	25,000	Training of Malawi's News Agency	2003 -2004
PDC/23 MLW/01 354 MLW 5031	22 000	Capacity Building for Private and Community Radios	2004 -2005
<b>Total Malawi: US\$ 361,000</b>			

## D. BUDGET

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

1,000W FM Transmitter	10 000
On Air and Studio equipment	8 000
Training	7 000
Monitoring	1 000
<b><u>TOTAL :</u></b>	<b><u>26 000</u></b>

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

Renovation of buildings	3 000
Payment for license	1 000
Reporting on progress	500
<b><u>TOTAL :</u></b>	<b><u>4 500</u></b>

# MALI

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMMUNICATION PROGRAMME FOR BEHAVIOUR CHANGE</b>
2.	<b>NUMBER</b>	PDC/51 MAL/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Community radio
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression, pluralism, community media
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
7.	<b>TOTAL COST OF PROJECT</b>	USD 26 900
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 24 600
9.	<b>PROJECT BENEFICIARY</b>	The women of the <i>Cercle de Kati</i>
10.	<b>IMPLEMENTING BODY</b>	Radio Bèlèkan
11.	<b>PROJECT LOCATION</b>	<i>Cercle de Kati</i>
12.	<b>PROJECT PREPARED BY</b>	Radio Bèlèkan
<b>DECISION OF THE BUREAU: APPROVED: US\$ 16,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Since the Beijing World Conference on Women (1995), a number of women's rights groups and associations have emerged in Mali. These organisations have been actively involved in various initiatives aimed at improving the status of women in the country. Thus, as a result of the impact of awareness campaigns conducted by Radio Bèlèkan, the last communal elections, held in May, 2004, saw an increase in the number of women sitting on Communal Councils within the *Cercle de Kati*. Despite its moderate significance, this breakthrough conveys a clear message of hope since these newly elected representatives are agents of social change and champions of the essential needs and interests of women within the community.

From an economic point of view, the women of the *Cercle de Kati*, in Bamanan communities, play an extremely important role. However, in Bamanan societies, which remain deeply anchored in tradition, social, economic and political inequalities still persist between men and women. These are reflected in the subordinate status of Bamanan women, their low levels of income, instruction and literacy, and disparities as regards access to resources and means of production. The social division of labour confines women to their traditional role, i.e., that of reproduction, and imposes on them long, exhausting tasks which prevent them from engaging in more lucrative or civic-oriented activities.

As such, Radio Bèlèkan, whose mission is to inform, educate and raise awareness among the population, proposes to conduct an integrated communication programme for behaviour change, having as its theme "*The negative impact of the unequal division of labour on the health of women in the Cercle de Kati*".

### **2. DESCRIPTION OF THE TARGET GROUPS**

- The female populations of rural communities;
- but also the male populations in the communities in question;
- Community leaders;
- The authorities of the communes of Kalifabougou, Kati, Diago, Dio, Dombila and Doubabougou.

### **3. IMMEDIATE OBJECTIVES**

Produce awareness-raising programmes aimed at:

- the populations of the target communes and addressing the negative consequences of the unequal division of labour on women's health;
- men in particular, on the topic of inequalities in the distribution of tasks;
- both men and women in the target communes, promoting the adoption of behaviour favourable to the self-realisation of women.

### **4. DEVELOPMENT OBJECTIVES**

Promote the development of women's status and health in the *Cercle de Kati*.

### **5. PROJECT INPUTS**

Training:

Training will be provided for the radio-station personnel involved in the programme, the members of the six programme coordination groups (each group comprising three women and two men) and Communal Council representatives from the selected communes (one representative from each commune).

Equipment:

- 2 digital recorders;
- Computer;
- UPS;
- 30 bicycles.

**6. PROJECT OUTPUTS**

Greater awareness on the part of the men and women from the six selected communes, community leaders and communal authorities as regards the negative impact of the unequal division of labour on women's health; approval of the need for a change in attitude in favour of relieving the burden of the tasks assigned to women.

**7. ACTIVITIES**

➤ ADVOCACY:

The expert, the programme monitor and the members of the coordination groups will meet the customary, administrative, political and religious authorities of the six selected communes.

➤ COMMUNICATION:

The communication programme will be implemented in three phases, each characterized by specific radio-programme formats.

Phase I: Programmes providing information on and raising awareness of the subject:

- Round table: This format will be used to provide essential information on women's rights.
- Micro-programmes: The goal of this format is to heighten women's awareness of activities which could lead to an improvement in their economic, social and political status.

Phase II: Programmes to stimulate debate:

- Public debates: After listening to specialists on the topic, listeners will be given an opportunity to express their own opinions.

Phase III: Programmes to monitor the degree of public awareness:

- Public games: These will be used to assess the extent to which the public has understood and assimilated the ideas promoted during the campaign.

**8. WORK PLAN**

ACTIVITIES	January	February	March	April	May	June
Advocacy						
Broadcast of micro-programmes						
Round table						
Public games						
Public debates						
Project monitoring						
Capitalisation						

## **9. INSTITUTIONAL FRAMEWORK**

A Programme Supervisor will be appointed to supervise the project.

A Programme Monitor will be appointed to implement the project and to monitor the work of the coordination groups in the field.

Coordination groups, each composed of 5 individuals (three women and two men), will be formed to militate for behaviour change at the village, neighbourhood and family levels.

## **10. SUSTAINABILITY**

The coordination groups set up in the various target communes will continue to pursue actions undertaken in favour of the self-realisation of rural women.

## **11. MONITORING FRAMEWORK**

The project will be monitored at three levels:

First level: Coordination groups

These groups will be responsible for pursuing the awareness campaign once the project implementation team has left.

Second level: Radio-station personnel

A employee of the radio station will be selected to monitor the work of the coordination groups. This employee will make monthly visits to each coordination group to assess their strategies, discuss problems and possible solutions, measure the impact of their work, encourage community involvement and inspire community initiatives.

Third level: Supervision of coordination groups

Monitoring at this level will be conducted by the Programme Supervisor, together with the Programme Monitor, a UNESCO official and a representative of the communal authorities. Their task will entail monitoring the quality of the work carried out in the field, the relevance of topics and the impact of the programme. They will also provide support for the coordination groups, encourage the latter in their action and engage with the target population.

## **12. PRE-PROJECT ASSESSMENTS**

Radio Bèlèkan has produced six-monthly reports, the first of which covers the period from January to December, 2005.

## **13. BENEFICIARY BODY'S REPORTING FRAMEWORK**

Radio Bèlèkan will submit an activity report every four months.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

PDC/6MLI/01 350-MLI-61	20,000	Mali	1985 - 1986
		Seminar on cinematographic techniques	
PDC/7MLI/02 350-MLI-71	35,000	Audio-visual production unit	1986 - 1988
PDC/11MLI/01 352-MLI-11	81,000	Improving the production facilities of the National Press	1990 - 1993
PDC/14MLI/01 352-MLI-51	58,000	Mobile production equipment and installation of solar-powered television receivers in rural areas	1996 - 1998
PDC/17MLI/01 352-MLI-71 548-MLI-60 FIT-Luxembourg	50,000 96,000	Reinforcement of the Independent Women's Press	1997 - 1999
PDC/18MLI/01 352-MLI-81	50,000	Communication studies at the University of Mali	1998 - 1999
PDC/19MLI/01 352-MLI-91	44,000	Institutional support for professional organizations	1999 - 2003
PDC/20MLI/01 353-MLI-01	65,000	ENG and video production equipment	2000 - 2003
PDC/21 MLI/01 353-MLI-5011	25,000	Community radio in the service of local development	2003 -2004
PDC/24 MLI/02 354-MLI-5031	24,000	Learning about Newspapers and Citizenship	2004 -2005
<b>Total Mali: US\$ 452,000</b>			

#### Preliminary activities

Validation of the project by Radio Bèlèkan's Management Committee.

### D. BUDGET

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

<u>ADVOCACY</u> : Expert's fees; vehicle rental:	880
<u>TRAINING</u> : 30 people:	2,560
<u>COMMUNICATION</u> : Round table; production and broadcast of micro-programmes; public debates; public games:	10,960
<u>EQUIPMENT</u> : Digital recorder; computer; UPS; bicycles:	9,200
<u>Monitoring</u> :	1 000
<b><u>TOTAL:</u></b>	<b><u>24,600</u></b>

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

Monitoring:	1,850
Supervision:	80
Evaluation:	370
<b><u>TOTAL:</u></b>	<b><u>2,300</u></b>

# MALI

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>TECHNICAL UPGRADE FOR URTEL MEMBER RADIOS</b>
2.	<b>NUMBER</b>	PDC/51 MAL/02
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
4.	<b>IPDC PRIORITY AREA</b>	Development of community media
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 46 300
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 37 300
9.	<b>PROJECT BENEFICIARY</b>	<i>Union des Radiodiffusions et Télévisions Libres du Mali</i> (URTEL-MALI, Malian Union of Free Radio and Television Broadcasters)
10.	<b>IMPLEMENTING BODY</b>	URTEL-MALI
11.	<b>PROJECT LOCATION</b>	Republic of Mali
12.	<b>PROJECT PREPARED BY</b>	URTEL-MALI
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 25,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Since 1991, as part of an initiative to "give a voice to the voiceless", Mali has been pursuing a policy aimed at privately owned community radios. This has given rise to a profusion of stations which, although initially unorganized, have progressively come together within a unifying entity known as the *Union des Radiodiffusions et Télévisions libres du Mali* (URTEL, Malian Union of Free Radio and Television Broadcasters).

The URTEL network, which today counts more than 180 stations dispersed throughout the country, has set itself the following priority objectives:

- Organize community radios within a functional entity coordinated at the national level;
- Ensure the consistency of information, and contribute to the long-term viability of stations by providing technical services and spare parts;
- Assist with upgrading the capabilities of stations' technical staff;
- Facilitate the transition from outdated analogue-based processes to the use of new information and communication technologies by providing access to the internet and promoting the exchange of digital programmes between stations;
- Improve the quality of programmes with a view to achieving stronger listener loyalty;

To achieve these objectives, URTEL needs not only to reinforce its own structure but also to assist its members with the task of upgrading their professional capabilities. URTEL's needs take on even greater significance when one considers that it is the only source of hope for the survival of community radios in Mali.

### **2. DESCRIPTION OF THE TARGET GROUPS**

- URTEL member radio stations
- The URTEL Secretariat.

### **3. IMMEDIATE OBJECTIVES**

- Upgrade the technical capabilities of the Association and its members;
- Set up a radio servicing and maintenance unit;
- Train 25 maintenance technicians.

### **4. DEVELOPMENT OBJECTIVES**

Contribute to reinforcing freedom of expression and democracy in Mali.

### **5. PROJECT INPUTS**

- Setting up of a radio servicing and maintenance unit;
- Training of 25 technicians.

### **6. PROJECT OUTPUTS**

Fully operational equipment and trained personnel.

**7. ACTIVITIES**

- Member-radio monitoring and support programme;
- Acquisition of equipment;
- Training.

**8. WORK PLAN**

Activities	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter	3 <sup>rd</sup> quarter	4 <sup>th</sup> quarter
Acquisition radio servicing equipment				
Installation of equipment				
Training of 25 technicians in preventive maintenance				
Monitoring of and support for member radios				

**9. INSTITUTIONAL FRAMEWORK**

- The project will be backed by the Malian Ministry of Communication and New Technologies;
- The *Maison de la Presse*;
- URTEL.

**10. SUSTAINABILITY**

The proposed investment would contribute significantly to ensuring the long-term viability of URTEL member radios since the latter would have at their disposal a permanently available stock of affordable spare parts, the services of advisors and technicians specializing in the installation and servicing of radio equipment, internet connections, high-quality digital programmes which could be exchanged and a resource centre for the production of professional-quality programmes.

**11. MONITORING FRAMEWORK**

Project-related activities will be regularly monitored by URTEL's management board.

**12. PRE-PROJECT ASSESSMENTS**

As URTEL permanently monitors the status of its member stations, it is immediately aware of any problems they may encounter.

**13. BENEFICIARY BODY'S REPORTING FRAMEWORK**

URTEL will submit a project activity report every 4 months.

**C. ADDITIONAL INFORMATION**

**Assistance provided by the IPDC in the past:**

PDC/6MLI/01 350-MLI-61	20,000	Mali	1985 - 1986
		Seminar on cinematographic techniques	
PDC/7MLI/02 350-MLI-71	35,000	Audio-visual production unit	1986 - 1988

PDC/11MLI/01 352-MLI-11	81,000	Improving the production facilities of the National Press	1990 - 1993
PDC/14MLI/01 352-MLI-51	58,000	Mobile production equipment and installation of solar-powered television receivers in rural areas	1996 - 1998
PDC/17MLI/01 352-MLI-71 548-MLI-60 FIT-Luxembourg	50,000 96,000	Reinforcement of the Independent Women's Press	1997 - 1999
PDC/18MLI/01 352-MLI-81	50,000	Communication studies at the University of Mali	1998 - 1999
PDC/19MLI/01 352-MLI-91	44,000	Institutional support for professional organizations	1999 - 2003
PDC/20MLI/01 353-MLI-01	65,000	ENG and video production equipment	2000 - 2003
PDC/21 MLI/01 353-MLI-5011	25,000	Community radio in the service of local development	2003 -2004
PDC/24 MLI/02 354-MLI-5031	24,000	Learning about Newspapers and Citizenship	2004 -2005
<b>Total Mali: US\$ 452,000</b>			

### Preliminary activities

- Analysis of the current status of member radio stations;
- Compilation and analysis of previously conducted studies and assessments;
- Drafting of this project document and its validation by the URTEL management;
- As part of the costing process, URTEL engaged the services of a specialist who manages a radio spare-parts purchasing pool and a radio servicing and maintenance workshop.

### **Beneficiary body's contribution during the term of the project**

Provision of premises; monitoring of project activities.

### **D. BUDGET**

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

##### **Equipment**

Broadcasting equipment:	8,600
Radio production equipment:	6,650
Reporting equipment:	4,050
Maintenance equipment and electronic components:	4,000

##### **Training**

Radio maintenance workshops for 25 technicians:	13,000
Monitoring:	1 000

<b><u>TOTAL:</u></b>	<b><u>37,300</u></b>
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#### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)**

Monitoring, support and advice for member radios:	10,000
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<b><u>TOTAL:</u></b>	<b><u>10,000</u></b>
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# MAURITIUS

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>UNIVERSITY OF MAURITIUS: ESTABLISHMENT OF AN AUDIOVISUAL TRAINING CENTRE</b>
2.	<b>NUMBER</b>	PDC/51 MAR/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio and television
4.	<b>IPDC PRIORITY AREA</b>	Development of human resources; promotion of freedom of expression and media pluralism
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 40 200
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 28 200
9.	<b>BENEFICIARY BODY</b>	Communication Studies Unit, Faculty of Social Studies and Humanities
10.	<b>IMPLEMENTING BODY</b>	Communication Studies Unit, Faculty of Social Studies and Humanities
11.	<b>PROJECT LOCATION</b>	Reduit
12.	<b>PROJECT PREPARED BY</b>	C. Chan-Meetoo, Coordinator, Communication Studies Unit, Faculty of Social Studies and Humanities
<b>DECISION OF THE BUREAU: APPROVED: US\$ 28,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The purpose of this project is to consolidate the existing degree course for communication and media professionals, many of whom are already working or plan to work in the local mass media. It is more particularly aimed at offering hands-on training in audiovisual production, including radio and television.

The project therefore intends to provide proper equipment to the Communication Studies Unit of the University of Mauritius in order to offer appropriate training to students who aim at working in the mass media. The Unit has been running a programme in communication and media for a number of years (a diploma since 1995, then a degree since 2001). Until now, the Unit does not have any facilities of its own to provide hands-on practical training for aspiring journalists and media workers, and has been relying on external sources to provide such facilities.

### **2. DESCRIPTION OF THE TARGET GROUPS**

Students of the Communication Studies Unit of the University of Mauritius. These include working as well as aspiring journalists and reporters.

### **3. IMMEDIATE OBJECTIVE**

The main objective is to facilitate practical hands-on training for aspiring journalists by upgrading the facilities of the Communication Studies Unit of the University of Mauritius.

### **4. DEVELOPMENT OBJECTIVE**

The development objective is to increase the professional standards of journalism in Mauritius.

### **5. PROJECT INPUTS**

#### Audio equipment:

- Apple iMac computers with software for audio processing;
- Hardware for audio acquisition;
- Microphones;
- Headphones;
- Powered monitors (speakers) for output monitoring;
- Digital voice recorders for field recording.

It is recommended that a minimum of two units of this set-up be purchased to allow access to two teams at the same time. Likewise, four voice recorder units should be purchased to allow multiple group work.

#### Video equipment:

- Semi-professional Mini DV cameras;
- Apple iMac computers with non-linear video editing application, DVD authoring and burning software;
- Hardware for audio acquisition;
- Microphones;
- Headphones;

- Powered monitors (speakers) for output monitoring;
- TV monitor;
- Video lighting kit and reflectors.

At least two units of this set-up should be purchased to allow access to two teams at the same time.

Staff training:

It is recommended that one staff be trained in the use and maintenance of the technical equipment.

## **6. PROJECT OUTPUTS**

- 30 students on the Communication degree programme will be exposed to the basics of reporting and the use of audiovisual equipment;
- Half of the group will engage in advanced reporting modules to obtain a specialisation in journalism at the end of the degree. Some 15 students will be trained each year to produce news items, bulletins and special programmes for both radio and television;
- Production of small programmes related to community outreach initiatives that would be disseminated to the local media stakeholders for broadcasting on the local channels;
- Establishment of short-term training programmes to enhance the skills of working journalists or aspiring journalists who are not enrolled on the degree programme;
- In the long run, setting up of a campus radio which would enable greater access to information and communication both for the student and staff population.

## **7. ACTIVITIES**

- Drafting and preparation of tender documents for potential suppliers;
- Evaluation of suppliers' offers and selection of suppliers;
- Specification of technical equipment and issue of firm orders;
- Identification and preparation of premises for the audiovisual training centre;
- Installation of equipment and setting up of the centre;
- Training of staff;
- Start training of students and aspiring journalists.

## **8. WORK PLAN**

**Month 1:** Activity 1.

**Month 2:** Activity 2.

**Months 2-3:** Activity 4.

**Month 3:** Activity 3.

**Months 4-5:** Activity 5.

**Month 6:** Activity 6.

**As from month 7:** Activity 7, rolling on over the long term.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be under the responsibility of the Communication Studies Unit of the University of Mauritius, with the support of various departments of the University (at Faculty and University level). Local media stakeholders and media professionals will also be consulted for additional support and advice.

## 10. SUSTAINABILITY

The project is a long-term one, as it entails provision of training in audiovisual production for people embarked on the Communication Studies degree, a programme offered on an annual basis. Since the inception of the Communication Studies Unit in the 1990's, the programmes have been regularly upgraded (from a Certificate to a Diploma, and currently a Degree). The programme is definitely sustainable, as there are increasing demands for training in the audiovisual sector, since the local mediascape is constantly evolving and expanding, and the need for a high professional level of the media actors is growing.

## 11. FRAMEWORK OF MONITORING

Monitoring will be carried out on a quarterly basis by the Communication Studies Unit.

## 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:

PDC/20MAR/01 353-MAR-01	40,000	Mauritius	2000 – 2001
		Setting up of an Educational Audio-visual Archives	
Total Mauritius: US\$ 40,000			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
<b>Radio production</b>	
2 Apple iMac computers with audio processing software:	3 120
Hardware for audio acquisition (× 2):	840
2 microphones	280
2 headphones:	240
2 pairs of powered sound monitors:	840
4 digital voice recorders:	480
Cables and connectors:	240
<b>Television production</b>	
2 semi-pro mini-DV cameras:	7 200
2 Apple iMac computers with video processing, editing, DVD authoring and burning software:	4 800
2 external hard disks	528
2 Firewire hubs:	120
Hardware for audio acquisition (× 2):	840
2 microphones	312
2 headphones:	240
2 pairs of powered sound monitors:	840
TV monitor:	1 200
Lighting kit and reflectors:	840
Cables and connectors:	240
Staff training:	1 000
Soundproofing and furniture equipment:	3 000
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>28 200</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Staff wages and costs (500 × 24 months):	12 000
Refurbishment of premises:	1 000
<b><u>TOTAL :</u></b>	<b><u>13 000</u></b>

# NIGER

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMMUNITY MULTIMEDIA CENTRE</b>
2.	<b>NUMBER</b>	<b>PDC/51 NER/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Community radio
4.	<b>IPDC PRIORITY AREA</b>	Development of community media
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 57 700
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 43 800
9.	<b>PROJECT BENEFICIARY</b>	Radio Fara'a
10.	<b>IMPLEMENTING BODY</b>	Radio Fara'a
11.	<b>PROJECT LOCATION</b>	Gaya
12.	<b>PROJECT PREPARED BY</b>	Radio Fara'a
<b>DECISION OF THE BUREAU:</b> <b>APPROVED: US\$ 28,000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Radio Fara'a is a rural community radio which is managed and operated by a Listeners' Club known as the *Fara'a Zumunta Club*. The club boasts a potential audience of over one million listeners throughout the districts bordering Benin and Nigeria, and the Gaya department. The Listeners' Club sets the radio's policies and lines of actions, and also makes decisions regarding the establishment and review of programme grids. As a collectively owned venture whose mission is to broadcast programmes addressing the concerns of rural inhabitants, the Fara'a rural radio in Gaya contributes to the overall development process in Niger.

Although the international community is increasingly committed to promoting information and communication technologies, access to information is still beyond the reach of the vast majority of populations outside main urban areas. The gap is widening between elite and urban middle classes and inhabitants of rural zones, and the latter, for the most part, do not have access to the information they need to expand their knowledge, nor to the mechanisms required to communicate with the major development players. And the city of Gaya is no exception to this rule. Despite its commercial tradition, the city suffers from a lack of reliable communication infrastructure. Access to telephone, radio and television services is still very difficult. Yet, access to these basic telecommunication services, and to information, is crucial to alleviating poverty and improving the living conditions of marginalised populations. Thus, the need to set up a Community Multimedia Centre. Such a centre has enormous potential in terms of serving the interests of the beneficiaries, encouraging their involvement in the community and ultimately improving their lives, especially now that many of the beneficiaries are organised as decentralised communities committed to taking their destinies into their own hands. As such, by providing the target communities with access to ICTs, the CMC would create the opportunity for more effective access to information and communication.

### **2. DESCRIPTION OF THE TARGET GROUPS**

- Local administrative bodies;
- NGOs;
- Local, rural populations, economic players, pupils and students in the target region.

### **3. IMMEDIATE OBJECTIVES**

The immediate objective entails the setting up of a Community Multimedia Centre by extending Radio Fara'a to include a telecentre. The CMC would serve as a participative platform for all of the development activities undertaken within the local community.

### **4. DEVELOPMENT OBJECTIVES**

- Contribute to the digital integration of this region of Southern Niger, thereby reducing the digital divide between urban populations and the beneficiary communities.
- Through the CMC, involve local populations in the development of the community, strengthen community cohesion and foster greater transparency in the administration of public affairs.

**5. PROJECT INPUTS**

Equipment for the telecentre  
 Training of personnel selected by the beneficiary body.

**6. PROJECT OUTPUTS**

- Access to IT tools and the internet for all socio-economic groups within the target communities;
- Digitalisation of Radio Fara’a;
- Enhancement of radio journalists' production outputs as a result of the use of the internet as a source of information;
- Attainment of financial autonomy through generated revenues.

**7. ACTIVITIES**

- Acquisition and installation of equipment;
- Training of personnel.

**8. WORK PLAN**

ACTIVITIES	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter	3 <sup>rd</sup> quarter	4 <sup>th</sup> quarter
Acquisition and installation of equipment				
Familiarisation of personnel with new equipment				
Monitoring and reporting				

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented through a local administrative committee, which has already been set up.

**10. SUSTAINABILITY**

As part of its effort to ensure the sustainability of the project, the local administrative committee has already held discussions with several economic decision-makers, representatives of various religious faiths and NGOs, as well as with officials of decentralised state services for the signing of various service agreements.

**11. MONITORING FRAMEWORK**

The management of Radio Fara’a, under the supervision of the *Fara’a Zumunta Club*, will be responsible for implementing and monitoring the project.

**12. BENEFICIARY BODY'S REPORTING FRAMEWORK**

The management of Radio Fara’a will submit a progress report every 4 months.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country:**

PDC/13NER/01 352-NER-31	100,000	Niger	1993 - 1995
		Development of the National Publishing and Press Office : Le Sahel (daily) and Le Sahel-Dimanche (weekly)	

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
PDC/49 NER/01 354-NER-5051	19,000	NAFOUTA COMMUNITY RADIO	2006 - 2007
Total Niger: US\$ 239,000			

### Preliminary activities

- Documentary research on CMCs;
- Refurbishment of premises;
- Organisation of staff for the future CMC.

### Beneficiary body's contribution during the term of the project

Premises and monitoring.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Multimedia telecentre: 6 desktop computers plus software; printers; scanner; photocopying machine; video-cassette recorder; television; UPS	20,300
Connectivity solution and networking of content	7,500
Training: 2 workshops on IT and training; 2 workshops on content creation and programming development	10,000
Monitoring	1,000
<b><u>TOTAL</u></b>	<b>38,800</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Offices:	300
10 workstation tables:	1,050
10 armchairs:	900
30 chairs:	900
Three-phase electricity supply:	750
Installation and configuration of devices:	5,000
Training of personnel:	5,000
<b><u>TOTAL:</u></b>	<b>13,900</b>

# NIGERIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>THE SMALLHOLDER FARMERS RURAL RADIO</b>
2.	<b>NUMBER</b>	PDC/51 NIR/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
4.	<b>IPDC PRIORITY AREA</b>	Rural radio
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial; training
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 37 500
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 25 000
9.	<b>BENEFICIARY BODY</b>	Rural poor smallholder farmers
10.	<b>IMPLEMENTING BODY</b>	The Smallholders Foundation, Owerri, Imo State
11.	<b>PROJECT LOCATION</b>	Awu, Imo State
12.	<b>PROJECT PREPARED BY</b>	The Smallholders Foundation, Owerri, Imo State
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 25,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

In the absence of community and rural radio stations, the Smallholder Farmers Rural Radio is a major initiative that will benefit the rural poor farmers living in rural and isolated communities that have no access to the media, and in communities that daily newspapers do not reach.

Since there are no agricultural extension services, the Smallholder Farmers Rural Radio aims at building the agricultural capacity and know-how of rural farmers in the disadvantaged communities of Imo State. The community radio has proven to be an effective tool to massively communicate with the underprivileged population living in isolated areas that are excluded from the mainstream of the mass media facilities.

The Smallholder Farmers Rural radio is specifically designed for farmers. It shall elaborate and present programmes in the local Igbo language; this will enable the farmers acquire sustainable and modern agricultural and farming techniques. The radio shall give them access and linkage to national and international markets, to finance and micro credit facilities for their agricultural production and sustainability, and access to a “*Question and Answer*” service which will deal with pertinent questions concerning agricultural production. By building the skills capacity of the rural farmers, the radio shall serve as a medium for agricultural extension services, and provide farmers living in isolated communities with the know-how and information they need to ensure food security and work their way out of poverty and malnourishment.

The Smallholders Foundation has undertaken a qualitative and quantitative baseline survey showing community radio as an effective tool in boosting rural agricultural productivity and income. This is based on the request expressed by the rural farmers for whom the Foundation works. The Foundation has spearheaded efforts and designed programmes that promote environmentally sustainable pro-poor agricultural practices among rural farmers. For example, some of the programmes include:

- The smallholders water for food programme;
- The smallholders farmer linkage to market project;
- The access to hybrid maize seeds project;
- The women access to land research project;
- The cassava cyanide training programme;
- The smallholders micro credit programme;
- The bee conservation project.

The Smallholder Farmers rural radio will take off upon the supply of the necessary equipment.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The rural radio immediate beneficiaries are estimated over 250 000 smallholder farmers, small plot gardeners and farm labourers (mostly women) who are numerous in Avu, Owerri West, the food basket of Imo State, and who are often excluded from traditional agricultural extension services. Other beneficiaries are their families, and in particular their children, who will benefit from better nutrition because of improved food production and processing, and better education as a result of improved household income.

### 3. **IMMEDIATE OBJECTIVE**

Smallholder farmers rural radio efficiently managed, operated and programmed by trained local community volunteers from Imo State

### 4. **DEVELOPMENT OBJECTIVE**

Access to high-quality, relevant information and to discussion forums in order to promote participation in governance and development, to raise awareness and provide education, particularly in regards to agricultural and other economic development, knowledge of human rights, and local culture and traditions.

### 5. **PROJECT INPUTS**

#### *Equipment:*

- Premises for the station;
- Production and transmitting equipment;
- Broadcasting mast.

#### *Training:*

- Training of radio presenters to design and produce thematic radio programmes;
- Training of volunteers of the Management Committee.

### 6. **PROJECT OUTPUTS**

- License for the Smallholder Farmers Rural Radio
- Station is equipped and operational
- At least five trained radio presenters trained
- Trained volunteer Management Committee (at least eight members)
- Programmes developed on agricultural capacity building and skills

### 7. **ACTIVITIES**

- Purchase and installation of equipment;
- Organisation of a training workshop for five radio presenters;
- Organisation of a training workshop for volunteers of the Management Committee;
- Design and production of radio programmes;
- Legalising and going on air.

### 8. **WORK PLAN**

- Month 1:** Purchase and installation of equipment;  
**Months 2–3:** Training of radio programme presenters;  
**Month 4:** Training of management committee volunteers;  
**Month 5:** Formalisation of registration and start-up of programmes;  
**Month 1; Month 12:** Monitoring, evaluation, verification and acceptance of works;  
**Months 6–12:** The Community radio broadcasts agricultural development programmes.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the Smallholders Foundation, in close collaboration with UNESCO. The Foundation will appoint a project coordinator to oversee all of the activities. The project coordinator will be in charge of consulting a selection of suppliers of goods and services. The Vice President/CEO of the Smallholders Foundation will be a cosignatory to all service contracts and documents relating to financial management, along with the Project Coordinator, who will be the second cosignatory.

## **10. SUSTAINABILITY**

A management team of volunteers is to be recruited from the community of project implementation, and trained to effectively manage the station. The Management Committee shall be lead by two head managers (one for the technical matters and the other for general/financial issues). They are in charge of managing the operations, assisting the users and collecting levies from users. The sustainability of the station shall lean on the efforts to mobilise and sensitise the community about the services offered. The station shall also generate funds for its sustainability through local announcements and advertisements. The summation of the above, together with an imaginative management, will ensure the sustainability of the station.

## **11. FRAMEWORK OF MONITORING**

The UNESCO Nigeria Office in Abuja will monitor project progress.

## **12. EVALUATIONS CARRIED OUT**

The Smallholders Foundation carried out community evaluations, mobilised farmers and the target community to seek their support for the project. The Foundation acquired reliable information that the project will be a resounding success that will not only be sustainable, but replicated and scaled up in the future.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The Smallholders Foundation will prepare quarterly reports based on the activities carried out and submit them to UNESCO. The Foundation will also consolidate the reports into one overall document that will be forwarded to UNESCO. The Foundation will draw up the evaluation of the project in line with the required standards.

## **C. ADDITIONAL INFORMATION**

### **Preparatory activities completed prior to submission of the project to IPDC**

- Community mobilization of farmers and the target community to seek their support for the project.
- The Foundation has also held extensive discussions with the regulatory government agency, the Nigeria Broadcasting Corporation concerning the radio stations license, which was agreed.
- The Foundation has also over 50 agricultural radio packs and scripts that will be utilized in the designing of the radio programmes, and translated into the local language.

- Linkage network was established with local, national and international community radio stations for project sustainability and support.
- The site and building for the station has been leased for the immediate take off of the Smallholders farmers rural radio.

## D. BUDGET

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

Studio production equipment (audio mixer, media computer, recorders, speakers, microphones, headphones, telephone and hybrid, cables and connectors; inverters and UPS etc):	7 000
Transmission system (500 W FM transmitter with peripherals, antenna, mast, aerials, feeders):	7 300
Electric power components	700
Portable recording equipment:	1 000
Training workshops (3) on programme production, management	8 000
Monitoring	1 000
<b><u>TOTAL :</u></b>	<b><u>25 000</u></b>

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

Rent of premises:	1 140
Fitting out of building:	3 160
Communications:	1 500
Station registration, annual license, regulatory fees:	3 500
Overheads (water, electricity, security):	2 500
Progress reports:	700
<b><u>TOTAL :</u></b>	<b><u>12 500</u></b>

# RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>CAPACITY BUILDING FOR RWANDAN HIGH COUNCIL OF THE PRESS</b>
2.	<b>NUMBER</b>	PDC/51 RWA/01
3.	<b>CATEGORY OF MASS MEDIA</b>	Media regulatory body
4.	<b>IPDC PRIORITY AREA</b>	Promoting freedom of expression and media pluralism – Developing human resources
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 33 454
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 29 754
9.	<b>BENEFICIARY BODY</b>	Rwandan High Council of the Press (HCP)
10.	<b>IMPLEMENTING BODY</b>	Rwandan High Council of the Press
11.	<b>PROJECT LOCATION</b>	Rwanda
12.	<b>PROJECT PREPARED BY</b>	Executive Secretary, Rwandan High Council of the Press
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 29,000		

## B. PRESENTATION

The Government of Rwanda contends, probably accurately, that Rwanda's media has rarely been freer than it is today. The further development of a free and sustainable independent media continues to be hampered, however, among others by the structural weaknesses of Rwanda's independent media; an atmosphere of distrust between journalists and segments of the government--especially the law enforcement and security services; the perceived lack of effectiveness of the High Council of the Press (HCP); and an alleged lack of clarity in the media law. The GOR recently approved extensive revisions to the 2002 media law and to the statute governing the HCP; the proposed amendments will be forwarded to parliament shortly for its consideration.

The nine-member HCP—comprised of three representatives from the independent media, three government-appointed members, one representative from the public media, and two representatives representing civil—is charged with both guaranteeing journalists' respect of Rwanda's media legislation and protecting press freedom in the country. Amendment of Rwanda's media law and the HCP statute hopefully will, once completed, set the legislative framework to grant greater independence, impartiality and credibility to the HCP in its regulatory role, as well in contributing an enabling environment for free and professional press.

The HCP, in existence for less than four years, is a young institution still in the early stages of development. While its staff has gained valuable skills and experience since its inception, the HCP has yet to reach its full potential. In fact, the HCP recognizes that some of its staff and, indeed, some of its members, lack the knowledge, resources, and training necessary for the body to fully carry out its responsibilities. The mechanisms to guarantee HCP independence seems still weak, and measures need to be taken to fully implement the intentions on paper in the new media law. The consultation/involvement mechanisms with the media community needs to be improved and to become more participatory. Therefore, the HCP needs external qualified technical assistance to finalize its rules and procedures, thus to achieve the required standards of impartiality and predictability which are essential for enabling press freedom.

Given the likelihood that Rwanda's independent media outlets will remain weak and under-resourced for the foreseeable future the development of a credible, independent, competent, impartial HCP will be critical for furthering press freedom in the country. Furthermore, the fact that the HCP is primed to take on additional responsibilities and a clearer mandate, coupled with the recent appointment of new members of the HCP (Council members are appointed for three year terms), also makes this an opportune time to work toward strengthening the body through capacity building.

This project is designed to address specific areas of need identified by the HCP, namely: a lack of comprehensive understanding of media regulation and media professional practices among those staff charged with these tasks; inadequate internal and external communications strategies (which translates into a lack of effectiveness in dealing with the media, government institutions, and international human rights organizations and foreign missions in the country); and a lack of familiarity with best practices from media regulatory bodies in other countries, addressing in particular the issue of finalizing the HCP's rules and procedures in a participatory way which will involve the media community at large, and will be in accordance with regional and international best-practices.

## 2. DESCRIPTION OF THE TARGET GROUPS:

The primary target group for this project is HCP members and its secretariat's staff. Given the HCP's mandate, however, it is anticipated that this project will also benefit the Rwandan media community at large.

## 3. IMMEDIATE OBJECTIVES:

Improve the HCP staff's understanding of the organization's role as a media regulatory body and as an advocate for press freedom, and to equip them with the skills necessary to fulfill this mandate, for instance in finalizing the HCP's rules and procedures.

- Help the HCP to develop a communications strategy that will make the organization more effective in dealing with the media, the public, other Rwandan government institutions, and interested international observers.

## 4. DEVELOPMENT OBJECTIVE:

An impartial, predictable, professional and credible HCP is an essential element for enabling press freedom, precondition for instance for the achievement of good-governance, human-development and human-security.

## 5. PROJECT INPUTS:

- Two experts in media regulation to conduct training workshops and facilitate follow up actions.
- Conference room for workshops.
- Overhead projector and audiovisual material.
- Trainers' transportation expenses, accommodations, and meals.
- Participants' transportation expenses, accommodations, and meals for professional exchanges undertaken by HCP staff.

## 6. PROJECT OUTPUTS:

Strengthening the capacity of the HCP by:

- Capacity building to the HCP's members/staff in both the theory and practice of media regulation.
- Conducting professional exchanges for six HCP staff with other media regulatory bodies.
- Facilitate the finalization of the HCP's rules and procedures, in a participatory way which will involve the media community at large, and in accordance with regional and international best-practices
- Training the Executive Secretary of the HCP, other senior staff, and HCP members in the development of effective communications and advocacy strategies.

## 7. ACTIVITIES:

- Training and workshop for HCP members/staff on media law and the theory and practice of media regulation.
- Training and workshop for selected HCP staff and members on development of an effective communications and advocacy strategy.
- Two professional exchanges between HCP staff (three staff per study tour) and media regulatory bodies in the region to examine best practices.

## 8. WORK PLAN:

- First professional exchange to be held within four months of receipt of grant
- First training/workshop to take place within six months of receipt of grant
- Second professional exchange to be held within eight months of receipt of grant
- Second training to take place within 10 months of receipt of grant

## 9. INSTITUTIONAL FRAMEWORK:

The High Council of the Press will be responsible for carrying out this project. Relevant partner and donor organizations will provide support in identifying qualified experts to perform training, and in identifying appropriate institutions for professional exchanges.

## 10. SUSTAINABILITY:

This program fits within the framework of the HCP's strategic plan and complements the efforts of other organizations supporting the HCP (e.g., PANOS Institute).

## 11. FRAMEWORK OF MONITORING:

Reports on each of the program's four activities will be produced and disseminated to stakeholders.

## 12. EVALUATIONS CARRIED OUT

In addition to regular progress reports, the HCP will complete evaluations for each project activity.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The HCP will undertake to provide a report on project progress on a four-month basis.

### C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

<b>PDC/2RWA/01</b> 520-RWA-61 (FIT-France)	159,000	Rwanda	1982 - 1984
		Development of Rural Communication	
<b>PDC/17RWA/01</b> <b>352-PDC-71</b>	45,000	Strengthening the Capacity of the 'Ecole supérieure des sciences et techniques de l'Information'	1997 - 1998
<b>PDC/17RWA/01</b> 352-PDC-72	50,000	Strengthening the Production Capacity of the Independent Press	1997 - 1998
Total Rwanda: US\$ 95,000+US\$ 159,000 (Funds-in-trust)			

- Activities prior to submission of proposal: Consultation with HCP staff and members.

- Contribution foreseen by the beneficiary agency during the project period: Planning and coordination of specified activities; production and dissemination of reports to media community and other interested parties on the basis of these activities.
- Other assistance sought: No assistance for this project has been sought from any other organization.

## D. BUDGET

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

*Activity 1: Training for HCP professional staff on media law and the theory and practice of media monitoring and regulation*

Airfare:		\$2,500
Fee:	\$250/day x 14 days=	\$3,500
Per Diem:	\$168/day x 14 days=	\$2,352

**SUBTOTAL      \$8,352**

*Activity 2: Training for HCP staff/members on effective communications and advocacy strategies*

Airfare:		\$2,500
Fee:	\$250/day x 14 days=	\$3,500
Per Diem:	\$168/day x 14 days=	\$2,352

**Subtotal:      \$8,352**

*Activity 3: HCP professional exchange to east Africa:*

Airfare:	3 persons x \$600=	\$1,800
Per Diem:	\$150/day x 8 days x 3 persons=	\$3,600

**Subtotal:      \$5,400**

*Activity 4: HCP professional exchange to west Africa:*

Airfare:	3 persons x \$1,200=	\$3,600
Per Diem:	\$150/day x 9 days x 3 persons=	\$4,050

**Subtotal:      \$7,650**

**Total Estimated Cost:      \$29,754**

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

Workshop for HCP staff:	400
Workshop for HCP members:	400
Administrative expenses (organisation of study tours, identification of consultants, progress reports etc.):	2 000
Preparation and dissemination of reports:	300
<b>TOTAL :</b>	<b>3 700</b>

# SENEGAL

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>UPGRADE OF RESOURCES AT THE WOMEN'S RADIO STATION, <i>MANOORE FM</i></b>
2.	<b>NUMBER</b>	<b>PDC/51 SEN/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Community radio
4.	<b>IPDC PRIORITY AREA</b>	Development of community media Human resource development
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and equipment
7.	<b>TOTAL COST OF PROJECT</b>	USD 45 600
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 40 200
9.	<b>PROJECT BENEFICIARY</b>	Personnel of Manooré FM and other community radios
10.	<b>IMPLEMENTING BODY</b>	Manooré FM
11.	<b>PROJECT LOCATION</b>	Dakar
12.	<b>PROJECT PREPARED BY</b>	Mrs Oumy Cantome SARR, Manooré FM Coordinator
<b>DECISION OF THE BUREAU: APPROVED: US\$ 20,000</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

In line with the development of political liberalisation and pluralism in Senegal, Senegalese media has displayed an appreciable level of diversity since the 90s, as borne out by the rapid growth in the number of publications and FM radio stations throughout the country. This liberalisation process has also fostered the emergence of a number of independent press groups comprising several newspapers, radio networks, printers' – and even a training institute. Many of these groups were formed by media professionals or private entrepreneurs, encouraged by the adoption of laws and regulations in favour of the development of media pluralism. Today, the Senegalese media landscape counts some forty publications (dailies, weeklies and monthlies) and as many radio stations, including several publicly owned, privately owned and community radios. Attention could also be drawn to Channel 2 of the *Radiodiffusion Télévision Sénégalaise* (RTS, Senegalese Radio and Television Broadcasting Corporation), whose main focus is on entertainment and culture. The RTS is expected to launch a third channel in the near future. However, the Senegalese audiovisual sector still remains, for the most part, under government control, and the development of community radio is still very limited. Concerning the latter, Senegal counts some twenty stations, and it is still difficult for community-radio promoters to obtain broadcasting licences. Yet, community radios have played a significant role in encouraging disadvantaged groups, such as women, young people, farmers, livestock breeders, the unemployed, etc., to voice their views and take part in public debates. They also play an important educative role, particularly as regards issues relating to health, hygiene, the prevention of AIDS, the schooling of children, discrimination towards women, rights and citizenship.

Community radios, such as Manooré FM, often face enormous problems, due, among other things, to poorly trained staff and partner producers, and inadequate or outdated equipment. This project seeks to help Radio Manooré FM overcome these difficulties by providing it with modern production and broadcasting equipment and by training its staff so that they gain a better grasp of ethical issues and of their practical application in a community radio setting. This second strand of the project is all the more important as the image of women as portrayed in the media is generally a negative one and contributes to reinforcing the inequalities and stereotypes which are common in the society. To complete the training, a number of programmes will be jointly produced with other community radios and an exchange of programmes will be proposed with a view to enriching the content of programming grids. Producing the programmes in the field, with input from women, will require the use of a self-contained, mobile unit ("suitcase radio"). With such a unit, production venues could be decentralised and women could be involved directly in programmes.

### 2. DESCRIPTION OF THE TARGET GROUPS

- Manooré FM radio presenters (full-time and occasional contributors);
- Radio presenters from 10 other community radios;
- Representatives of 7 women's organisations;
- Women listeners, who will benefit from a greater number of high-quality programmes addressing major issues of interest.

### 3. IMMEDIATE OBJECTIVES

1. Train the personnel of Radio Manooré FM, as well as the members of other women's organisations and community radios, in radio-production techniques and heighten their awareness of professional ethical standards with the aim of improving the quality of programmes produced by Manooré FM and of improving the way women are represented in the media.
2. Provide Manooré FM with radio production and broadcasting equipment (see *budget*). The use of digital recorders and a mobile studio will enable the production of programmes directly in the field.

#### **4. DEVELOPMENT OBJECTIVES**

By strengthening the capacity of Manooré FM, as well as that of other community radios and women's organisations, this project will contribute to greater diversity in the use of communication tools. Its implementation, enabling women and disadvantaged groups in the poor districts of the capital, and in zones covered by the other radios and associations involved in the project to more readily express their views, will therefore contribute to reducing the social exclusion and marginalisation of these groups.

#### **5. PROJECT INPUTS**

##### Training:

- Trainers;
- Stationary and supplies for participants;
- Teaching aids.

##### Equipment:

- Mobile studio;
- Mini-disk recorder;
- Minidisks;
- Dictaphones;
- Cassettes;
- Batteries.

#### **6. PROJECT OUTPUTS**

- 60 employees from Manooré FM and other radio stations trained in radio-production techniques and conversant with the Millennium Development Objectives (MDO);
- 20 employees from Manooré FM and other community radios trained in digital audio production;
- 20 employees from Manooré FM and other community radios more conversant with issues concerning discrimination towards women and professional ethical standards, and with digital audio production;
- A Charter for community radios on ethical standards as they apply to community radio;
- High-quality programmes addressing the Millennium Development Objectives for education, mother and child health, AIDS, discrimination towards women, etc.;
- A system for the exchange of programmes between community radios, making use of ICTs in particular;
- Acquisition of a mobile studio and digital recorders by Manooré FM.

#### **7. ACTIVITIES**

##### Training

- Organisation of four (4), five-day training workshops:

- One workshop on radio-production techniques, for 30 participants;
- One workshop on the Millennium Development Objectives (MDO), for 30 participants, including full-time Manooré FM staff, technicians and guest speakers, producers from other community radios, NGO officials and senior members of women's organisations;
- One workshop on digital audio production, for 20 participants (radio technicians and producers);
- One workshop on the issues of discrimination towards women and professional ethical standards in a community radio setting, and on digital audio production. This workshop will convene 20 participants, including community radio representatives, journalists, teachers, jurists and officials from associations and NGOs specialising in media and women's issues.

### Equipment

The selected equipment is suitable for the production of programmes in the field. As such, women can be directly involved in the production of programmes and in campaigns on health, the education of young girls, hygiene, etc.

## **8. WORK PLAN**

**Months 1 & 2:** Acquisition of equipment; preparation of 1<sup>st</sup> workshop;

**Month 3:** Workshop on radio production; production of programmes;

**Month 4:** Activity report; preparation of 2<sup>nd</sup> workshop;

**Month 5:** Workshop on digital audio production; production of programmes;

**Month 6:** Preparation of 3<sup>rd</sup> workshop;

**Month 7:** Workshop on the MDOs; production of programmes;

**Month 8:** Activity report; preparation of 4<sup>th</sup> workshop;

**Month 9:** Workshop on discrimination towards women and professional ethical standards;

**Months 10 & 11:** Production of programmes; evaluation;

**Month 12:** Final report.

## **9. INSTITUTIONAL FRAMEWORK**

The *Association pour les Femmes et la Communication Alternative* (Altercom, Association for Women and Alternative Communication) will be responsible for the coordination of this programme. Manooré FM will be responsible for its implementation. Manooré FM will convene working meetings with representatives of community radios, associations and NGOs, communication professionals and MDO specialists, and specialists on the subject of discrimination towards women, to examine the content of the workshops and define the terms of reference for each of them. Each radio station involved in the project will submit to Manooré FM a report on the workshop and its follow-up.

Manooré FM also intends to involve the women's associations and NGOs which already contribute to the station's operations by hosting certain programmes. Representatives of community radios, associations and NGOs, communication specialists and specialists on the subject of discrimination towards women, will be invited to take part in the workshops and contribute to the process of reflection.

## 10. SUSTAINABILITY

*Altercom* and Radio Manooré FM will seek the support of communication specialists from the University of Dakar's *Centre d'Etudes des Sciences et Techniques de l'Information* (CESTI, Centre for the Study of Information Sciences and Technology) for their training activities. The exchange of programmes between community radios is also a key factor for achieving the sustainability of the training effort and investments.

## 11. MONITORING FRAMEWORK

The *CESTI*—which is increasingly involved with community radios and regularly organizes training sessions for community-radio personnel, together with the consultancy firm, *Inter média*, could be commissioned by UNESCO to monitor the project.

## 12. PRE-PROJECT ASSESSMENTS

Radio Manooré FM is quite widely listened to among its target audience, i.e., women. It is the first thematic radio station to give priority to women and young people engaged in the struggle for development. The station has a 70-kilometre broadcasting range and a potential listenership of 3 million.

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

The beneficiary body will produce an activity report every four months.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

PDC/3SEN/28 350-SEN-31 350-SEN-51	25,000 40,000	Senegal	1982 - 1987
		Development of News Agency	
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
PDC/49 SEN/01 354-SEN-5051	18,000	STRENGTHENING THE RESOURCES OF RADIO PENC MI	2006-2007
<b>TOTAL SENEGAL: US\$ 346,000+ US\$ 30,000 (FIT)</b>			

#### Preliminary activities

Organisation of a one-day seminar to examine the station's programming, assess needs and define priority actions. The report produced at the end of this seminar is available.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
Consultants:	2,900
Workshop on "Production Techniques" (5 days; rental of premises, transportation, accommodation, supplies, photocopies, communications, coordination, etc.):	7,150
Workshop on "Digital Audio Production" (5 days; rental of premises, transportation, accommodation, supplies, photocopies, communications, coordination, etc.):	6,400
Workshop on "Millennium Development Objectives (MDO)" (5 days; rental of premises, transportation, accommodation, supplies, photocopies, communications, coordination, etc.):	7,150
Workshop on the issues of discrimination towards women, and professional ethics (3 days; rental of premises, transportation, accommodation, supplies, photocopies, communications, coordination, etc.):	5,300
Mobile studio:	5,000
5 digital recorders:	2,000
Computer and software, UPS:	2,600
Consumables (minidisks, cassettes, CDs, batteries, etc.):	700
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b><u>39,200</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Catering during seminars:	3,000
Publication of reports:	1,400
Monitoring, evaluation:	1,000
<b><u>TOTAL:</u></b>	<b><u>5,400</u></b>

# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>PROMOTING AND STRENGTHENING COLLECTIVE DEFENCE OF FREEDOM OF EXPRESSION</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51 SOM/01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	All media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of expression, media pluralism, human resource development
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 44 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 40 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	Journalists, media establishments, the civil society
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The National Union of Somali Journalists (NUSOJ)
<b>11.</b>	<b>PROJECT LOCATION</b>	Mogadishu
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Omar Faruk Osman, NUSOJ Secretary General
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 25,000		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

After 14 years of state collapse, there is now a new chance for war-weary Somalis, following the formation of the Transitional Federal Government in 2004, to reconstitute the state with effective institutions that will secure the protection of people's rights and put an end to impunity for crimes.

Violations of freedom of expression in Somalia have been unprecedented in the past months. Multiple pressures, including intimidation and detention based on false allegations, self-censorship, propaganda and twisting the truth have been the major features of the onslaught on the rights and freedoms of the media. Press freedom is further undermined by the poor social conditions of media workers. The number of offences against freedom of expression in first six months of 2006 was roughly the same as in the first six months of 2005; however, more substantial perils such as threats to journalists' lives because of their work were observed by the members of the Press Freedom Protectors Group working with the backing of the National Union of Somali Journalists.

The 2006 IPDC-supported project aiming at strengthening and promoting freedom of expression in Somalia brought together media professionals, media owners and civil society organisation. Its implementing body, the NUSOJ, has decided, in consultation with other stakeholders, to consolidate these efforts by preparing a second project strengthening and promoting the collective defence of freedom of expression.

Through the Free Expression Forum that was approved and implemented in 2006, this project intends to resolve the above-mentioned problems of free expression by:

- Organising media and civil society groups to collectively defend freedom of expression;
- Developing a nationwide mechanism that monitors, investigates, records and reports on violations of freedom of expression;
- Arranging specific campaigns against violations of freedom of expression;
- Organising an information-sharing system between groups advocating freedom of expression.;
- Coordinating the work of the free expression advocacy groups so that they speak with one single voice.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The project is targeting the same beneficiaries as the previous project supported by IPDC, i.e. journalists, media institutions, civil society and the general public. Geographically, the beneficiaries will come from northwest regions (Somaliland), northeast regions (Puntland), central regions, Banadir region (Mogadishu), the southeast and southwest regions.

### **3. IMMEDIATE OBJECTIVE**

To build a strong forum of media and civil society groups to enhance the collective defence of freedom of expression in Somalia.

### **4. DEVELOPMENT OBJECTIVES**

- Strengthening and promoting the collective defence of freedom of expression will ensure greater respect of individual freedoms and the fundamental rights of human beings under the rule of law;

- Putting an end to violations to the free discussion of ideas and opinions will encourage society to participate in discussions on issues of national interest, thus contributing to the development of democracy and good governance.

## 5. **PROJECT INPUTS**

- Conference rooms for the national conference and workshops;
- Participants' accommodation and transportation expenses;
- Web designer for creation of the Free Expression Forum website;
- Office and conference hall for the Free Expression Forum.

## 6. **PROJECT OUTPUTS**

- Development of national mechanism to monitor systematically the violations of freedom of expression;
- 30 participants from the media and the civil society having highlighted ways to strengthen freedom of expression;
- The Free Expression Forum has an office and a conference hall for its operation;
- The informative website on freedom of expression situation in Somalia is operational;
- Free expression in laws of the country, people's right of freely accessing information, the question of defamation and the relations between the civil society and the media for the defence of freedom of expression are under discussion;
- Forty journalists are aware of press freedom issues and of their journalistic duties.

## 7. **ACTIVITIES**

- Organizing a 3-day workshop for 20 participants on the development of a national mechanism to monitor violations freedom of expression;
- Organizing a 3-day national conference for 30 participants to deliberate the ways and means to strengthen freedom of expression during the transitional period;
- Equipping an office and a conference hall for Free Expression Forum;
- Development of a website for the Free Expression Forum;
- Organizing a 3-day workshop for 25 participants on the recognition of free expression in the laws of the country, people's right to have a free access to information, the question of defamation and the relations between media and civil society for the defence of freedom of expression;
- Organizing a 2-day workshop for 40 participants on press freedom and the duties of journalists.

## 8. **WORK PLAN**

<b>Activity</b>	<b>Implementation period</b>	<b>Reporting period</b>
3-day workshop on the development of a national mechanism	May 2007	May/June 2007
3-day national conference	June 2007	June/July 2007
Equipping an office and a conference hall	June 2007	June/July 2007
Development of a website	July-August 2007	August 2007
3-day workshop on freedom of expression in the laws of the country	September 2007	September/October 2007
2-day workshop on press freedom and the duties of journalists	October 2007	October/November 2007

## 9. **INSTITUTIONAL FRAMEWORK**

During 2006, the National Union of Somali Journalists (NUSOJ), implemented an IPDC-backed project on freedom of expression in Somalia. A forum of free expression emerged to strengthen and promote the collective defence of free expression. This important activity needs further support to achieve its objectives.

## **10. SUSTAINABILITY**

The implementing organisation (the National Union of Somali Journalists – NUSOJ) is ready to contribute to the work of the Forum that brings together free expression advocacy groups in Somalia, since it participated in the previous project.

NUSOJ and the members of the Somali Human Rights Defenders Network have a long-term plan for defending human rights and freedom of expression. For this reason, the results of this project will be sustainable.

## **11. FRAMEWORK OF MONITORING**

The National Union of Somali Journalists will be carrying out its own monitoring activities. UNESCO may delegate its offices in Mogadishu, Hargeisa, Addis Ababa or Nairobi to monitor the project. UNESCO may also assign the UNDP Office in Mogadishu or the Somali Human Rights Defenders Network (SOHRIDEN), which is an umbrella organisation uniting the NGOs that defend human rights in the country.

## **12. EVALUATIONS CARRIED OUT**

The activities implemented before the submission of this project show that there is a growing need for free expression in Somalia.

## **13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The National Union of Somali Journalists will present an activity report for each activity. A final report will be submitted after the completion of the project.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country:**

PDC/4SOM/16 350-SOM-41	40,000	Somalia	1983 - 1985
		Training programme to prepare for the inauguration of TV	
PDC/5SOM/07 350-SOM-51 523-SOM-61 (FIT-USA)	40,000 100,000	National Communication Training Institute	1985 - 1988
PDC/49 SOM/02 354-SOM-5052	20,000	SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION IN SOMALIA	2006-2007
<b>Total Somalia: US\$100,000+US\$ 100,000 (Funds-in-trust)</b>			

#### **Preparatory activities completed prior to submission of the project to IPDC**

An IPDC-supported project aimed at strengthening and promoting freedom of expression in Somalia was completed; media professionals, media owners and civil society organisations took part. They are determined to advance the defence of free expression, but need further support to achieve their goal.

### **Contribution foreseen by the beneficiary agency during the project period**

The National Union of Somali Journalists will contribute an amount of US\$ 4 400.

<b>D. BUDGET</b>	
<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>3-day workshop for the development of the monitoring mechanism</b>	
Airfares (local) for 15 persons:	5 250
Accommodation for 18 persons:	1 350
Workshop venue:	1 350
Workshop materials:	800
Local transportation:	130
<b>3-day conference (30 participants)</b>	
Airfares (local) for 15 persons:	5 250
Accommodation for 25 persons:	1 875
Conference venue:	1 350
Local transportation:	250
Conference materials:	800
<b>Office and Conference Hall</b>	
Computer:	950
Office furniture:	1 000
Furniture for Conference Hall (4 tables, 50 chairs):	1 740
Projector:	1 200
Microphone:	380
<b>Free expression website</b>	
Domain name registration:	200
Hosting for one year:	200
Web design:	800
<b>3-day workshop on free expression</b>	
Airfares (local) for 10 persons:	3 500
Accommodation for 23 persons:	1 725
Workshop materials:	800
Local transportation (13 persons):	325
<b>2-day workshop for 40 participants</b>	
Airfares (local) for 15 persons:	5 250
Accommodation for 35 persons:	1 750
Workshop materials:	900
Bus transportation (15 persons):	375
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>40 500</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Communications:	700
Rapporteur's incentives:	800
Stationery:	2 300
Coordination:	600
<b><u>TOTAL :</u></b>	<b><u>4 400</u></b>

# TOGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>STRENGTHENING THE CAPACITY OF THE OBSERVATOIRE TOGOLAIS DES MÉDIAS (OTM, TOGOLESE MEDIA OBSERVATORY)</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51TOG/01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Printed press, radio, television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of expression and media pluralism
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	USD 25 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 25 900
<b>9.</b>	<b>PROJECT BENEFICIARIES</b>	Togolese media and journalists
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Observatoire Togolais des Médias (OTM, Togolese Media Observatory)
<b>11.</b>	<b>PROJECT LOCATION</b>	Lomé
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Francis Pedro Amuzun, Chairman
<b>DECISION OF THE BUREAU: APPROVED: US\$ 25,900</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Since the 90s, with the development of the democratic process in Togo, the local printed press has given rise to a host of new publications. Private radio stations too began to emerge some ten years ago. Today, private television stations are also starting to appear.

This project, through two-tier approach (monitoring and training), aims to assist communication professionals in the professionalisation of their activities with a view to achieving the production of responsible, high-quality journalism for the benefit of the Togolese population.

To assist Togolese communication professionals in their endeavour, it was felt that a self-regulatory body akin to a tribunal of peers was needed. Thus the creation of the *Observatoire Togolais des Médias* (OTM, Togolese Media Observatory), whose role is to closely monitor the observance of ethical standards by local press houses.

Where press freedom is concerned, despite the barriers created by a number of restrictive press laws, many professional organisations continue to defy the authorities. A "Free Press Code" was enacted in 1998, but this was modified in 2000, 2002 and again in 2004. Despite this situation, all sectors of the Togolese media (printed press, radio and television) have undergone considerable development. As aid is non-existent (although provided for in the Press Code), newspapers, radios and television companies have been trying to organize themselves while struggling to survive this crisis. Professional organisations, through the *Observatoire Togolais des Médias* (Togolese Media Observatory) have been encouraging the strictest observance of the Journalists' Code of Ethics on the part of communication professional, and have been campaigning for the total decriminalisation of press offences in Togo.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The Togolese media in general, and journalists in particular, to help them achieve the highest quality of journalism possible for their respective audiences (readers, listeners and viewers).

### **3. IMMEDIATE OBJECTIVES**

The immediate objective of this project is to reinforce the independence of the Togolese Media Observatory as well as the latter's self-regulatory role in the Togolese press by (i) providing journalists with more in-depth knowledge of press-related laws and regulations; (ii) training a body of media monitors; and (iii) facilitating exchange between media executives, journalists, magistrates and representatives of the army and the forces of law and order with a view to dispelling the mutual suspicion with which these professions view each other.

NB: Although the role of the OTM supervisors is not a policing role, the Observatory will regularly publish bulletins which may draw attention to breaches of the code of ethics.

### **4. DEVELOPMENT OBJECTIVES**

By reinforcing the credibility and independence of the OTM, this project will contribute to promoting freedom of opinion and expression and to the emergence of an independent and

responsible Togolese press. Efforts will be directed at fostering a more professional approach among journalists, particularly as regards the treatment of information and the observance of professional ethical standards

## **5. PROJECT INPUTS**

### Equipment:

- Computers and peripherals (computers, printers, UPSs);
- Audiovisual equipment (televisions, radio receivers, DVD player) ;
- Telephone and fax machine.

### Training:

- Training of supervisors and media monitor;
- One-day reflection-group seminars (representatives of the media, magistracy, the army and the forces of law and order).

## **6. PROJECT OUTPUTS**

- Enhancement in the OTM's institutional status;
- Journalists and communication professionals more conversant in legal matters (the Press Act).

## **7. ACTIVITIES**

### **TRAINING:**

#### Training of supervisors:

Six people will be trained. Three will be selected in Lomé and three more from the provinces. The course will be conducted by a jurist and a journalist.

#### One-day reflection-group seminars:

Some fifty journalists will be invited to attend the first seminar, which will focus on providing information on press-related laws and regulations (Press Code, Code of Ethics, etc.).

The second seminar will bring together media executives, journalists, magistrates and representatives of the army and the forces of law and order for a day of discussion and exchange whose purpose is to dispel the mutual suspicion with which these professions view each other, since such suspicion can engender prejudice and even result in the mistreatment and abuse of against journalists.

#### Monitoring of the media:

The role of the supervisors is to monitor (listen to, watch and read) all published or broadcasted material and to produce reports on their findings where necessary. Reports will include the time of broadcast, the content of articles, themes deemed provocative or hate-fomenting, and any words, phrases or expressions which should be avoided.

## **8. WORK PLAN**

The project will be implemented four months after the release of the funds.

- Purchase of equipment;
- Selection and training of supervisors;
- Definition of the scope of supervisors' work;
- Monitoring and assessment of the monitoring process;

- Establishment of a list of speakers for the group-reflection seminars.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

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

### D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<b>Equipment</b>	
3 computers:	3,900
2 printers:	800
3 UPS:	600
Fax:	400
2 television receivers:	2,000
2 radio-cassette players:	300
6 radio receivers:	300
DVD player:	200
<b>Training-1 (monitoring)</b>	
Workshop for 6 participants (monitoring):	600
Engagement of speakers/instructors:	7,200
<b>Training-2 (Press-related laws)</b>	
Travel (50 journalists):	1,000
Rental of venue, catering (lunches, coffee breaks):	1,000
Purchase of law books and legal texts on the Press Act (for 50 participants):	1,000
4 speakers (communication specialists):	800
Secretarial duties:	400
<b>Four (4) one-day reflection-group seminars:</b>	
Travel (30 participants):	2,400
Rental of venue, catering (lunches, coffee breaks):	2,000
2 speakers (communication specialists):	400
Secretarial duties:	600
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b><u>25,900</u></b>

# UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>UGANDA RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT</b>
<b>2.</b>	<b>NUMBER</b>	PDC/51UGA/ 01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting and training
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of community media
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 94 400
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 27 900
<b>9.</b>	<b>BENEFICIARY BODY</b>	INSTITUTE OF WAR AND PEACE REPORTING AFRICA CHAPTER UGANDA RADIO NETWORK
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UGANDA RADIO NETWORK
<b>11.</b>	<b>PROJECT LOCATION</b>	UGANDA
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>UGANDA RADIO NETWORK MANAGEMENT</b>
<b>DECISION OF THE BUREAU: APPROVED: US\$ 26,900</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Since 1986, Northern Uganda has been plagued by rebellions, the longest and most devastating by the Lord's Resistance Army (LRA). The conflict also spread to areas in eastern and northwestern Uganda. According to Uganda government estimates, more than 1.2 million people were forced to flee their homes into camps for the internally displaced as a result of the conflict. Consequently, radio stations in the northern Uganda, like the rest of the population in the region, were isolated. This proposal seeks to implement the Uganda Radio Network Pilot in-house training project.

Uganda Radio Network will spend two weeks at each of the four radio stations, implementing a carefully designed skills-training programme in the environment in which the radio broadcasters operate. In-house radio training is an urgent and vital addition needed to supplement ongoing programmes that have achieved enormous impact in the last 10 months.

Since the liberalisation of airwaves in Uganda in 1993, each region of the country has acquired more than two radio stations. Although the majority of the stations are privately-owned enterprises, they nevertheless play an important community role. For the majority of Ugandans, these community-based radio stations are the only reliable, affordable and realistic sources of information. The fact that the radio stations are private enterprises limits the influence of government to regulation and policy. The greatest weakness of the radio stations, however, remains the lack of skills and expertise to process the information in a professional manner, useful for the audiences.

The Institute for War and Peace Reporting (IWPR) Uganda Radio Network project has a two-pronged approach to the quality and content problems of radio in Uganda. First is the Network news agency, established in October 2005, which supplies locally collected news packaged to international standards to 37 different radio stations. The second facet of Uganda Radio Network's operation is the Training Department, which has conducted journalism skills workshops to 189 radio reporters in 17 locations throughout the country.

The purpose for which this grant is being sought is to enable the Network's Training Department strengthen radio station reporting and programming skills in areas that were previously not reached by the training programmes.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The population in Northern Uganda is slowly emerging out of a 20-year brutal civil war that confined more than two million people in Internally Displaced People's camps. As government, civil society and donor agencies start the slow resettlement programme for the IDP's, radio is a vital link that provides information on the condition, status and aspirations of these communities.

About one third of the population in the West Nile region is returning home to Southern Sudan after almost a quarter of a century of exile in Uganda. Both the Ugandan hosts and the returning refugees face an uncertain future and need skills to cope with the changes. Existing radio channels urgently need the know-how to appropriately participate in information exchange and knowledge sharing that is vital for both communities in the transition period.

### **3. IMMEDIATE OBJECTIVE**

To conduct 4 in-house training sessions to raise the capacity of the journalism and radio production skills of staff working in the most disadvantaged radio stations of the post-conflict areas of the North, North-eastern and North-western Uganda.

The training would benefit no less than 40 Ugandan journalists working in post-conflict areas, ten of them being women.

#### **4. DEVELOPMENT OBJECTIVE**

The political transition and the struggle to institutionalise instruments of power are continuously challenging fragile State structures. Politicians and journalists are constantly debating:

- Whether criticism breeds anarchy or provides useful dialogue for democratic processes;
- Whether correct observation of human rights jeopardizes national security;
- Whether democracy is good for poor African countries;
- Whether an independent media constitutes opposition to the State;
- Whether criticising elderly statesmen is disrespectful or treasonable.

Though basic, these questions determine the environment Ugandan journalists must operate in.:

- Political pressure from a powerful civil and military authority;
- A challenging legal environment that still applies criminal law on media offences;
- An enthusiastic but ill-equipped and poorly trained body of journalist;
- A fragile and easily manipulated civil society;
- An impoverished and badly informed population.

There are unique opportunities in each of the issues that confront the media in Uganda today. There cannot be full development unless the questions of governance are addressed to. Political leaders can only answer the governance questions if they are listening to informed views of the electorate.

#### **5. PROJECT INPUTS**

Uganda Radio network project has developed an enormous capacity from previous grants, which will be used in the training. The networks inputs constitute both human, financial and technology recourses.

- Four certified, highly-skilled local radio trainers with international experience;
- Ten sets of professional training equipment, including computers, digital recorders, microphones and mixers;
- A two-week training module (currently published on [www.iwpr.net](http://www.iwpr.net));
- Logistic and administrative support.

#### **6. PROJECT OUTPUTS**

- Forty junior to middle-skilled reporters and radio programmers from four radio stations will receive practical skills training;
- At least four new programmes will be initiated on the four radio stations to directly address the needs of the local population.

#### **7. ACTIVITIES**

- Preparation of tailor-made training material, equipment and handouts to suit the specific environment of the radio stations;
- A 10-day on-site training of staff at the radio station;
- A post-training assessment of the impact and implementation of the programme;

- Signing of a memorandum with the interested radio stations to join Uganda Radio Network for news, features and exchange of programming materials;
- Reporting through the Network report mechanism.

## 8. WORK PLAN

WEEK	DAY	PARTNER	TASK
Week 1		Station I (Karamoja)	Pre-training contact, basic needs assessment; agreement on training module; finance plan and programme schedule.
Weeks 2-3	Day 1	Station I (Karamoja)	Orientation; actual needs assessment with all departments; appraisal of department status and performance.
	Day 2		Study of station's missions and objectives; design of audience and radio signal maps.
	Day 3		Understanding audiences: audience survey; audience research methods; broadcast language and appeal; entertainment vs. education, excitement vs. utility.
	Day 4		The interview; basic interviewing skills; resource management; sticking to the news agenda.
	Day 5		Practical exercises in interviewing and show hosting; preparation, execution, reporting.
	Days 6 / 7		In-house co-supervision of news, production and programming departments.
	Day 8		Introduction to use of recording equipment; sound quality.
	Day 9		Radio editing equipment; editing techniques; practical editing exercises.
	Days 10/12		Field work.
	Days 13/14		Evaluation of news, production and programming departments.
Week 4		Station I (Karamoja)	Complete report on Training Programme I.
Weeks 5-7		Station II (West Nile)	Training Programme II at West Nile radio station.
Weeks 8-10		Station III (Kitgum)	Training Programme III at Kitgum radio station.
Weeks 11-13		Station IV (Pader/Gulu)	Training Programme IV at Pader or Gulu radio stations.

## 9. INSTITUTIONAL FRAMEWORK

- IWPR Europe offers overall guidance, technology support and provides Uganda Radio Network with the long-established and tested training methods that have been successfully implemented in other countries such as Kosovo, Moldova, Afghanistan, Iraq and Serbia. IWPR Europe also oversees all publications and acts as quality controller.
- IWPR Africa is the administrative headquarters of Uganda Radio Network with project coordinator and management support units. IWPR Africa provides the audit specialists and receives all project in-house and independent monitoring and evaluation reports.

Over the past 10 months, Uganda Radio network has gained unparalleled capacity in training and equipping journalists in Uganda with skills and practice in reporting and programming. Uganda Radio Network is the implementing agent of the grant. All production, training and equipment capacity is resident and controlled in Uganda with advice from the sister organisations.

## 10. SUSTAINABILITY

Sustainability is at the heart of Uganda Radio Network News Agency and Training project. Grants and other forms of donor support are seen as a temporally bridge to help build the capacity of the organisation which has an inbuilt commercial and social value.

The News agency already charges a nominal subscription fee that is helping to offset some administration costs. This fee will slowly and steadily be increased to commercial value in 3 years

time, according to projections. IWPR hired a business consultant to help concretise Uganda Radio Network management ideas into a business plan. This will be produced by end of December 2006.

## 11. FRAMEWORK OF MONITORING

IWPR Africa has a running contract with a professional media monitoring group (*Steadman Associates*) in Uganda. It has been monitoring the activities of Uganda radio Network independently, and reports on a quarterly basis. The Radio Network management issues an activity report on a monthly basis to the management support unit in Johannesburg, which in turn reports to the donor agencies.

## 12. EVALUATIONS CARRIED OUT

A mid-term monitoring and evaluation of the Uganda Radio Network Project was submitted by *Steadman and Associates*. A mid-term report is attached.

### C. ADDITIONAL INFORMATION

#### Assistance provided by the IPDC in the past:

PDC/5UGA/09 350-UGA-51	45,000	Uganda	1985 - 1987
		Feasibility study and assistance for the rehabilitation of broadcasting	
PDC/10UGA/01 352-UGA-01 352-UGA-31	70,000	Manpower planning and development for the Ministry of Information and Broadcasting	1990 - 1994
	20,000		
PDC/14UGA/01 352-UGA-41	60,000	Improvement of radio coverage in rural areas	1994 - 1997
PDC/18UGA/01 352-UGA-91	35,000	Uganda Newspapers Editors and Proprietor Association (UNEPA)	1999 - 2000
Total Uganda: US\$ 230,000			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
Car hire:	3 750
Airfares and ground transport (4 persons):	1 000
Fuel:	2 240
Stationery (40 trainees):	340
Tea and snacks (40 trainees):	930
Production of Training Handbook (150 copies):	500
Local transport for 40 trainees:	560
Lunches (40 trainees):	1 870
Hire of generator and fuel:	590
Airtime:	1 000
Internet usage:	270
Training materials and documentation:	170
Hire of extra equipment (e.g. overhead projector, 56 days):	3 100
Per diem for management trainers (2 persons × 56 days):	6 850
Per diem for ethics trainers (2 persons × 8 days):	1 350
Accountants (2 persons × 3 days):	380
Administrative overheads:	2 000
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>27 900</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
2 management trainers (salaries):	6 000
2 ethics trainers (salaries):	6 000
Laptop computers, recording kit and microphone (10 units):	16 000
Training module	28 000
Rent of premises:	2 500
Utilities:	8 000
<b><u>TOTAL :</u></b>	<b><u>66 500</u></b>

# UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>RURAL WOMEN'S VOICES PROJECT, APAC DISTRICT</b>
2.	<b>NUMBER</b>	<b>PDC/51 UGA/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Community radio and telecentre
4.	<b>IPDC PRIORITY AREA</b>	Rural area communications
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 28 200
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 12 500
9.	<b>BENEFICIARY BODY</b>	Radio Apac and Women of Uganda network (WOUGNET)
10.	<b>IMPLEMENTING BODY</b>	Radio Apac and Kubere Information Centre, Apac district
11.	<b>PROJECT LOCATION</b>	Apac district
12.	<b>PROJECT PREPARED BY</b>	Radio Apac and Women of Uganda network (WOUGNET)
<b>DECISION OF THE BUREAU:</b> APPROVED: US\$ 12,500		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

In the Apac district, Northern Uganda, where the proposed project will be implemented, the broadcasting media consist of only one community radio station, Radio Apac, and one community telecentre. The local population therefore have to rely on newspapers, all of which are published in Kampala, with only one of them, “*Rupiny*”, a weekly publication, being published in the local language.

The category of mass media that will be supported by this project will be broadcasting: the community radio station – Radio Apac, and a multipurpose telecentre, the Kubere Information Centre. The main goal of this project will be to provide the underprivileged, and most especially rural women, with a more interactive and accessible medium, so that they will be able to voice their concerns and increase their participation in local and national development programmes.

Women, especially in rural areas, are still lagging behind in accessing information through radio and ICTs. Likewise, their voices, when compared to those of their male counterparts, are poorly represented on the air. The successful combination of ICTs such as community radios and rural telecentres, as exemplified by the Kubere Information Centre (which was specifically designed with gender programmes), has shown that women can be empowered to use ICTs to improve their socio-economic conditions and participation in society.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries of this project will be the Apac Women forum groups and Rural women farmer groups in Mazuri and Kole sub-counties in Apac district.

### **3. IMMEDIATE OBJECTIVE**

Women from rural Apac district are capably and actively using ICTs and producing radio, including programmes and activities concerning livelihood; results are documented and shared with policy and decision-makers.

### **4. DEVELOPMENT OBJECTIVE**

Equitable access to media platforms is contributing to the improved wellbeing of rural women and to the mainstreaming of gender concerns within national development programming.

### **5. PROJECT INPUTS**

- The community radio station, Radio Apac, is a registered company;
- An established telecentre, the Kubere Information Centre, was set up in 2005 with financial support from the Technical Centre for Agriculture and Rural Cooperation – CTA;
- Organised rural women groups in twelve parishes. The project “Enhancing Access to Agricultural Information- EAAI”, under which the telecentre was created, operates in twelve parishes in the Apac district;
- Experienced staff in media, information and community mobilisation.

## 6. PROJECT OUTPUTS

- Local capacity and confidence to produce and present radio programmes, especially among local women
- Documentation and sharing of local knowledge
- Local radio features, video documentaries and multimedia content produced in five key areas of women's policy development: health, livelihood, education, good governance and gender
- Appropriate and relevant local content generated and repackaged in various formats like audio tapes, videos, CD-ROMs and print materials;
- Reports from gender and development consultations with different strategic stakeholders, e.g. women's groups, local government and private sector members, key gender associations, NGOs and other civil society organisms;
- Organisation of media productions to present debate and discuss gender-sensitive issues by representatives of the strategic stakeholders.

## 7. ACTIVITIES

- Mapping of the women's groups initiatives;
- Interviews with women groups and other stakeholders;
- Preparation of short radio, video documentaries and radio features;
- Consultative meetings to brief the project stakeholders on what the project's purposes;
- Training programmes to equip the rural women with radio presentation skills;
- Radio talk shows;
- Documentation of the on-site activities, using video and audio equipment;
- Repacking the information into audio, video, radio scripts and print publications;
- Uploading and updating information on the website;
- Production of reports;
- Improving the equipment in the production studio and on-air studio.

## 8. WORK PLAN

	Activity	Months (Starting date May 2007)												
		Phase 1				Phase 2				Phase 3				
		5	6	7	8	9	10	11	12	1	2	3	4	
1	Mapping women's groups initiatives													
2	Interviews with women groups and other stakeholders													
3	Preparation of short radio, video documentaries and radio features													
4	Multi-sectoral consultations with women's groups, local government, private sector, civil society groups, community.													
	Radio talk shows													
5	Training programmes for target group													
6	Documentation of activities													
7	Uploading and updating information on to the websites													
8	Additional equipment in the production studios													
9	Repackaging of Information into radio scripts, audio and video tapes, CD-ROMs													
10	Production of radio features													
11	Monitoring and evaluation every four months													
12	Production and submission of progress reports													

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented as a collaborative venture between Radio Apac, a community radio station through the Women's Forum programme and the Women of Uganda network through

the Kubere Information Centre, which has already established structures in the community and among rural women in Apac district. Given the expertise in information generation, packaging and dissemination as well as community mobilisation, the role of the centre in the project will be to support and actively involve the women groups to share their experiences on radio with other rural women as well as induce them to discuss cross-cutting issues like health, HIV/AIDS.

The role of Radio Apac will be to give a voice to the rural women through its programming activities, its community outreach and the women’s forum programmes.

**10. SUSTAINABILITY**

Both the community Radio Apac and the Kubere Information Centre have community advisory boards that were elected by the community members themselves before the inception of the project. There is a strong component of community ownership and participation in the project activities. Since the project encourages skills development and empowerment of the rural community, commitment and strong involvement will build on the sustainability of the project.

**11. FRAMEWORK OF MONITORING**

The project proposes the *Humanist Institute for Cooperation with Developing Countries (HIVOS)*, – the Netherlands – to monitor the project progress.

**12. EVALUATIONS CARRIED OUT**

An evaluation of the project “*Enhancing Access to Agricultural Information using ICTs*” was carried out in 2005 to find out if the information disseminated through the radio, other ICTs and community meetings, had an impact.

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

In order to monitor the progress and impact of the project, a monitoring framework will be designed with indicators as benchmarks. This will be done on a four-month basis by the project team. Documentation of the findings will be shared through the quarterly reports.

**C. ADDITIONAL INFORMATION**

**Assistance provided by the IPDC in the past:**

<b>PDC/5UGA/09</b> 350-UGA-51	45,000	Uganda Feasibility study and assistance for the rehabilitation of broadcasting	1985 - 1987
<b>PDC/10UGA/01</b> 352-UGA-01 352-UGA-31	70,000 20,000	Manpower planning and development for the Ministry of Information and Broadcasting	1990 - 1994
<b>PDC/14UGA/01</b> 352-UGA-41	60,000	Improvement of radio coverage in rural areas	1994 - 1997
<b>PDC/18UGA/01</b> 352-UGA-91	35,000	Uganda Newspapers Editors and Proprietor Association (UNEPA)	1999 - 2000
Total Uganda: US\$ 230,000			

**Contribution foreseen by the beneficiary agency during the project period**

Expertise of the beneficiary agency in information and communication projects.

**Assistance sought other than IPDC**

Assistance has been sought from the Technical Centre for Agriculture and Rural Cooperation – CTA , The Netherlands.

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Production equipment: multimedia computer, microphones, headphones, cassette player	2 500
Portable audio recording equipment : 3 units	1 000
Production supplies	1 000
Video production and editing	1 000
Training workshops: participant costs, trainers, logistics	4 000
Consultative research and needs assessment: field visits, monitoring	2 000
Monitoring	1 000
<b><u>TOTAL :</u></b>	<b><u>12 500</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator:	4 950
Radio Apac project team:	3 300
Kubere Centre information officer:	3 300
Interviews with women's groups and stakeholders (transport costs):	850
Audio production and editing:	1 040
Production of CD-ROMs:	330
Radio airtime:	1 760
Production of radio scripts:	90
Updating information to the organisation's websites:	660
Translation costs:	1 000
Preparation and postage of quarterly progress reports:	220
<b><u>TOTAL :</u></b>	<b><u>17 500</u></b>