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

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**PART I:**

**AFRICA**

**IPDC BUREAU  
Fifty-second meeting**



**UNESCO HEADQUARTERS, PARIS**

**23 - 25 APRIL 2008**



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## REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>TRAINING THE TRAINERS: TOWARDS AN ENHANCED ROLE FOR JOURNALISTS IN AFRICA</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 RAF/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Media education and training sector
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of human resources; promoting freedom of expression and media pluralism
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial, training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 56 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 48 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	African media
<b>10.</b>	<b>IMPLEMENTING BODY</b>	School of Journalism and Media Studies, Rhodes University, Grahamstown, S. Africa
<b>11.</b>	<b>PROJECT LOCATION</b>	Rhodes University, Grahamstown
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Prof. Guy Berger
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

If the media in many African countries fall short of being free, pluralistic and of high quality, one of the critical nodes for intervention lies in the education of journalists and media workers. At present, there are education and training institutions in most countries, but many – if not most – are handicapped in two respects:

First, curricula are divided between two extremes: one concerns the overly theoretical courses that do not offer integration with journalistic practice. The other pole is a narrow focus on training, without providing the students critical understandings of a free media and its importance in terms of democratic governance. UNESCO has produced a model curriculum for journalism education, but it needs to be elaborated and adapted for use in the various African countries.

Second, many educators are former media practitioners who learnt their trade on-the-job, often in situations where the state media produced news to serve political agendas, and they have also learnt their teaching practice by experience. They do not have opportunities to undergo high-level learning – especially programmes designed to empower them as African media teachers. A minority of teachers have benefited from university studies overseas, but the curricula there do not (understandably) address African media conditions and issues. Further, the costs of studying in a hard currency country are too high for most of the cash-strapped African journalism institutions and their students.

There is thus a crucial shortage of appropriately educated journalism and media studies teachers. Their impact on students induces a multiplying effect: one lecturer engages with many students who subsequently produce media for large audiences in their own countries.

Rhodes University's School of Journalism and Media Studies is strategically located to play a leadership role in this process. It has conducted two research projects for UNESCO, and is one of the 12 UNESCO potential Centres of excellence in Africa. Pan-African networks have been developed by the School over 10 years, notably *Highway Africa* (over 11 years), the *African Economics Editors Forum* (over 5 years) and the *Journalism Education Colloquia* (over 3 years). Through these, we are able to widely publicise opportunities and in a position to ensure that the most competitive candidates can be identified to participate in this programme.

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

- The target groups in the first instance comprise two batches of two journalism educators, one batch per year (2008 and 2009). They should be individuals who, in time, will move into leadership positions in their journalism and media education institutions. They need to be competent in English and able to cope with the high-level learning requirements of an M.A. programme;
- In the second instance, the target groups are the participants' own institutions, in that their research output, plus their own direct learning, will enrich the facility as a whole;
- In the third instance, the students being trained as journalists by these facilities (both entry-level and mid-career) will benefit.

### **3. IMMEDIATE OBJECTIVE**

Over a 3-year period, four emerging/potential leaders in journalism education will be empowered with a high-level knowledge capital related to African media and to teaching media.

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

The empowered individuals will return to their home educational institutions with appropriate knowledge and skills to assist in raising the quality and impact of the work being done in educating their nation's journalists.

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

The project needs financial support to assist the candidates' travel to Rhodes, cover accommodation costs and study fees, and to conduct the research.

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

- Four journalists will graduate with an M.A. programme tailored to African media conditions;
- Four research theses will generate high-quality knowledge that will deal with the issues around African media and enhancing its capacity through education and training.

#### **7. ACTIVITIES**

- The best candidates will be selected through a transparent and competitive process involving a range of criteria (such as intellectual ability, role in the home institution, leadership potential);
- The programme encompasses intensive classes that cover all areas of media theory and research methodology;
- After successfully completing this fundamental learning (approx 10 months), the candidates will consult their academic supervisors with regard to identifying the optimum research topic for the thesis;
- Once the thesis has been completed and approved, it is made public via the University library's open documentation website;
- The candidates will return to their home countries, but remain part of a network of high-level journalism teachers around the continent. Their subsequent careers will be tracked and monitored.

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

- The closing date for applications has been set at the end of August;
- Selection is carried out in September, and the chosen candidates advised;
- The candidates commence studies in mid-January;
- The candidates must complete their course work and have the research thesis topic approved in the first year of the programme;
- The candidates must complete the thesis within the last six months of their 18-month experience;
- Networking with graduates continues, mainly informally, but there remains also a formal communication via annual events involving media educators (such as *Highway Africa*, or specific teaching-related colloquia).

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

The project will be implemented by the Rhodes University School of Journalism and Media Studies, a public State-owned facility based in South Africa. About two thirds of the costs are being paid for

by South African taxpayers. The School is accountable to the Faculty of Humanities, and ultimately to the Council of the University.

#### **10. SUSTAINABILITY**

Support by IPDC for this project could assist in triggering matching grants so as to increase the numbers of candidates on the programme. We have indications of support from several donors, including the South African State's National Development Agency. We perceive much potential to attract other partners to this initial project, not least because of donor interest in how communication (and journalism education) can contribute to the Millennium Development Goals.

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

A professional organisation could be assigned by UNESCO to monitor the project progress: it could be the African Editors Forum or the Media Institute of Southern Africa (MISA).

#### **12. EVALUATIONS CARRIED OUT**

There has been one major survey of the state of journalism education in Africa, conducted by Rhodes University and the *Ecole Supérieure de Journalisme* (ESJ) – Lille as part of a UNESCO-commissioned project to develop criteria and identify the leading potential journalism schools in Africa. The current project would give preference to candidates linked to the 20 schools (besides Rhodes) that have been identified in the UNESCO research as being either potential Centres of excellence or Research centres.

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

The beneficiary agency undertakes to report on project progress on a 6-month basis.

### **C. ADDITIONAL INFORMATION**

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

Rhodes has convened conferences of African media for 10 years now, where the need of this kind of initiative has been identified. In addition, the M.A. programme has now been operational for 4 years to date, and the extent of its contribution to African media education becomes evident.

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

The Netherlands Institute for Southern Africa has contributed 8 000 € over the previous two years towards part-time M.A. students from Southern Africa.

The Open Society Institute of Southern Africa has been supporting 3 M.A. scholarships *per annum* in the past two years. These are earmarked for women journalists, but not journalism teachers as such.



## D. BUDGET

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

Programme fees for 4 students (teaching, evaluation, administration, monitoring, reporting):	8 000
Travel expenses (4 students):	4 000
Teaching materials and research costs (4 students):	6 000
Accommodation and subsistence (4 students):	30 000
<b><u>TOTAL :</u></b>	<b><u>48 000</u></b>

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

Rhodes University contribution to accommodation and travel expenses:	2 000
Selection of candidates, monitoring, evaluation, administration, reporting etc.:	6 000
<b><u>TOTAL :</u></b>	<b><u>8 000</u></b>

# ANGOLA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN MBANZA KONGO</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 ANG/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression; Community media 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 \$ 73 600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 52 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Mbanza Kongo community
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Mbanza Kongo provincial government; Angola national Commission for UNESCO
<b>11.</b>	<b>PROJECT LOCATION</b>	Mbanza Kongo
<b>12.</b>	<b>PROJECT PREPARED BY</b>	UNESCO Windhoek, Misa Angola
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Modern media (electronic and print) are being gradually introduced in Angola, as in the other Portuguese-speaking countries of Sub-Saharan Africa. At the accession time of independence, during the war and until recently, only the State-run media and very few privately-owned newspapers existed in Angola. A few private radio stations exist in the capital and in three provincial towns. They are said not to be enough to counterbalance the State's monopoly (by law or *de facto*) in television broadcasting, national radio, news agency, daily print media and local broadcasting in local languages. A dozen periodical magazines are published in Luanda; they have a very limited distribution outside the capital. Since the signature of the peace agreement and the start of the transition, government representatives have been making statements on the need to develop a more pluralistic media environment, which for instance, would enable free and fair electoral process. However, it remains important to keep striving towards a free and pluralistic media environment.

The State has the monopoly in the national radio broadcasting. *Radio Nacional de Angola* (RNA) has 30 channels, two of which being national and the others local. It covers about 95% of the country territory, with a mix of FM (installed in all 18 provinces) and short-wave transmission. RNA stations are broadcasting programmes in all the 59 national languages. RNA is also providing transmitting infrastructure to the only students' radio licensed in the country, *Radio Escola*, run by the State-controlled Training Centre for Journalists.

*Radio Ecclesia* (RE) was licensed in 1997 and was the first to break the RNA monopoly in the capital. RE is owned by the Episcopal Conference, but does not portray itself as a purely confessional station. In mid '90s, some UNESCO resources have supported RE during its start-up phase.

In the capital Luanda and in three provincial towns (Benguela, Lubango and Cabinda), half a dozen commercial local radio stations are operational. They have been directly licensed by the Ministry of Social Communication. Their journalistic staff ranges from 5 to 10 reporters per station. The main opposition political party *Unita* has recently inaugurated its own station: *Radio Despertar*. No real community broadcasting operates in the country. UNESCO studies with the National Commission the establishment of 2 community centres. Mbanza Kongo, the capital of the Zaire province in northern Angola prepares to be mentioned on UNESCO's World Heritage List, and an important part of the preparation involves collecting and disseminating information. This is an opportunity to develop community media. A feasibility study will be conducted with a focus on information communication and culture in order to reach an extended audience.

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

The rural communities in the Mbanza Kongo province.

### **3. IMMEDIATE OBJECTIVE**

A feasibility report with recommendations and initial mobilisation of community, followed by the development of a self-sustaining community media comprising a community radio and community telecentre (Community Multimedia Centre) established in Mbanza Kongo.

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

To strengthen the capacities of marginalized / rural communities in the Mbanza Kongo area to participate effectively in the use of information for the democratic development of their communities.

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

- Feasibility study;
- Equipment;
- Training.

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

- An operational community multimedia centre comprising a community radio and Internet access facilities;
- Trained volunteer staff capable of radio programme management, production and broadcasting;
- Various radio programmes produced and broadcast on a daily programme schedule. Their content will aim at:
  1. Sensitising rural communities to the management and use of information;
  2. Promoting and encouraging locally-inspired artistic and cultural creation, in particular among the young people;
  3. Making their village's history and cultural heritage better known;
  4. Familiarising rural residents with NICTs.

The operations of the Mbanza Kongo community multimedia centre will be supported by funds generated from community fund-raising events, income from the messages broadcast by the local population and the access to the various services offered for a fee by the telecentre (fax, scanner, computers etc.).

#### **7. ACTIVITIES**

- To conduct a feasibility study;
- To sensitise the local authorities and the population on the advantages of having a multimedia centre and how it can not only be used as an information centre but also as an instrument for their empowerment;
- Purchase of the necessary radio and telecentre equipment;
- Installation of the CMC;
- Training of the management staff;
- Launch of the broadcasts;
- To familiarise the population with the use of ICTs.

## 8. WORK PLAN

Activity / Month	1	2	3	4	5	6
Feasibility study						
Community mobilisation						
Drawing up of specifications of the equipment						
Identification of site						
Procurement of equipment						
Installation of equipment;						
Training of resource personnel						
Inauguration of the centre						

## 9. INSTITUTIONAL FRAMEWORK

The community centre will employ one full-time manager / administrator and at least five volunteers. The management team will be elected by the community and representative of the community.

## 10. SUSTAINABILITY

The project will be self-sustaining through various services offered to the community, such as photocopying, public service announcements, promotion of local industries, Internet access, workshops etc. The community's innovativeness will contribute to the sustainability of its centre.

## 11. FRAMEWORK OF MONITORING

- After 3 months of implementation: first project review;
- After 6 months: a survey will be carried out to evaluate the impact of the community centre on the local population;
- Over one year: the CMC will be self-sustaining, through the funds generated from fee collection for community access to the various services offered for a fee by the telecentre (fax, scanner, computer operation etc.);
- After 1 year: evaluation of the project.

## 12. EVALUATIONS CARRIED OUT

Initial sensitisation related to the UNESCO World Heritage site Roundtable held in Mbanza Kongo.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Mbanza Kongo provincial government will report on the project on a 6-month basis through the National Commission for UNESCO.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

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
PDC/51ANG/01 523ANG5000 FIT-USA	29,340	ANGOLA: TRAINING OF JOURNALISTS	2007-2008
<i>Total Angola: US\$ 127,840</i>			

### D. BUDGET

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

Studio equipment (mixing console, microphones with stands, sound monitors, headsets, audio amplifier, sound card, cables and connectors):	6 600
6 PCs with professional audio processing software and 19" screens:	14 440
2 UPS (350 VA):	200
Digital satellite receiver with antenna:	350
2 reporting equipment units (recorder, headset, microphone):	2 540
150 W FM stereo transmitter:	4 900
Omni directional aerials:	1 000
Feeders (50 m.):	300
5 desktop computers:	10 000
2 printers:	2 000
Scanner:	2 500
Photocopier:	5 000
Television set:	1 500
Video recorder:	670
<b>TOTAL :</b>	<b>52 000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Technical offer (consulting, assembly of the dossier, reprography):	610
Financial offer (consulting, bank guarantee, reprography):	2 415
Registration of the agreement (stamp duty):	70
Premises:	16 667
Furniture and office supplies:	1 838
<b><u>TOTAL :</u></b>	<b><u>21 600</u></b>

# BENIN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SUPPORT FOR THE FORTNIGHTLY PUBLICATION "LE PERROQUET "</b>
2.	<b>NUMBER</b>	<b>PDC/52 BEN/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Printed press
4.	<b>IPDC PRIORITY AREA</b>	Development of communication and information
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
7.	<b>TOTAL COST OF PROJECT</b>	USD 15,900
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 13,000
9.	<b>PROJECT BENEFICIARY</b>	The fortnightly publication, " <i>Le Perroquet</i> "
10.	<b>IMPLEMENTING BODY</b>	The fortnightly publication, " <i>Le Perroquet</i> "
11.	<b>PROJECT LOCATION</b>	Cotonou
12.	<b>PROJECT PREPARED BY</b>	"CONSEIL MÉDIA "
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

Benin enjoys a high degree of press freedom, as attested to by the number of publications available to the general public. Freedom of the press is protected under the constitution of the country, guaranteed by the High Authority for Audiovisual and Communication Matters (HAAC), and regulated by the 1960 Act relating to the printed press and the 1997 Act on the opening up of the audiovisual landscape to privately owned radio and television stations.

Benin's press-related laws are considered to be liberal, especially where the printed press is concerned. Organs of the press can be freely established, without the slightest risk of prohibition, by filing a simple declaration. No sanctions can be imposed by the public authorities.

The independent, fortnightly news and analysis publication, "Le Perroquet", was established with the goal of contributing to national political and social debate. Its readership includes subscribers from a number of Western European countries.

After more than ten years of existence, "Le Perroquet" is currently confronted with problems of equipment and the qualification of its personnel. More specifically, it lacks the computer equipment it requires for production purposes and the means to improve the skills of its editorial team (journalists, IT technicians and composers).

To overcome these problems, it is urgent for the newspaper to acquire adequate computing equipment and office automation software. In the medium to long term, the newspaper hopes to operate its own printing works. This would enable it to reduce publication costs and improve technical and commercial productivity.

The newspaper is currently in a critical position, with practically no options left. Its equipment is outdated, long since amortized and in many cases simply non-functional, which is why the acquisition of new computing equipment is now indispensable.

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

The newspaper's readership, both in Benin and abroad (circulation: 5,000 copies).

### **3. IMMEDIATE OBJECTIVE**

Upgrade the newspaper's equipment and reinforce the skills of its personnel (4 computer technicians, 1 sales agent and 4 journalists) through a 3-month programme of training in copy-writing techniques and the management of a press company.

### **4. DEVELOPMENT OBJECTIVE**

To provide "Le Perroquet" with the tools and human resources it needs to improve its productivity and competitiveness through the acquisition of appropriate IT tools and the training of editorial staff.

## **5. PROJECT INPUTS**

### Equipment:

3 computers plus accessories

### Training:

For 3 journalists, 4 data-entry operators and a sales manager. Training will be provided by the *Institut de Communication Audiovisuelle et de Réalisation Documentaire* (ICARD, Institute of Audiovisual Communication and Document Production) in Cotonou.

## **6. PROJECT OUTPUTS**

The successful implementation of this project will permit "Le Perroquet" to acquire the means of achieving greater autonomy.

## **7. ACTIVITIES**

- Purchase and installation of equipment;
- Courses at the *Institut de Communication Audiovisuelle et de Réalisation Documentaire* (ICARD).

## **8. INSTITUTIONAL FRAMEWORK**

The project will be implemented by "Le Perroquet", with assistance from suppliers and professional organisations. The equipment will be purchased locally from approved suppliers of computer hardware and office-automation solutions.

Training will be provided by the *Institut de Communication Audiovisuelle et de Réalisation Documentaire* (ICARD);

The RBGI (*Représentation Bureautique de Gestion Information*) Group will be entrusted with the supply and installation of the IT equipment.

## **9. SUSTAINABILITY**

The fortnightly publication, "Le Perroquet" was founded on July 31st, 1995. It has existed for more than 12 years. Its resources derive from newspaper sales and from advertising. However, in light of the decline in the general public's and advertisers' purchasing power, it has not been able to mobilize the funds it needs to upgrade its equipment and retrain its personnel. With the new IT equipment provided for in this project, and the support of UNESCO, it will be able to improve its productivity.

## **10. MONITORING FRAMEWORK**

The *Conseil National du Patronat de la Presse et de l'Audiovisuel de Bénin* (Benin National Council of Press and Audiovisual Company Employers) is qualified to monitor the project.

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

"Le Perroquet" will contribute 50% of the total project cost. It has not sought assistance from any other organisation.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

PDC/4BEN/07 350-BEN-41	40,000	Benin	1984 - 1985
		Establishment of a Documentation Centre for Information Services	
PDC/7BEN/01 350-BEN-71	25,000	Mobile radio service	1987 - 1988
PDC/8BEN/01 350-BEN-81	15,000	Specialized seminar on the production of radio and TV programmes	1987 - 1988
PDC/48BEN/02 354BEN5041 CO-FINANCED BY ANDORRA	34,000	Vakon community multimedia centre	2005-2006
PDC/49 BEN/01 354BEN5051	14,000	STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"	2006-2007
PDC/51 BEN/01 354BEN5061	18,000	UPGRADING THE CAPACITY OF THE DAILY NEWSPAPER, "LA PYRAMIDE"	2007-2008
<b>Total Benin: US\$ 134,000</b>			

## D. BUDGET

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

<b>Equipment</b>	
3 x 80 Gb multimedia computers, modems, fax cards and 17-inch monitors:	3,800
HP laser printer:	1,100
HP scanner:	1,250
3 x 600 VA UPS:	920
3 Dictaphone recorders:	430
2 digital cameras plus accessories:	1,200
<b>Training</b>	
Copy-writing techniques for the printed press:	2,000
Advanced DTP:	2,000
Sales management:	300
<b>TOTAL:</b>	<b>13,000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Installation of equipment:	315
<b>Remuneration of trainees</b>	
3 journalists:	600
4 DTP operators:	600
Sales agent:	130
Production of reports:	600
Administration:	655
<b><u>TOTAL:</u></b>	<b><u>2,900</u></b>

# BENIN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>UPGRADING THE CAPACITY OF THE NEWSPAPER, "L'AVENIR "</b>
2.	<b>NUMBER</b>	<b>PDC/52 BEN/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Private printed press
4.	<b>IPDC PRIORITY AREA</b>	Development of communication and information
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
7.	<b>TOTAL COST OF PROJECT</b>	USD 22,000.00
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 18,500
9.	<b>PROJECT BENEFICIARY</b>	The newspaper, "L'Avenir "
10.	<b>IMPLEMENTING BODY</b>	The newspaper, "L'Avenir "
11.	<b>PROJECT LOCATION</b>	Cotonou
12.	<b>PROJECT PREPARED BY</b>	Cabinet SOTTON
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Media pluralism has contributed significantly to raising the standard of living in Benin, and to heightening awareness of national responsibility among the population. Thus, from 1990 to 2007, Beninese press showed a marked improvement in quality and performance.

However, training of print-media professionals still remains a topical issue.

In its desire to continue to play an active and significant role in the Beninese media landscape, the management of "L'Avenir" would like to change its frequency of publication from weekly to daily. This reform entails reinforcing the skills of its personnel and upgrading its IT equipment.

This project stems from the need to adapt the newspaper's technical capacity, and the necessary associated training, to its new operational environment. Currently the newspaper is confronted with frequent failures in its IT equipment, which dates back to 2001. The equipment has become obsolete and inadequate, which has compelled the newspaper to turn to outsourcing. This situation leads to numerous delays in text-processing and page-layout operations, which in turn affect the quality of production.

The newspaper, "L'Avenir" was founded on May 8th, 1995, as a monthly publication. It became a fortnightly in 1996. In 2001, "L'Avenir" was transformed into a weekly publication. Today, the newspaper is considering changing to daily publication. "L'Avenir" replaced its entire computer infrastructure in 2001, at its own costs, when it switched to weekly publication. Currently, however, the newspaper lacks the financial reserves required for an equipment upgrade.

Modernising its technical capacity will have a positive impact on the quality of the publication and eventually lead to an increase in readership and revenue.

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

"L'Avenir" targets a wide and diverse readership. Currently it has a circulation of 5,000. It is distributed in all of the major cities in Benin and throughout the rest of the country by special delivery.

### **3. IMMEDIATE OBJECTIVE**

The proposed change in frequency of publication, with the modernisation of equipment and the training of personnel which this implies, will permit the newspaper to increase its presence in the Beninese media landscape.

### **4. DEVELOPMENT OBJECTIVE**

"L'Avenir" will extensively address the problems faced by Beninese youth through articles and inquiries on the entrenchment of the democratic process in Benin since 1990 and on developmental issues.

### **5. PROJECT INPUTS**

- 5 computers plus accessories;
- Training for 2 journalists, 1 photojournalist, 1 operator, 1 graphic artist and 1 sales director. Training will be provided by CEFAP / ECA Consulting.

**6. PROJECT OUTPUTS**

- Entrenchment of the democratic process at work in Benin since 1990;
- Proposal of solutions to developmental problems in Benin.

**7. ACTIVITIES**

- Purchase and installation of equipment;
- Refresher courses at a training centre and skills upgrade for journalists;
- Implementation of the project. (The change in frequency of publication will be implemented on completion of the equipment upgrade and training).

**8. WORK PLAN**

Period	Month 1	Month 2
<b>Activity</b>		
Purchase of equipment	=====	
Installation		=====
Launch of the project		=====

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the newspaper, "L'Avenir", with support from suppliers and the training centre, CEFAP / ECA.

Refresher courses will be organised by "CEFAP/ECA Consulting". This journalist training centre is one of three such centres which have been selected by the HAAC-Bénin (High Authority for Audiovisual and Communication Matters) to receive support under the Beninese Private Press support scheme.

The equipment will be purchased locally from approved suppliers which have equipped several Beninese media organisations (private newspapers and radio stations).

**10. SUSTAINABILITY**

"L'Avenir Hebdo" derives its resources from advertising and newspaper sales, both of which are currently at derisory levels. The advertising market has shrunk significantly, and the general public's purchasing power on the whole has declined over the years. As such, it has not been possible to secure the resources required for the modernisation of the newspaper's equipment. However, steps have been taken to provide the personnel with refresher training and the editorial staff with means of transport.

With the new equipment (computer equipment, cameras, motorcycle for reporting assignments), and with UNESCO support, the new daily, "L'Avenir", will be able to better contribute to the entrenchment of the democratic process in Benin, and to its socio-economic and cultural development. "L'Avenir" will be published three times a week.

## 11. MONITORING FRAMEWORK

"L'Avenir" undertakes to submit a report to the IPDC every five months. The Beninese *Conseil National du Patronat de la Presse et de l'Audiovisuel* (CNPA-Bénin, National Council of Press and Audiovisual Company Employers) could be selected as the monitoring body. The CNPA is the umbrella organisation which promotes privately held newspapers, radios and television stations.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<b>PDC/4BEN/07</b> 350-BEN-41	40,000	<b>Benin</b>	1984 - 1985
		Establishment of a Documentation Centre for Information Services	
<b>PDC/7BEN/01</b> 350-BEN-71	25,000	Mobile radio service	1987 - 1988
<b>PDC/8BEN/01</b> 350-BEN-81	15,000	Specialized seminar on the production of radio and TV programmes	1987 - 1988
<b>PDC/48BEN/02</b> 354BEN5041 CO-FINANCED BY ANDORRA	34,000	Vakon community multimedia centre	2005-2006
<b>PDC/49 BEN/01</b> 354BEN5051	14,000	STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"	2006-2007
<b>PDC/51 BEN/01</b> 354BEN5061	18,000	UPGRADING THE CAPACITY OF THE DAILY NEWSPAPER, "LA PYRAMIDE"	2007-2008
<b>Total Benin: US\$ 134,000</b>			

### D. BUDGET

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

<b>Equipment</b>	
3 x <i>Pentium-4</i> multimedia computers:	3,800
Laptop computer plus accessories:	1,300
HP colour laser scanner + negatives:	1,250
Colour scanner	450
UPS	450
Voltage regulator:	350
Colour printer:	500
Laser printer:	1,000
Digital camera:	1,800
Camera:	500
Cassette recorder:	600
Creation of the website:	2,200



<b>Training</b>	
Operators and graphic artists:	1,550
Journalist:	1,550
Photojournalist:	400
Sales Director:	800
<b><u>TOTAL:</u></b>	<b><u>18,500</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Installation of equipment:	500
<b>Remuneration of trainees</b>	
2 journalists:	600
Sales Director:	300
Operators and graphic artists:	400
Photojournalist:	200
IT technician for the web site:	200
<b>Cost of training</b>	
IT technician (for the website) and maintenance:	650
Networking and accessories:	300
Production of reports for the IPDC:	100
Administration:	250
<b><u>TOTAL:</u></b>	<b><u>3,500</u></b>

# BURKINA FASO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>"ERE NOUVELLE" MULTIMEDIA CENTRE</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 BRP/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and development of community media
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	USD 137,800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 40,000
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	The association, "SYNERGIE 44"
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The association, "SYNERGIE 44"
<b>11.</b>	<b>PROJECT LOCATION</b>	Sapouy, Ziro Province
<b>12.</b>	<b>PROJECT PREPARED BY</b>	The Projects Director of "SYNERGIE 44"
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Within the last decade, Burkina Faso has witnessed a marked increase in the number and quality of community media ventures. This development is reflective of the processes of democratization, decentralisation and liberalisation of the media currently underway in the country. To enable and promote the free and equitable exercise of press-related activities, an Information Code was adopted in 1991. A regulatory body—the Higher Council for Communication—was also instituted in 1995.

The association, SYNERGIE 44, which is actively involved in the area of rural development, believes that there are significant economic and social benefits to be gained by providing local populations with the means of gaining access to useful information. The setting up of a Community Multimedia Centre would more than fulfil this purpose. However, among the problems faced by the project promoters is the mobilisation of the funds required for its implementation. The cost of operating and developing such a structure is also a hurdle which must be overcome. The solution which has been recommended for the funding of the project entails seeking the assistance of external sources once internal resources have been exhausted. Herein lies the justification of the present request for assistance with the purchase of equipment. Where operational and development costs are concerned, the project promoters intend to establish partnerships with other organisations to secure resources to supplement operational revenue.

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

By vocation, a Community Multimedia Centre serves a specific local population. As such, the project's target population, from a geographical point of view, is located within the community radio's radius of coverage (50 km), which more or less coincides with the area covered by the Association's operations. In numerical terms, this amounts to some 250,000 persons. The programmes produced by the radio station will take account of a wide range of unifying factors (language, culture, profession, gender, beliefs) in order to better serve the diversity of common interests, be they from a social, economic, cultural, sectorial, secular or religious perspective. The commune of Sapouy, where the project will be implemented, counts some 45,000 inhabitants who currently have no access to radio or to the internet.

### **3. IMMEDIATE OBJECTIVE**

The immediate objective of the project is to acquire the technical equipment required to set up and operate the CMC, i.e.:

- Radio transmission equipment;
- Radio production equipment;
- Internet access equipment (cyber/telecentre)
- Safety equipment;
- Maintenance equipment.

### **4. DEVELOPMENT OBJECTIVE**

#### *4.1 Contribution to pluralism of access to audiovisual media*

As the reflection of local identity and culture, the community radio will be more than just another radio station. Rather, through its objectives, it will seek to crystallize the expectations of the local

populations it serves. In terms of editorial line, the radio will be wholly independent of the public authorities, political parties, commercial enterprises and religious institutions.

#### *4.2 Contribution to audiovisual production*

The radio station will produce and broadcast programmes inspired by local issues. Emphasis will be placed on addressing the problems and concerns of the target population, as well as on local personalities and events.

### **5. PROJECT INPUTS**

#### *Transmission equipment:*

3 / 30W digital transmitter; 500W amplifier; broadband directional antenna: tower (48m.) and feedline.

#### *Production equipment:*

12-channel audio mixing console with telephone input; 2x40W amplified loudspeakers; 2 twin cassette decks; 2 CD players; 2 mini-disk portable recorders; distribution amplifier; 5 studio microphones with stands and suspension systems; 6 pairs of headphones; 2 studio clocks; wiring and connectors.

#### *Digital audio production equipment:*

Pentium IV computer (HD: 20 GB, OS: Windows, colour monitor); USB interface controller; audio editing and processing software; laser printer; 6-channel digital audio console; twin cassette deck; CD player; CD recorder; 100 CD-RWs; portable mini-disk recorder; headphone splitter; 4x19" racks; 2 studio microphones; connectors; studio lighting system; *World Space* radio receiver.

#### *Field reporting equipment:*

4-channel portable mixer; 2x300 W speakers; 2 portable cassette recorder-players; portable mini-disk recorder; 3 micro-cassette recorders; 100 mini-disks; 2 field microphones; headphones; 3 articulated microphone boom poles; portable radio receiver; cables (extension leads).

#### *Equipment for the telecentre:*

5 x Pentium IV computers (HD: 80 Gb, Ultra DMA, OS: Windows XP Professional SP2, Office 2003, DVD recorder, 17" monitor, speakers; 5 x 600 VA UPS; network printer (fax / scanner); high-performance copier; 51cm television receiver; multi-system VCR.

#### *Maintenance equipment:*

Maintenance kit (electronic version); 6-bar air compressor (24L); 40W welding unit;

#### *Safety equipment and devices:*

Earthing equipment; 3 dry powder fire extinguishers; fire alarm system; protection for antenna tower (lightening conductor, full earthing, night-time lighting (solar powered)).

### **6. PROJECT OUTPUTS**

The acquisition of the equipment mentioned above would enable the project promoters to set up an operational Community Multimedia Centre comprising a radio station and a cyber/telecentre.

### **7. ACTIVITIES**

- Purchase of equipment for the Community Multimedia Centre;
- Installation of the equipment.

**8. WORK PLAN**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Search for funding																
Construction of premises																
Purchase of equipment																
Installation of equipment																
Recruitment and training of personnel;																
Equipment trials																
Production of station identification jingles																
Launch of radio programmes and cyber centre																
Assessment of the project																

**9. INSTITUTIONAL FRAMEWORK**

The equipment will be installed and brought into service by a team of national technicians, some of whom have worked with *Centre Interafricain d'Etudes en Radio Rurale de Ouagadougou* (CIERRO, Ouagadougou Inter-African Centre for Studies on Rural Radio). Training for production staff will be provided by the same team of technicians.

"Synergie 44" will supervise the CMC, and will identify organisations with which partnerships can be established.

The CMC will be administered by a 7-member Management Council. Day-to-day operations will be conducted by a management team, assisted by employees and volunteers.

**10. SUSTAINABILITY**

The decision to set up a Community Multimedia Centre in Sapouy was taken on the basis of the findings of a prospective study, which findings were also taken into account in formulating the project. The project reflects a collective desire to work towards the advancement of the entire community. Moreover, the following factors will contribute to the long-term viability of the project:

- The professional competence of the personnel, notably the Director, the programming manager, and the technicians and presenters, who all possess the required qualifications to ensure the proper operation and effective management of the CMC;
- The Association's Chairman is a recognised media professional, and the Publication Director of the fortnightly, "*L'Événement*", the country's newspaper of reference;
- The idea of setting up a local radio has been very well received in the region, having gained support not only from members of Synergie 44 but also from numerous local personalities and dignitaries, as well as the population at large;
- Finally, the financial projections are favourable. Nevertheless, the leverage to be gained from these factors will depend on the parameters already mentioned, as well as on the effort mobilized by the Association around the radio (of which there will certainly be no lack) to secure the establishment of a genuine tool for the promotion of development within the region.

## 11. MONITORING FRAMEWORK

The Burkina Faso Association des Médias Communautaires (AMC, Community Media Association) has been selected to monitor the implementation of the project.

## 12. PRE-PROJECT ASSESSMENTS

- A feasibility study has been carried out to assess the needs of the population in terms of communication. Its findings formed the basis of the decision to undertake the project;
- Financial proposals have been made and are deemed favourable (see *Appendices*).

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

Synergie 44 will submit a project implementation report to the IPDC / UNESCO every four months.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

PDC/11BKF/01 352-BKF-11	143,000	Burkina Faso Development of Burkina's television production	1990 - 1998
PDC/18BKF/01 352-BKF-81	50,000	Strengthening the capacity of SIDWAYA Publishing for the purpose of creating a newspaper in national languages	1998 - 1999
PDC/49 BKF/02 REGULAR PROGRAMME	40,000	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU	2006
PDC/51 BKF/01 354-BKF-5061	28,000	BURKINA FASO: EQUIPMENT FOR THE AGENCE D'INFORMATION DU BURKINA (AIB, BURKINA INFORMATION AGENCY)	2007-2008
<b>Total: Burkina Faso: US\$ 261,000</b>			

#### Preliminary activities

- The feasibility studies are conclusive and form the basis for the decision to undertake the project and for the formulation of the latter;
- An operating licence has been granted by the High Council for Communication;
- Land has been acquired by the Association for the implementation of the project;
- A topographical survey of the radio site has been conducted; the altitude of the site is appropriate, and the site as a whole, favourable;
- Programme grids for the launch of the station have been drawn up;
- Construction and renovation plans have been finalized;
- The main members of the management team have been identified;
- Support for the project has been gained from local decision-makers, opinion leaders and the population at large.

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

- Formation costs, cost of studies and preparation of technical files;

- Acquisition of land;
- Provision of aggregates and unskilled labour for the construction work (estimated at approximately 20% of the total cost);
- Office furniture and equipment;
- Costs associated with the training of radio personnel for the launch of operations (training to be provided by the Association).

### Aid requested from sources other than the IPDC

A request for financial aid for the purchase of additional material (solar energy equipment, safety equipment, etc) has been submitted to the *Réseau Piémontais* in Italy.

A further request has also been submitted to one of the Association's Swiss partners to fund the purchase of construction materials.

## D. BUDGET

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

Technical equipment and materials (§ 5, "Investments", for a detailed description):	40,000
<b><u>TOTAL:</u></b>	<b><u>40,000</u></b>

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

Setting up fees:	550
Land:	1,450
Construction:	31,600
Renovation and installation:	37,350
Training:	2,500
Technical equipment:	14,250
Office furniture:	3,100
Transportation equipment:	7,000
<b><u>TOTAL:</u></b>	<b><u>97,800</u></b>

# BURUNDI

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>EQUIPMENT FOR <i>RADIO PUBLIQUE AFRICAINE</i> (RPA)</b>
2.	<b>NUMBER</b>	<b>PDC/52 BDI/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
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 43,000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 30,000
9.	<b>PROJECT BENEFICIARY</b>	<i>Radio Publique Africaine</i> (RPA)
10.	<b>IMPLEMENTING BODY</b>	The Association, " <i>Radio Publique Africaine</i> "
11.	<b>PROJECT LOCATION</b>	Bujumbura
12.	<b>PROJECT PREPARED BY</b>	Bujumbura
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

The Burundian media landscape is characterized by a conspicuous disparity between the print media and the audiovisual media.

The State is the nation's leading broadcaster, operating one television channel and two radio services. These are operated through a commercial organisation known as *Radio Télévision Nationale du Burundi (RTNB, Burundian Radio and Television Service)*, the tutelary ministry of which is the Ministry for Communication.

The liberalisation of the airwaves in 1992, by executive order, saw the emergence of a dozen or so privately held or associative radio stations, as well as two production studios. Additionally, several foreign radio services—*Radio France Internationale, Voice of America and the BBC*—broadcast in Burundi.

It is against this backdrop of pluralism that a group of Burundian and foreign journalists decided to launch *Radio Publique Africaine* in 2001. Their aim in doing so was twofold: to contribute to the development of freedom of expression, and to promote peace in Burundi. Since then, it has distinguished itself through its promotion of human rights, good governance, national reconciliation, environmental issues, AIDS prevention and gender equality.

The print media, on the other hand, is insubstantial. In the period leading up to democratic elections in 1993, dozens of publications emerged alongside the government daily, the *Renouveau du Burundi* (founded in 1978), and the Catholic fortnightly, the *Ndongezi* (founded in 1940). While many of these were organs of various political parties, there were also many independent newspapers which all felt that they were contributing to the development of media pluralism and the reinforcement of democracy in Burundi. Unfortunately, with the outburst of the civil war, most of these publications quickly turned to hatemongering and did not survive to see the start of the peace process.

Like other Burundian media agencies, *Radio Publique Africaine (RPA)* is confronted with three major challenges: lack of funding, insufficient training and lack of equipment. Its transmitters are fast approaching the end of their service lives and mechanical failures are frequent. The radio's backup transmitters are no longer operational and the station has to cope with frequent power outages. This last challenge can be easily overcome, in part, with IPDC assistance. Concretely, the RPA needs 30,000 dollars for the purchase of four, 500-watt radio transmitters and a 10-KVA power generator. With this equipment, not only will the problem of power outages be solved, backup transmitters would also be available and the RPA would be able to reach certain so-called "shadow zones", notably in the provinces of Kirundo (in the north) and Bururi (in the south).

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

- *Radio Publique Africaine (RPA)*;
- Rural populations.

### **3. IMMEDIATE OBJECTIVE**

To upgrade the technical capacity of *Radio Publique Africaine (RPA)* so that its broadcasts could be received in certain so-called "shadow zones", notably in the provinces of Kirundo (in the north) and Bururi (in the south).

**4. DEVELOPMENT OBJECTIVE**

To support the development of media pluralism, freedom of expression and access to information, underway in Burundi since 1992.

**5. PROJECT INPUTS**

(The list of required equipment is presented in the budget section).

**6. PROJECT OUTPUTS**

- Coverage of the entire country by *Radio Publique Africaine (RPA)*;
- Uninterrupted broadcasting 18 hours a day;
- Broadcasts reaching the entire Burundian population.

**7. ACTIVITIES**

- Purchase and installation of equipment;
- Reconditioning of the RPA's equipment.

**8. WORK PLAN**

Activities	1 <sup>st</sup> month	2 <sup>nd</sup> month	3 <sup>rd</sup> month	4 <sup>th</sup> month
Issue of request for proposals				
Acquisition and installation of equipment				
Verification of installed equipment				
Final report				

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by *Radio Publique Africaine (RPA)*, which also operates a regional station in Ngozi (in the north of the country), in addition to its main station. The implementation of the project could be supervised by the UNESCO Office in Bujumbura.

**10. SUSTAINABILITY**

*Radio Publique Africaine(RPA)* intends to allocate more resources to improving the quality of its equipment. As such, as a community-oriented radio, RPA will appeal to the generosity of its listeners, friends and sympathizers to obtain any financial support which may be necessary to meet future equipment requirements.

**11. MONITORING FRAMEWORK**

The implementation of the project will be closely monitored RPA's Executive Council, and by the UNESCO Office in Bujumbura, in the person of Mr. Patrice Ntibandetse, Administrator for Communication.

## 12. PRE-PROJECT ASSESSMENTS

- 2002:** Assessment conducted by OXFAM GB on the implementation of activities relating to the project: *Support for RPA activities*.
- October 2006:** Assessment conducted by Belgian Cooperation officials on activities carried within the framework of the “Communication in grass-root communities” project (2004-2006).
- December 2006:** Assessment conducted by the *Cellule d’Appui à l’Ordonnateur National* (CELON) on the “Communication in grass-root communities” project (funded by the European Union).

All of the assessments concluded that the funds obtained by *Radio Publique Africaine (RPA)* were properly managed.

## 13. BENEFICIARY BODY’S REPORTING FRAMEWORK

The management of *Radio Publique Africaine (RPA)* will submit to the IPDC, every four months, an activity report on the use of the funds received and on the status of the equipment.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<b>PDC/4BDI/09</b> 350-BDI-41	40,000	<b>Burundi</b> Establishment of regional communication centres	1983 - 1984
<b>PDC/12BDI/01</b> 352-BDI-21 520-BDI-61 (FIT-France)	87,000 34,856	Modernization of the production facilities of the National Press	1995 - 1998
<b>PDC/19BDI/01</b> 352-BDI-91	20,000	Development of the Press Club	1999 - 2001
<b>PDC/23 BDI/01</b> 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
PDC/51 BDI/01 354 BDI 5061	22 000	BURUNDI: INTERNET AND INTRANET CAPABILITY FOR "LE RENOUVEAU DU BURUNDI"	2007-2008
<b>Total Burundi: US\$ 227,000+ US\$ 31,000 (Funds-in-trust)</b>			

#### Preliminary activities

*RPA* already holds licences for four radio frequencies, granted by the *Agence de Régulation et de Contrôle des Télécommunications* (Telecommunications Regulation Agency)

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

RPA will bear the cost of the transportation, installation and maintenance of the equipment, as well as the cost of fuel for the power generator.

### Aid requested from sources other than the IPDC

RPA has submitted requests for training and for aid to cover its operational costs to NGOs such as CORDAID and OSI.

## D. BUDGET

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

4 x 500W radio transmitters (USD 5,000 each):	20,000
10 KVA power supply generator:	10,000
<b><u>TOTAL:</u></b>	<b><u>30,000</u></b>

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

Operating licences for the 4 transmitters (USD 1500 per transmitter):	6,000
Installation of transmitters (USD 1000 per transmitter):	4,000
Transportation costs:	2,000
Administrative expenses:	1,000
<b><u>TOTAL:</u></b>	<b><u>13,000</u></b>

# CENTRAL AFRICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>REINFORCING THE CAPABILITIES OF THE MEDIA OBSERVATORY</b>
2.	<b>NUMBER</b>	<b>PDC/52 CAR/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Printed press
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 48,600
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 32,100
9.	<b>PROJECT BENEFICIARY</b>	Central African media professionals
10.	<b>IMPLEMENTING BODY</b>	<i>Observatoire des Médias Centrafricains</i> (OMCA, Central African Media Observatory)
11.	<b>PROJECT LOCATION</b>	Bangui
12.	<b>PROJECT PREPARED BY</b>	<i>Observatoire des Médias Centrafricains</i> (OMCA, Central African Media Observatory)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The Central African authorities have identified communication as a key element of the state's national development strategy. To this end, a national policy on communication was approved and promulgated in 2004. In November of that same year, the notion of press freedom was incorporated into the Constitution, and the transitional National Assembly (Parliament) voted in favour of depenalizing press offences. Although there have been marked improvements in the legal framework governing press freedom, the level of professionalism within the Central African media remains inadequate.

Currently, there is no permanent structure offering a full course of training in journalism. The generation of Central African media professionals who received training abroad—mainly in France and at the *Ecole Supérieures des Sciences et Techniques de l'Information et de la Communication* (ESSTIC) in Yaounde, is close to retirement. Media agencies have difficulty finding young professionals, i.e., journalists, graphic artists, radio engineers and other media technicians. As such, this project seeks to contribute towards the setting up of the country's first journalism training institution with a view to providing the local Communication sector, in the medium to long term, with new generations of professional journalists.

Pending the setting up of such a structure, and after having identified a number of irregularities within the Central African media, and within the private press in particular, the *Union des Journalistes de Centrafrique* (UJCA, Union of Central African Journalists) decided to establish an *Observatoire des Médias en Centrafrique* (OMCA, Central African Media Observatory).

One of the missions of this organisation is to put an end to such irregularities by invoking sanctions against their authors for violation of ethics and standards of professional conduct.

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

- Directors and Editors-in-Chief of privately held publications;
- Managers of private audiovisual agencies;
- Journalists and editors

### **3. IMMEDIATE OBJECTIVE**

Reinforce editorial independence among private media organisations by acquainting journalists with the legal texts governing the Central African media landscape, and by facilitating dialogue between media professionals and the legislative, executive and judicial authorities.

### **4. DEVELOPMENT OBJECTIVE**

To promote the development of independent media and freedom of expression within the framework of the law.

**5. PROJECT INPUTS**

The OMCA enjoys the use of an office at the *Maison de la Presse et des Journalistes* (Press and Journalists' House). To carry out its mission, it is seeking assistance for the acquisition of the following equipment:

- 5 computers, 2 printers, photocopying machine, scanner and internet access.

The training component will focus on ethics and standards of professional conduct, and on investigative journalism.

**6. PROJECT OUTPUTS**

*In the short term:*

- The OMCA acting in its capacity as Media Observatory and vested with the power to invoke sanctions in cases of professionals misconduct;
- Adoption by all media organisation of the Central African Journalists' Code of Ethics;
- Journalists who are aware of the importance of adhering to the Code of Ethics and standards of professional conduct.

*In the medium term:*

- Improvement in the quality of publications;
- General adherence to the Journalist's Code of Ethics and standards of professional conduct;
- Greater social cohesion.

**7. ACTIVITIES**

- Acquisition of computer equipment and office automation software;
- Workshop for media executives, political leaders and members of the civil society to heighten awareness on the importance of adhering to standards of professional conduct;
- Seminar on investigative journalism;
- Publication and circulation of the legal texts governing journalism in the CAR;
- Periodic evaluation of professional practices.

**8. WORK PLAN**

<b>Activities / Month</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12+</b>
Project monitoring												
Acquisition and installation of computer equipment												
Organisation of an awareness workshop on standards of professional conduct, aimed at media executives and journalists												
Organisation of a seminar on investigative journalism												
Compilation, publication and circulation of the legal texts governing journalism in the CAR												
Submission of the activity report												

**9. INSTITUTIONAL FRAMEWORK**

The Central African Media Observatory is a professional association instituted by ordinary resolution at a General Meeting of the *Union des Journalistes Centrafricains* (UJCA, Union of Central African Journalists). It has its own statutes and rules of procedure.

**10. SUSTAINABILITY**

The sustainability of the project will be assured by drawing on the resources such as membership fees, donations, endowments and grants from international networks.

**11. MONITORING FRAMEWORK**

The implementation of the project will be monitored by the UNESCO Office in Yaounde, in conjunction with the *Union des Journalistes Centrafricains* (UJCA, Union of Central African Journalists).

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

The activity report will be submitted to the UNESCO Office in Yaounde.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country**

PDC/5CAF/02 350-CAF-51	30,000	Central African Republic Rehabilitation of Radio/TV	1984 - 1985
PDC/7CAF/01 350-CAF-71 350-CAF-81	35,000 37,500	Development of Press Centre	1986 - 1990
PDC/19CAF/01 352-CAF-91	46,000	Restructuring of the News Agency (ACAP)	1999 - 2001
PDC/24 CAF/01 354 CAF 5031	50,000	Rehabilitation of the technical and human capacity of radio Centrafrique	2004 - 2005
PDC/24 CAF/02 354-CAF-5032	20,000	Strengthening the technical capacity of the independent community radio Ndeka Luka	2004 - 2005
PDC/49 CAF/01 354-CAF-5052 (Co-financed by France)	50,000	ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	2006 - 2007
PDC/49 CAF/02 552-CAF-5000 (FIT-Japan)	50,000	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	2006 - 2007
PDC/51 CAF/01 354-CAF-5061	26,000	CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION	2007 - 2008
<b>Total Central African Republic: US\$ 344,000</b>			



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

The OMCA will assume the tasks involved in preparing the ground for the implementation of the project. In addition to its premises, its document base and its personnel, the OMCA will make a financial contribution of more than USD 16,000.

### D. BUDGET

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

<b>Equipment</b>	
5 computers:	5,000
2 printers:	2,500
Photocopying machine:	3,500
Scanner:	750
Internet access:	1,500
Digital camera:	850
5 UPSs:	1,500
<b>Training</b>	
Workshop on professional ethical standards:	7,500
Workshop on investigative journalism:	7,500
Monitoring:	1,500
<b><u>TOTAL:</u></b>	<b><u>32,100</u></b>

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

Premises:	2,500
Furniture:	5,200
2 computers:	6,000
2 printers:	1,800
Reports:	1,000
<b><u>TOTAL:</u></b>	<b><u>16,500</u></b>

## CONGO (REPUBLIC OF)

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMMERCIAL FM RADIO</b>
2.	<b>NUMBER</b>	<b>PDC/52 PRC/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
4.	<b>IPDC PRIORITY AREA</b>	Promotion of media freedom Development of means of communication
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 173,500
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 55,000
9.	<b>PROJECT BENEFICIARIES</b>	Radio audiences in the Congo
10.	<b>IMPLEMENTING BODY</b>	B. BEAM (Manufacturer)
11.	<b>PROJECT LOCATION</b>	Brazzaville
12.	<b>PROJECT PREPARED BY</b>	Rodrigue PASSY
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

In 1991 the Republic of Congo abandoned Marxism in favour of democracy and media pluralism became a reality. Since that time about a dozen newspapers have emerged, and television and radio stations have been able to extend their coverage to the entire country.

In 2001 a law was enacted guaranteeing the freedom of the press and privately operated radio stations. This law marked the end of censorship; access to information sources became free.

This legal arsenal was further reinforced in January 2003 by the establishment of a High Council for Freedom of Communication, which (i) ensures that citizens truly enjoy free access to information, and (ii) promotes competition and freedom of expression and opinion.

While the media in the Republic of Congo is relatively free, signs of pressure from the government can still occasionally be observed, and the degree of competition within the media landscape (printed press, radio and television) is less than satisfactory.

Although media pluralism has been achieved in the daily print media, television and radio remain the most popular media forms among the general public, simply because they are more easily accessible as sources of information, and better reflect the expectations of the population.

The ethnic war which lasted from 1997 to 2003 saw the destruction of most of the national radio infrastructure and the disappearance of the few private radio stations which existed. Today, the Congolese media landscape comprises the national radio station, a privately operated radio station in Brazzaville and a few local radio stations in the interior of the country (Dolisie, Kinkala and Ouessou).

The proposed project involves the setting up of a commercial radio station with a broadcasting range of more than 150 km. The station would cover news events and broadcast programmes of a cultural nature. It would contribute to creating social ties and would serve as an organ for the promotion of health and social education. It would also serve as a mouthpiece for NGOs, with the production of programmes which would seek to promote their actions and campaigns.

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

The population of Brazzaville, which is gradually getting over the effects of the fratricidal war, and is in need of hope and a new set of reference points to regain confidence in itself and its government.

### **3. IMMEDIATE OBJECTIVE**

To acquire the equipment necessary for the setting up of a radio station, and provide training for a team of journalists, presenters and technicians for its operation.

### **4. DEVELOPMENT OBJECTIVE**

To promote media pluralism in the Republic of Congo, and contribute to heightening civic awareness among the population through the agency of radio.

## 5. **PROJECT INPUTS**

- 4 trainer technicians to run a course for 4 journalists and technicians on the operation of the station (*10 days*);
- 1 technician for technical installation work.

### *Equipment:*

- 2 kW FM transmitter and spare parts;
- Digital audio processor and RDS encoder;
- HF link between the studio and the transmission site (is the transmitter and studio are not on the same site);
- Broadband FM transmitting antenna, with night-time lighting of the mast;
- 2 power supply units and UPSs;
- Radio studio equipment;
- Reporting equipment;
- Digital audio production and broadcasting equipment.

## 6. **PROJECT OUTPUTS**

10 freelance journalists and presenters will receive training in the production of programmes on language learning (English, Portuguese), the promotion of local humorists, and programmes intended for children (stories, tales, etc.).

Additionally, a programme on HIV prevention, vaccination and other health-related topics will be developed in collaboration with doctors from the WHO.

## 7. **ACTIVITIES**

- Identification and selection of the journalists, presenters and technicians to be trained;
- Meeting between the entire team and *B.Beam* to establish the training timetable;
- Training, installation and adjustment of equipment, antenna, studio;
- On-site installation: 2 *B.Beam* technicians assisted by 2 local technicians (*4 days*);
- Installation of the production/broadcasting studio: 2 technicians (*10 days*);
- On-site training and network assembly: 1 technician (*7 days*);
- Evaluation of journalists', presenters and technicians' performance on completion of training;
- Acquisition of premises for a remote transmission site.

**8. WORK PLAN**

<b>Activities / month</b>	1	2	3	4	5	6	7	8	9	10	11	12
Assessment and evaluation	■	■	■	■	■	■	■	■	■	■	■	■
Obtaining of the licence	■	■	■									
Recruitment and organisation of the radio team				■	■	■						
Acquisition of equipment					■	■						
Installation of studio equipment						■						
Training in the equipment operation and broadcasting						■						
Recording and broadcasting of programmes							■	■	■	■	■	■
Final report												■

**9. INSTITUTIONAL FRAMEWORK**

- The project will be submitted by the station, in conjunction with UNESCO, to the Ministry for Communication and Information, which has already approved the project in principle. The Minister of Communication will grant the licence as soon as the project is submitted.
- The Minister for Technical and Professional Education is also in support of the station's contributing to activities already engaged in by the Ministries of Education and Health.
- *TOTAL CONGO* has undertaken to make a financial contribution to the project through APNI (*Association Pointe-Noire Industrie*).

**10. SUSTAINABILITY**

The Director will canvass potential advertisers operating in sectors which are consistent with the station's ethics. NGOs will also contribute to the project through fees.

The radio's operations will mainly be funded by advertising revenue from the two neighbouring capitals and from around the country.

**11. MONITORING FRAMEWORK**

For project monitoring activities, we are submitting a request to the UNESCO Office in the Republic of Congo.

**12. PRE-PROJECT ASSESSMENTS**

An assessment has already been conducted by a group of journalists on the deficit of information among the various layers of society as regards their hopes and expectations. Their findings show that the project is likely to be a resounding success.

The station will broadcast within a radius of more than 400 km, which represents a potential audience of some 2 million individuals.

### 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

A project activity report will be submitted every four months.

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

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

PDC/11PRC/01 352-PRC-11	125,000	Republic of Congo Establishment of a computerized documentation and archives centre for the press, radio and TV	1990 - 1993
PDC/14PRC/01 352-PRC-41	50,000	Renewal of broadcasting equipment	1993 - 1996
PDC/20PRC/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
PDC/51 PRC/01 523-PRC-5000 (FIT-USA)	31,414	Congo (Rep. of): TRAINING OF JOURNALISTS TO IMPROVE UPCOMING ELECTIONS	2007-2008
		Total Congo: US\$ 225,00+31,414	

##### Preliminary activities

A B-Beam management team has already visited Congo–Brazzaville for a preliminary assessment in the field. A meeting has been held between the promoter of the project and technician from the Hotel Meridien to discuss the location of the antenna mast. The promoter has also met with the Minister for Technical Education and the Minister of Information, who have both signalled their approval of the project and indicated their willingness to provide for it.

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

The beneficiary's contribution to the project amounts to USD 118,500.

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

Aid has been requested from Total, AGIP, Texaco and Vodacom.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
2 kW FM transmitter	15 000
Digital audio processor:	3,300
RDS encoder:	800
HF link between the studio and the transmitting site:	9,300
4-element FM transmitting antenna:	5,300
Lightening protector, earthing of mast and coaxial cable:	1,700
Transmitting centre (housing: 20 u.):	7,900
Audio equipment for transmitting centre:	6,000
Audio equipment for production studio:	5,900
<b><u>TOTAL:</u></b>	<b><u>55,000</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Guyed mast (30 m.):	6,000
Night-time lighting for antenna mast:	800
15 KVA power generating unit and UPS for transmitting centre:	25,000
15 KVA power generating unit and UPS for studio:	21,000
Reporting equipment:	5,000
Training, installation and adjustment of equipment (15 days, 2 technicians, return flights):	24,500
"Radiolight" broadcast equipment:	5,300
Digital production IT equipment:	4,000
On-site training, network assembly (7 days, 1 technician, return flight):	7,100
Working capital:	19,800
<b><u>TOTAL:</u></b>	<b><u>118,500</u></b>

# CÔTE D'IVOIRE

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>PHOTO REPORTING EQUIPMENT AND TRAINING IN FOR THE IVORIAN PRESS AGENCY</b>
2.	<b>NUMBER</b>	<b>PDC/52 IVC/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Multimedia
4.	<b>IPDC PRIORITY AREA</b>	Press agency
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 60,000.
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 45,000
9.	<b>PROJECT BENEFICIARY</b>	<i>Agence Ivoirienne de Presse (A.I.P., Ivorian Press Agency)</i>
10.	<b>IMPLEMENTING BODY</b>	Ministry of Communication
11.	<b>PROJECT LOCATION</b>	Abidjan
12.	<b>PROJECT PREPARED BY</b>	François GNANKOU ADOUALOU
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

The Abidjan-based Ivorian Press Agency (AIP) was founded in 1961. It currently employs 110 people throughout the entire country. It has offices in each of the country's 14 administrative regions and is represented in 53 provincial localities through a network of freelance correspondents.

With support from the IPDC, the Agency was able to computerize its editorial office in 2001. Each regional office is also equipped with a micro-computer, a modem and a UPS. Thanks to this computerisation programme, the Agency been able to triple its daily production (some 40 to 50 dispatches a day). Dispatches, however, are devoid of illustrations, which would generate more interest on the part of the readership.

The AIP has already made significant investments in providing its regional offices with means of transport. The Agency is equipped with broadband internet access at its head office and hosts a dynamic website, permitting its subscribers and internet users in general to view national and international news online.

Traditionally, a press agency's output consists of dispatches. Today, however, the enormous progress in new information technologies and the increasing needs of customers call for profound changes.

The AIP cannot afford to be left behind in this area, especially with the approaching liberalisation of the audiovisual landscape. It must be in a position to meet the new and important demands of the media, not only in terms of the production of news dispatches but also in terms of the production of press photographs and audiovisual documents. Where the National Press Agency is concerned, the time has now come to make the move to multimedia production.

Managing this transition requires the acquisition of appropriate equipment (computers, digital cameras) as well as the provision of adequate training for journalists and reporters, who should not only be proficient in the use of computing equipment but should also be capable of selecting from a set of photographic documents those which best illustrate their corresponding dispatches.

Thus, the Ivorian Ministry of Communication is making a submission for support for this project, which involves the provision of training for press photographers and the acquisition of computer equipment for province-based journalists. If the necessary resources can be obtained, the Agency would be able to pursue its role as an indispensable player in the Ivorian media landscape, and thus contribute to improving an image still tarnished by a few errors of the past.

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

Media organisations, institutions and the population as a whole.

### **3. IMMEDIATE OBJECTIVE**

To compile a database of photographic documents drawn from around the country and publish this database on the Agency's website, by replacing the computing equipment in the Agency's regional offices and providing province-based journalists with training in photography, image processing and online publication.

**4. DEVELOPMENT OBJECTIVE**

To train province-based reporters in photojournalism techniques.

**5. PROJECT INPUTS**

The acquisition of laptop computers and digital cameras would permit the Agency to achieve its objectives.

**6. PROJECT OUTPUTS**

At the end of the project, the photography department at the central editorial office, with support from the marketing department, would be able to commercialize news-related photographs.

**7. ACTIVITIES**

*Following IPDC approval:*

- Issuing of requests for proposals for the supply of the equipment;
- Training of journalists in photography and image processing and exploitation.

**9. WORK PLAN**

<u>Activities</u>	<u>Necessary resources 2008</u>			
	1	2	3	4
Funding agreement				
Request for proposals for supply of equipment				
Acquisition of equipment				
Training of journalists in photography and image processing and exploitation				

**9. SUSTAINABILITY**

Since the computerisation of its central editorial office and its regional offices in 2001, the A.I.P. has been operating under a legal form which guarantees the independence of both its management and its editorial line.

**10. MONITORING FRAMEWORK**

The project will be implemented by the Ivorian Press Agency under the supervision of the Ministry of Communication.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country**

PDC/9IVC/01 350-IVC-91	40,000	Côte d'Ivoire	1988 - 1991
		Presses universitaires et scolaires d'Afrique	
PDC/11IVC/01 352-IVC-11	45,000	Computerization of "Ivoire Dimanche"	1990 - 1992

<b>PDC/14IVC/01</b> 352-IVC-41	80,000	Extension of the network of community FM radio stations	1994 - 1998
<b>PDC/16IVC/01</b> 352-IVC-61	50,000	Filming and post-production unit	1996 - 2000
<b>PDC/18IVC/01</b> 352-IVC-81	45,000	Pilot radio project for the Association of African Media Women	1998 - 2003
<b>PDC/19IVC/01</b> 352-IVC-91	40,000	Modernization of the Ivorian News Agency's IT network	1999 - 2003
<b>PDC/20IVC/01</b> 353-IVC-01	26,000	Training of journalists and media managers in information law	2001 - 2003
<b>Total Côte d'Ivoire: US\$ 326,000</b>			

## D. BUDGET

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

10 laptop computers:	17,200
10 digital cameras:	8,300
2 desktop computers:	3,300
Professional scanner:	1,200
Training in photography and in image processing and online publication:	15,000
<b><u>TOTAL:</u></b>	<b><u>45,000</u></b>

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

Training for province-based journalists (4 sessions over a 1-year period):	4,500
Rental of the venue:	2,500
Internet access:	300
Hub:	500
Cabling:	500
Rental of a video projector:	200
<i>Photoshop</i> training:	5,000
Trainer:	1,500
<b><u>TOTAL:</u></b>	<b><u>15,000</u></b>

# CHAD

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>ESTABLISHMENT OF A PRESS HOUSE</b>
2.	<b>NUMBER</b>	<b>PDC/52 CHD/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Printed press
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression Capacity upgrade
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>	US \$ 66,710
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 44,350
9.	<b>PROJECT BENEFICIARIES</b>	Chadian journalists
10.	<b>IMPLEMENTING BODY</b>	<i>Association des Editeurs de la Presse privée du Tchad</i> (AEPT, Chadian Association of Private Press Publishers)
11.	<b>PROJECT LOCATION</b>	N'Djamena
12.	<b>PROJECT PREPARED BY</b>	<i>Association des Editeurs de la Presse privée du Tchad</i> (AEPT, Chadian Association of Private Press Publishers)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The emergence of the democratic process in Chad in 1990 took the political class somewhat by surprise, unprepared as they were to immediately come grips with those crucial moments. Political parties were not yet a reality, and the civil society was not yet as structured as it is today. It is against this backdrop that the Chadian press, which had been closely controlled during the dictatorship, began to emerge.

Today, the Chadian press can be considered as the spearhead of pluralism of expression. For this reason, a project which aims to professionalize and organize the Chadian media could not come at a better time. The establishment of a Press House in Chad is totally in keeping with the desire not only to improve the level of professionalism among journalists, but also to contribute to promoting greater cohesion and dynamism among press organs and professional organisations.

The idea of setting up a Press House has been put forward in a number of resolutions and recommendations arising out of various seminars and workshops on the problems faced by the Chadian press. In terms of organisation, the journalists displayed a remarkable degree of maturity in 2003, even though certain movements represented an additional challenge.

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

Journalists and reporters in the independent media.

### **3. IMMEDIATE OBJECTIVE**

The goal of the project is to set up a structure devoted to the training of journalists in the independent media as well as those from other countries. The structure would also serve as a venue for meetings and exchange between such journalists.

### **4. DEVELOPMENT OBJECTIVE**

The development objective is to improve the quality of the work produced by journalists in the independent media by providing them with a setting which is conducive to the exercise of their profession.

## **5. PROJECT INPUTS**

### **Equipment**

- 6 computers with DTP software;
- Laser printer;
- Photocopier;
- Comb binding machine;
- Overhead projector;
- Photocomposing machine;
- Multifunction facsimile machine;
- Video recorder/player and monitor;
- Television receiver;
- DVD/VCD player;
- 10 KVA power generating unit.

### **Training**

- Management of the Press House;
- Training in investigative journalism;
- Training of copy editors and layout artists.

## **6. PROJECT OUTPUTS**

- A structured and reinforced media sector;
- A resource centre for press journalists;
- A venue where media professionals could meet and exchange ideas;
- Wider dissemination of information and improvement in the quality of debates of national and international interest.

## **7. ACTIVITIES**

- Renovation of the premises intended to house the Press House;
- Purchase and installation of equipment;
- Convening of a General Assembly meeting to examine and adopt the statutes of the Press House;
- Formation of a team of administrators for the Press House;
- Basic training, advanced training and refresher training for media professionals in both the public and private sectors;
- Organisation of a course on investigative journalism;
- Organisation of training seminars for copy editors and layout artists;
- Publication and circulation of legal texts governing the communication sector in Chad.

**8. WORK PLAN**

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring of project activities												
Renovation of premises:												
Acquisition and installation of equipment												
Convening of a General Assembly meeting for the adoption of the statutes and rules of procedure												
Formation of a team of administrators												
Organisation of a training workshop for the administrators												
Training and refresher courses for journalists												
Training in investigative journalism												
Training of copy editors and layout artists												
Publication and circulation of legal texts governing the communication sector												
Activity report												

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the *Association des Editeurs de la Presse Privée du Tchad* in conjunction with other professional bodies / associations.

**10. SUSTAINABILITY**

After the close of the IPDC funding period, financial self-sufficiency will be achieved through the sale of services such as internet access, typing and reproduction of documents (reports, etc.), rental of meeting rooms and the production of leaflets, posters and brochures.

**11. MONITORING FRAMEWORK**

The implementation of this project will be monitored by the UNESCO Office in Yaounde, in conjunction with the Chadian National Commission for UNESCO.

**12. PRE-PROJECT ASSESSMENTS**

Drawing on the experience of professional organisations such as the *Union des Journalistes du Tchad (UJT, Union of Chadian Journalists)*, the *Syndicat des Professionnels de la Communication (SPC, Syndicate of Communication Professionals)*, the *Association des Editeurs de la Presse Privée du Tchad* (Chadian Association of Private Press Publishers) and the *Union des Radios Privées du Tchad (URPT, Union of Chadian Private Radios)*, it was felt that there was a clear need for a Centre whose main *raison d'être* would be to promote and reinforce cohesion among journalists. Similar structures have been experimented in other African countries (Burundi, Burkina Faso, Togo and Mali) under various names (*Maison du Journalisme [Journalism House]*, *Centre de Ressources pour les Médias [Media Resource Centre]*, *Centre de Perfectionnement [Advanced Training Centre]* etc. It was felt that it was necessary for Chadian journalists to visit one of these "Press Houses" to draw on their experience, examine the mechanisms of their viability and, above all,

assess their actual impact for the profession. It was at the end of one such fact-finding mission to Burundi (by representatives of various press organs, in particular the AEPT, the SPC, the URPT and the UJT) that the idea of setting up a Press House began to take form.

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

The Press House's Management Committee will submit a quarterly activity report during the project funding period. The report will be submitted to the UNESCO Office in Yaounde.

## **C. ADDITIONAL INFORMATION**

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

<b>PDC/4CHD/14</b> 350-CHD-41	40,000	<b>Chad</b> Rehabilitation of the Mass Media	1983 -1985
<b>PDC/11CHD/01</b> 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
<b>PDC/15CHD/01</b> 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
<b>PDC/24 CHD/01</b> 354-CHD-5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
<b>PDC/48 CHD/01</b> 354-CHD-5041	25,000	Capacity-building of the Chadian media	2005-2006
PDC/49 CHD/02 354 CHD 5053	20,000	STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"	2006-2007
<b>Total Chad: US\$ 175,000+ US\$ 106,000 (Funds-in-trust)</b>			

### **Preliminary activities**

A consultative meeting on the setting up of a Press House in Chad has already been held. This was attended by representatives of the *Union de Journalistes Tchadien(UJT)*, the *Association des Editeurs de la Presse Privée du Tchad (AEPT)*, the *Union des Radios Privées du Tchad (URPT)* and the *Syndicat des Professionnels de la Communication (SPC)*. In the course of the meeting, a Committee for the establishment of a Chadian Press House was formed and given the mandate to draw up the founding documents (statutes and rules of procedure) of the Press House.

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

During the actual implementation of the project, the *Association des Editeurs de la Presse du Tchad (AEPT, Association of Chadian Press Publishers)* will provide renovated premises, furniture and coordination staff.



## D. BUDGET

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

<b>Equipment</b>	
6 DTP-capable computers (for layout work):	7,500
Laser printer:	1,500
Internet access server:	2,000
Photocopying machine:	2,500
Comb binding machine:	500
Overhead projector:	1,000
Fax:	1,800
Video recorder/player and monitor	2,500
Television receiver:	900
DVD / VCD player:	650
Power generating unit:	1,500
<b>Training</b>	
Seminar on the management of a Press House:	5,000
Seminar on investigative journalism:	8,000
Training for copy editors and layout artists:	8,000
Monitoring and technical support:	1,000
<b><u>TOTAL:</u></b>	<b><u>44,350</u></b>

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

Renovation of premises:	14,360
Furnishing of offices:	2,500
Installation of equipment:	1,500
Administrative and technical costs:	3,000
Regular reports:	1,000
<b><u>TOTAL:</u></b>	<b><u>22,360</u></b>

# CHAD

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>REINFORCING THE ROLE OF THE HIGH COUNCIL FOR COMMUNICATION</b>
2.	<b>NUMBER</b>	<b>PDC/52 CHD/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	All media forms
4.	<b>IPDC PRIORITY AREA</b>	Freedom of expression Capacity upgrade
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 97,300
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 43,500
9.	<b>PROJECT BENEFICIARY</b>	Media professionals
10.	<b>IMPLEMENTING BODY</b>	High Council for Communication
11.	<b>PROJECT LOCATION</b>	N'Djamena
12.	<b>PROJECT PREPARED BY</b>	High Council for Communication
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The process of national reform undertaken in Chad the 90s resulted in a number of significant changes within the society, including within the national press. Press reform, which gave rise to progressive and fundamental improvements in the national press, through the liberalisation and professionalisation of the latter, is one of the basic pillars of democracy and governance. The process of reform led to the demise of some publications and to a change in approach for others.

Media pluralism is a recent phenomenon in Chad. So much so in fact, that, as is often the case in countries in which pluralism of expression is embraced against a backdrop of poverty, the professional challenges are multiple. Today, the Chadian press can be considered as the spearhead of pluralism of expression.

The government's efforts in this area are far from negligible, a fact borne out by the ever increasing number of newspapers and journalist associations in Chad. However, the fact that each association has its own interpretation of the various statutory texts poses a problem. This situation has led to a certain degree of confusion in the general public's and journalists' minds concerning the observance of legal provisions, and has led to questions being raised concerning the content of information communicated to the general public.

In accordance with the mandate given to the High Council for Communication (HCC), this issue must be resolved so as to prevent it from hindering the process of media pluralism. One way that this can be achieved is by reinforcing the capacity of the media.

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

The main beneficiaries of this project will be Chadian media professionals and the Chadian general public.

### **3. IMMEDIATE OBJECTIVE**

This project seeks to heighten media professionals' awareness of their responsibility in contributing to the consolidation of peace, democracy and freedom of expression.

### **4. DEVELOPMENT OBJECTIVE**

To implement a policy promoting the development of a free, independent and pluralistic media.

## **5. PROJECT INPUTS**

### **Equipment**

- 8 computers
- 3 printers
- Scanner
- Digital camera
- 8 UPSs
- Photocopying machine
- Server
- Internet access
- Television receiver
- DVD/VCD player

### **Training**

- Information and awareness seminar for media professionals and the public at large on the missions entrusted to the HCC as the media's self-regulatory body;
- Organisation of information seminars for officers of the judiciary, the police and the army on the essential role of the media in safeguarding democratic achievements and reinforcing the culture of peace and tolerance;
- Organisation of training seminars for media professionals on the topics of freedom of expression and the observance of professional ethical standards.

## **6. PROJECT OUTPUTS**

- Reinforcement of the capacity of the High council for Communication;
- Heightened awareness among officers of the judiciary, the police and the army on the essential role of the media in safeguarding democratic achievements and reinforcing the culture of peace and tolerance;
- Heightened awareness on the part of the general public of the missions entrusted to the HCC;
- Better understanding on the part of journalists of the ethical standards which apply to their profession;
- Greater involvement on the part of media professionals in consolidating press freedom, democracy, social peace and a culture of tolerance.

## **7. ACTIVITIES**

- Reinforcement of the technical capacity of the HCC;
- Review of the action plan and budget prior to the launch of activities;
- Information and awareness seminar for the general public and media professionals on the missions entrusted to the HCC;
- Organisation of information seminars for officers of the judiciary, the police and the army on the essential role of the media in safeguarding democratic achievements and reinforcing the culture of peace and tolerance;
- Organisation of training seminars for media professionals on professional ethics and on freedom of expression;
- Write-up and submission of reports.

**8. WORK PLAN**

<b>Activity / Month</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Monitoring of project activities												
Purchase and installation of equipment												
Meeting to review the action plan and budget												
Information and awareness seminars for the general public and media professionals on the missions entrusted to the HCC												
Information seminar for officers of the judiciary, the police and the army												
Training seminars for journalists												
Write-up and submission of the activity report.												

**9. INSTITUTIONAL FRAMEWORK**

The High Council for Communication is a self-regulatory body founded in 1994. It enjoys a special status as an independent administrative authority. It has been entrusted with the mission of assuring freedom of expression and the independence of the private and public press. As a decision-making body, it can hand down rulings on violations of standards of professional conduct, after seeking the opinion of professional associations, and is vested with the power to invoke moral sanctions against public and private media organisations should they fail to fulfil their obligations.

**10. SUSTAINABILITY**

The long-term viability of this project will be assured in that all of the HCC's operational expenses will be provided for in the State's budget.

**11. MONITORING FRAMEWORK**

The implementation of the project will be monitored by the HCC and the UNESCO Office in Yaounde.

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

The Executive Council of the High Council for Communication will submit a quarterly report to the UNESCO Office in Yaounde.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

<b>PDC/4CHD/14</b> 350-CHD-41	40,000	<b>Chad</b> Rehabilitation of the Mass Media	1983 -1985
<b>PDC/11CHD/01</b> 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
<b>PDC/15CHD/01</b> 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
<b>PDC/24 CHD/01</b> 354-CHD-5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
<b>PDC/48 CHD/01</b> 354-CHD-5041	25,000	Capacity-building of the Chadian media	2005-2006
<b>PDC/49 CHD/02</b> 354 CHD 5053	20,000	STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"	2006-2007
<b>Total Chad: US\$ 175,000+ US\$ 106,000 (Funds-in-trust)</b>			

### Preliminary activities

- Financial assessment of the project and preparation of the project presentation document for submission to the IPDC.
- HCC representatives have met with ESSTIC to negotiate the prolongation of an existing agreement between the two institutions which provides for a series of training courses for Chadian media professionals. An implementation plan has been drawn up. The first session of training for Publication Directors will take place at the ESSTIC campus in Yaounde. The costs will be borne by the HCC.

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

As the project beneficiary, the High Council for Communication will bear all of the expenses incurred during the preparatory and start-up phases of the project. It will also finance the refurbishment of the premises, as well as the installation and parameterisation of equipment.

## D. BUDGET

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

<b>Equipment</b>	
8 Pentium IV computers, with accessories and software:	7,000
3 printers:	1,500
Scanner:	500
8 UPSs:	1,500
Digital camera:	1,000
Photocopying machine:	2,500
Server and Local Area Network:	3,500
Internet access:	1,500
<b>Training</b>	
Information seminars on the missions entrusted to the HCC:	3,000
Information seminars for officers of the judiciary, the police and the army:	10,000
Training seminars for journalists:	10,000
Monitoring and technical support:	1,500
<b><u>TOTAL:</u></b>	<b><u>43,500</u></b>

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

Missions:	10,500
Equipment:	15,000
Refurbishment of premises:	7,650
Administrative and logistics support:	6,500
Administrative expenses (remuneration of personnel):	8,000
Communications (telephone, fax):	2,500
Security (security guard service, etc.):	2,650
Activity report:	1,000
<b><u>TOTAL:</u></b>	<b><u>53,800</u></b>

# GAMBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	PROFESSIONAL DEVELOPMENT AND ACCESS TO TECHNICAL RESOURCES
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 GAM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of expression, media pluralism and human resources development
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 25 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 20 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Community media of Kerewa, Farafenni and Brikama
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<i>Bora's Consulting</i> – Gambia Radio
<b>11.</b>	<b>PROJECT LOCATION</b>	The Gambia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Bora Mbodge, Gambia Radio consultant
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

In The Gambia, over half the population live in rural areas where income levels and standards of living are low and as such, access to information through the modern media of television and the more advanced facilities of the Internet are largely inconceivable for the majority of the people. This is compounded by the generally low level of literacy in the villages and rural communities, as well as the absence of affordable electricity supply to power basic information technology equipment for delivery. This proposal essentially seeks to offset this imbalance and create opportunities for a greater proportion of the population to access information and benefit from the considerable development and progress in the technologies of information dissemination, and the natural attendant benefits of universal access to information and education, with its extended result of greater freedom for all.

This proposal seeks to provide participants with the confidence and skills in order to provide an effective multimedia service to the rural communities. This way, CMCs in The Gambia can find synergy between commercially oriented service delivery and the provision of meaningful information for agriculture, health, women and youth empowerment, education and eradication of poverty for the attainment of the Millenium Development Goals (MDGs).

In view of the foregoing, it is imperative for a serious work to be undertaken to address this situation through training and reorientation, as this proposal seeks to attain. During the courses, participants will work through a series of scenarios during a 3-day workshop every week within a period of one month, to enhance their media / Internet application skills by dealing with topics like *Understanding the media, Good interview techniques, How to get your story right, Talk shows, Interactive community radios, Effective applications of the Internet.*

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

The direct beneficiaries of the project will be approximately 30 community media practitioners: farmers, teachers, local agriculture and health workers.

### **3. IMMEDIATE OBJECTIVE**

Community media practitioners provided with improved access to technical resources, information sources and training opportunities.

### **4. DEVELOPMENT OBJECTIVE**

Community media in The Gambia will be able to find synergy between commercially oriented service delivery and the provision of meaningful information for agriculture, health, women and youth empowerment, education, and eradication of poverty for the attainment of the Millenium Development Goals (MDGs).

## **5. PROJECT INPUTS**

- Communication, sensitisation and meetings costs with the three communities with CMCs: Kerewa and Farafenni in the North Bank Region, and Brikama in the Western Region of the country;
- Staff costs (IT assistant, qualified lecturers, officer, accountant);
- Fuel, insurance, stationery and office costs for training facilities and technical resources;
- Lecture room with facilities for laptop computers, microphones, tape recorders, handycam and playback facilities (i.e. projector, large screen TV);
- Suitable accommodation and catering facility for participants.

## **6. PROJECT OUTPUTS**

- 30 selected professional journalists trained and engaged in radio production, news gathering and the Internet;
- Community media in Kerewa and Farafenni in the North Bank Region, and Brikama in the Western Region of The Gambia provided with access to everyday technical resources for work and professional development opportunities.

## **7. ACTIVITIES**

- Meetings and sensitization of the three communities with CMCs: Kerewa and Farafenni in the North Bank Region, and Brikama in the Western Region of The Gambia.;
- Securing a lecture room with facilities for laptop computers, microphones, tape recorders, handycam and playback facilities (i.e. projector, large screen TV);
- Suitable accommodation and catering facility for participants;
- Securing the services of qualified lecturers.

## **8. WORK PLAN**

- Development of Internet, radio production and news gathering training courses (2 months);
- Contracting qualified lecturers (one month);
- Training activities (one month);
- Mid-term report (two weeks);
- Final monitoring; final narrative and financial report.

## **9. INSTITUTIONAL FRAMEWORK**

The Gambia Radio will implement the activities. In addition, it will cooperate closely with *Bora Consulting*, a national NGO's specialised in radio training, to identify trainers, refine the activity methodology, seek advice and support for the implementation.

## **10. SUSTAINABILITY**

The community media staff, with the newly acquired knowledge will train others, mainly in the use of the Internet, for a moderate fee.

## 11. FRAMEWORK OF MONITORING

UNESCO could mandate its Communication and Information Adviser to undertake the monitoring of the activities, in cooperation with Gambia radio.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a one-month basis, and will produce an activity report at the conclusion of the project. It also will send a copy of the document to UNESCO BREDa.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

PDC/5GAM/04 350-GAM-51	40,000	Gambia	1984 - 1986
		Audio-Visual Centre	
PDC/6GAM/01 350-GAM-61 350-GAM-91	60,000	Establishment of a daily newspaper	1985 - 1992
	50,000		
PDC/10GAM/01 352-GAM-01 352-GAM-21	77,000	Communication training for social change in Gambia	1990 - 1995
	85,000		
PDC/18GAM/01 352-GAM-81	30,000	Strengthening existing media institution for rural press operations; launching countrywide newspaper distribution services	1998 - 1999
PDC/24 GAM/01 354-GAM-5031	40 000	Archiving for GRTS Radio	2004-2005
<b>Total Gambia: US\$ 382,000</b>			

### D. BUDGET

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

Seminar (venue, meals, transport etc.):	7 500
2 training experts (fees, accommodation):	2 600
Team of 30 reporters: <i>per diems</i> , tools, renting of equipments ( <i>one month</i> ):	6 400
Coordination and communication costs:	2 500
Stationery and consumables:	1 000
<b>TOTAL :</b>	<b>20 000</b>

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

Equipment installation, commissioning and maintenance:	2 000
2 operation and maintenance technicians ( <i>one month</i> ):	3 000
<b>TOTAL :</b>	<b>5 000</b>

# GHANA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>BIMBILLA PEACE MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 GHA/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio and audiovisual media
<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
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 81 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 66 00
<b>9.</b>	<b>BENEFICIARY BODY</b>	500 communities in and outside the Nanumba District
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Centre for Development Communication (CedCom)
<b>11.</b>	<b>PROJECT LOCATION</b>	Bimbilla (Nanumba South District)
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Centre for Development Communication
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Ghana is a democratic country with pluralistic media environment, but for the communities in the Nanumba districts of the Northern Region, that freedom is meaning less, for the reason that they have no access to any mass media to make use of such free environment.

Unfortunately, the past 25years have witnessed 20 destructive ethnic conflicts in Northern Ghana.

An information needs assessment conducted in the area indicates that communities have no source of reliable and relevant information. The only radio signal that reaches the area is the national network of the national broadcasting service, the *Ghana Broadcasting Corporation* (GBC). All the programmes are transmitted in English. The signals from Ghana Television (GTV) also reach the region, but the programmes also are in English. Newspapers are not available. The nearest local radio station is 140 km. away in Tamale, the regional capital, but its signals do not come to the zone.

Worse still, the literacy level is very low in the Nanumba District: male adult literacy rate is 24.7%, and female adult literacy is 13.3%. Thus, with a very low literacy and no reliable sources of credible information, the communities depend much on rumour, and this has continuously exposed the communities to various manipulations and conflicts.

This was put in evidence during the peace negotiations in Kumasi in 1995, following the Guinea Fowl War, by the Inter-NGO Consortium, which included civil society organisations.

The establishment of a peace media, comprising a radio station and audiovisual equipment, designed to broadcast peace programmes in the Nanumba and Konkomba languages, has become a necessity. It will resort to participatory approach, will fundamentally help promote peace, tolerance and understanding by breaking down stereotypes held by both sides, and will allow exchanges of views on issues of common interest such as health, environment, culture, transport and economy.

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

The population of the area, who always has faced the brunt of the conflicts, and specifically, the most vulnerable, i.e. women and children. But more importantly, the success of the project will help to freeze the 500 million Cedis the government is spending every month to maintain security personnel to ensure peace, and direct that budget to other sustainable projects like schools and clinics for the people.

### **3. IMMEDIATE OBJECTIVE**

To establish a media that will be easily accessible and relevant to the needs of the communities by promoting their well-being. It will help to promote peace and foster unity by counteracting ethnic hate campaigns or rumours that are a potential cause for further conflicts in the area.

### **4. DEVELOPMENT OBJECTIVE**

- To promote the culture of free speech and respect for other people's opinions;
- To serve as a platform for dialogue among all belligerent groups;
- To help give all aggrieved groups avenues to vent out the problems rather than resort to arms;

- The project will become a learning centre by educating the communities on sustainable livelihood, e.g. reproductive health, farm radio, human rights, HIV/AIDS etc.

## **5. PROJECT INPUTS**

- Radio transmission equipment and infrastructure;
- Audiovisual equipment;
- Training of 20 local producers.

## **6. PROJECT OUTPUTS**

- A radio station established in Bimbilla;
- An audiovisual unit set up, and the capacity of the centre enhanced to produce audiovisual educational programmes within the communities;
- 30 community members, at least 15 of them women, trained in radio production techniques;
- Production of 3 to 4 hours programmes in the Konkomba and Nanumba dialects, using various acceptable programme formats and conflict resolution techniques;
- Formation of radio peace clubs in 100 communities in the area;
- Acquisition of the transmission license from the National Communication Authority.

## **7. ACTIVITIES**

- Setting up a 10-member Management Committee;
- Acquisition and refurbishment of the studio infrastructure;
- Installation of equipment;
- Acquisition of the transmission license;
- Training for 30 Committee members in programme development.

## **8. WORK PLAN**

**Months 1-2:** Setting up a 10-member Management Committee.

**Months 2-3:** Acquisition and refurbishment of the studio infrastructure.

**Months 3-4:** Installation of equipment.

**Months 1-4:** Acquisition of the transmission license.

**Months 4-5:** Training for 30 Committee members in programme development.

**Month 6:** Commissioning of the project and full operation.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be administered by a 14-member Committee drawn from major stakeholders in the area as follows: Nanumba Youth Association: 2, Konkomba Youth Association: 2, Nanumba South District Assembly: 1, Nanumba North District Assembly: 1, Community Peace Radio Clubs: 4, Women groups: 2, civil society organisations: 2.

The Centre for Development Communication (CedCom), as a professional body will be responsible for the overall implementation of the project.

## 10. SUSTAINABILITY

- To develop radio and audiovisual campaigns and sell to potential partners;
- Community patronage-sale of musical programmes (e.g. listener's choice coupons);
- Since the District Assemblies, the highest local government authority, are major partners in the promotion of peace and development, they will be encouraged to contribute to the running of the project, particularly the payment of utility bills and other basic necessities.
- The project will depend on mostly volunteers as programme staff. This is to ensure that resources earned by the project are not spent on salaries.

## 11. FRAMEWORK OF MONITORING

The UNESCO Office in Ghana will monitor the activities of the project. On the other hand, UNESCO may assign the UNDP Office in Ghana and the West Africa Network for Peace (WANEP), who are the major stakeholders in the promotion of peace in Ghana, to monitor the project.

## 12. EVALUATIONS CARRIED OUT

Discussions were held with the two major ethnic youth associations, the district local government authorities and women groups. It was confirmed that the project was quite necessary, based on the following findings:

- The absence of any media encouraged the spread of harmful speculations and rumours;
- The need for the media to promote development through educational programmes;
- The availability of a platform like radio for aggrieved parties to make open their concerns will help improve dialogue among all parties in the region.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

CedCom will submit quarterly reports to the UNESCO Office.

### **C. ADDITIONAL INFORMATION**

#### Previous IPDC support received by the country

<b>PDC/5GHA/03</b> 350-GHA-51 350-GHA-71 350-GHA-81 352-GHA-11	30,000 40,000 40,000 74,000	<b>Ghana</b>  Developing of human resources for the book industry	1984 - 1994
<b>PDC/13GHA/01</b> 352-GHA-31	80,000	The Ghanaian Chronicle	1992 - 1994
<b>PDC/15GHA/01</b> 352-GHA-51	40,000	Strengthening the capacity of the Ghana Journalists' Association	1994 - 1996
<b>PDC/17GHA/01</b> 352-GHA-71	60,000	Ada Community Radio Station	1997 - 1998
<b>PDC/18GHA/01</b> 352-GHA-81	50,000	Grassroots, rural communication radio for districts of central Ghana	1998 - 1999
<b>PDC/19GHA/01</b> 352-GHA-91	40,000	Training programme pairing beginning journalists with NGO specialists	1999 - 2002

PDC/21 GHA/02 353GHA5011	25,000	Strengthening "Radio Unvers"	2003 -2004
PDC/24 GHA/01 552-GHA-5000 (FIT-Japan)	67,000	Capacity building for Journalists	2005 -2007
PDC/48 GHA/01 354-GHA-5041	22,000	Community multimedia centre for Ajumako Bisease	2005-2006
PDC/49 GHA/01 354 GHA 5051 (Co-financed by Germany)	41,000	SOGAKOPE COMMUNITY MULTIMEDIA CENTRE (CMC)	2006-2007
<b>Total Ghana: US\$ 609,000</b>			

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

Consultations were held with the local government authorities and major stakeholders in the district.

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

It is anticipated that civil society organisations engaged in the promotion of peace and sustainable livelihood will support the project if they identify its importance and success.

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

CedCom, in consultation with communities, is yet to seek for assistance from other donors in the peace and communication industries for a support in the production of quality programmes.

## **D. BUDGET**

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

<b>Equipment</b>	
2-kW FM transmitter:	15 000
Antenna:	2 000
70 ft. mast:	10 000
Sound limiter:	1 000
Cables and connections:	3 000
3 desktop 100 GB computers:	3 000
12-channel studio console:	5 000
2 editing units:	2 000
4 microphones and stands:	1 000
4 headphones:	1 000
Amplifier:	1 000
CD player:	1 000
4 Maranz PMD 660:	2 000
6 flash cards (1 GB):	2 000



Digital camera:	2 000
Printer:	1 000
Projector:	2 000
Screen:	1 000
Installation of equipment (consultancy):	4 000
<b>Training</b>	
Training of 30 community members:	3 000
Monitoring:	4 000
<b><u>TOTAL :</u></b>	<b><u>66 000</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Transmission studio:	5 000
2 editing booths:	4 000
Furniture:	2 000
Administrative expenses:	2 000
Reports:	2 000
<b><u>TOTAL :</u></b>	<b><u>15 000</u></b>

## GUINEA-BISSAU

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>REINFORCING THE CAPABILITIES OF THE WEEKLY, <i>DIÁRIO DE BISSAU</i></b>
2.	<b>NUMBER</b>	<b>PDC/52 GBS/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Printed press
4.	<b>IPDC PRIORITY AREA</b>	Assistance to private media organisations in countries merging from conflict; Promotion of 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 65,000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 40,000
9.	<b>PROJECT BENEFICIARY</b>	The weekly, <i>Diário de Bissau</i>
10.	<b>IMPLEMENTING BODY</b>	<i>Diário de Bissau</i> , with the assistance of the UNESCO Regional Advisor on Communication and Information in Dakar
11.	<b>PROJECT LOCATION</b>	Guinea-Bissau
12.	<b>PROJECT PREPARED BY</b>	<i>Diário de Bissau</i>
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Guinea Bissau has suffered decades of war and conflict, and the consequences are still palpable today. Due to an acute lack of resources—essentially financial, news and analysis is only superficial and the processing of information scant. Currently not one local publication is circulated nationally. Nevertheless, *Diário de Bissau* has gone to great lengths to reach populations in the most remote regions of the country.

Where the print media is concerned, there are three private newspapers, namely, *Diário de Bissau*, *Gazette de Noticias* and *Kansaré*, plus the state-run *Nó Pintcha*. None of these newspapers is published on a regular basis, due to a lack of advertising resources.

The weekly, *Diário de Bissau* is a private newspaper which, on several occasions, has encountered difficulties with the political system on account of its controversial positions. However, despite restrictions on its freedom of expression, it has never missed a publication.

Today, *Diário de Bissau* needs to replace equipment and provide further training for its personnel in professional standards and in copy-writing techniques, not only to ensure its survival, but above all, to be able to continue reach all layers of the population. Herein lies the object of this request.

### 2. DESCRIPTION OF THE TARGET GROUPS

The reporters, managers and independent journalists who contribute to *Diário de Bissau*.

### 3. IMMEDIATE OBJECTIVE

- To modernize the newspaper's equipment through the acquisition of 2 Mac G-5 computers, a photocopying machine and a video camera;
- To upgrade the knowledge and skills of a part of the newspaper's staff (the director, the editor-in-chief, reporters and production staff) through 4 months of training to revitalize the editorial staff and the publication as a whole.

### 4. DEVELOPMENT OBJECTIVE

To reinforce the means available to the independent newspaper, *Diário de Bissau*, and so doing, consolidate the concepts of freedom of expression and media pluralism in the country, while encouraging the promotion of a responsible newspaper.

### 5. PROJECT INPUTS

- Equipment: 2xMac G-5; 2x iMAC G-5; 1 Canon XL2 video camera; 1 Canon 12 Mb camera; 2 video editing software packages; 3 DTP software packages;
- Training: 20 journalists and technicians;
- *Per-diem* allowance for participants;
- Experts to conduct the training.

## 6. PROJECT OUTPUTS

- 15 journalists (including 6 women) trained in standards of professional conduct and copy-writing techniques;
- 5 technicians trained in DTP and copy editing techniques;
- Equipment upgraded and/or replaced ;
- A newspaper which is more easily accessible and cheaper, especially for youth and women, whose financial resources are limited.

## 7. ACTIVITIES

- Launch of a request for proposals for the supply of the equipment;
- Examination of proposals;
- Purchase and installation of equipment;
- Establishment of a training plan for the journalists and technicians, based on the difficulties encountered;
- Delivery of training courses in accordance with the agreements entered into with the trainers;
- Writing up of technical reports.

## 8. WORK PLAN

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Selection and recruitment of trainers												
Preparation of training material												
Launch of request for proposals for the supply of equipment												
Workshops on professional ethical standards and on copy-writing techniques												
Acquisition of equipment												
Installation of equipment												
Training of personnel in the use of the new equipment												

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by *Diário de Bissau*, under the supervision of the UNESCO Office in Dakar. It will be managed by the newspaper's Director, who has more than 10 year's experience in the profession and in the management of projects of this type. The project will be implemented by the cooperative of journalists which owns *Diário de Bissau*. The cooperative will be responsible for the actual implementation of the project activities.

## 10. SUSTAINABILITY

Through the proposed activities, the project promoters expect to reinforce the capabilities of the publication so that it becomes a more viable organ of the media, and a reference in the national print media sector. The improvement in quality will lead to greater penetration of the information market.

## 11. MONITORING FRAMEWORK

The implementation of the project could be monitored by "La Maison de la Presse" (Press House).

## 12. BENEFICIARY BODY'S REPORTING FRAMEWORK

The project beneficiary, the weekly publication, *Diário de Bissau*, will submit an activity report every four months.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<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>PDC/51GBS/01</b> 354-GBS-5061	25 000	<b>GUINEA-BISSAU: GANDALCOMMUNITY MULTIMEDIA CENTRE</b>	2006-2007
Total Guinea Bissau: US\$ 255,000+US\$ 1,179,900			

### D. BUDGET

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

<b>Equipment</b>	
2xMac G-5; 2x iMac G-5; 1 Canon XL2 video camera; 1 Canon 12 Mb camera; 2 video editing software packages; 2 DTP software packages:	24,000
<b>Training</b>	
➤ 3 workshops on professional ethical standards and on copy-writing techniques (trainers, <i>per-diem</i> allowances, teaching material, lunches and coffee breaks, etc.):	15,000
➤ Training in the use of the new equipment (trainers, <i>per-diem</i> allowances for participants, coffee breaks, etc.):	
Monitoring and evaluation:	1,000
<b>TOTAL:</b>	<b>40,000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Remuneration of journalists and support staff (secretaries, drivers, etc.) during the term of the project:	15,000
Overhead costs (water, electricity, petrol):	7,000
Activity report:	3,000
<b><u>TOTAL:</u></b>	<b><u>25,000</u></b>

# KENYA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 KEN/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community radio broadcasting
<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>	Equipment; training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 52 400
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 31 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	Taita Taveta community
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Dominion Central Communications (DCC)
<b>11.</b>	<b>PROJECT LOCATION</b>	Voi, Taita Taveta district
<b>12.</b>	<b>PROJECT PREPARED BY</b>	George Mwamodo, Project Coordinator
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Dominion Central Communications (DCC) is a non-profit organization established as a Trust and consists of youth and women groups who are out to change their living standards through utilisation of available local resources in one of the marginalized parts of Kenya in Taita Taveta district. DCC has been instrumental in the promotion of human rights, peoples' culture and tolerance for one another, democracy, community empowerment and in building a cohesive society in Kenya that is committed to pursue a defined development agenda.

Since the liberalisation of the airwaves by the government, many FM stations have been established. In addition, the current political environment is also encouraging more players and investment in the information and communication sector, and this is evident through its support of the community radios initiative through Community Development Funding.

Lack of access to information and the capacity to interpret knowledge by many in the rural areas hinders their full participation and appreciation of their roles in societal development. Awareness raising and sensitisation programmes are seen as the major tools to create sustainable livelihoods. Communities living in the rural parts of Kenya hit by marginalization and poverty yearn for the right for all to participate. They long for an instrument that they can use as their own to be able to dialogue and voice their concerns and needs to their rulers.

Dominion Central Communications proposes to establish an FM community radio station to promote and address problems facing the Voi community through a platform in which they can be empowered both economically and socially. This will be done by the airing of programmes devised to spur development initiatives and capacity-awareness through information access empowerment; they will thereby indirectly contribute to enhancing the quality of life and conditions of the target communities.

DCC has already acquired a broadcasting permit from the Ministry of Information and Communications to operate a radio station in Taita Taveta district and its surroundings.

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

The beneficiaries of this project are the community-based groups in Taita Taveta district, the poor and disadvantaged groups, women groups, the youth and the leaders.

### **3. IMMEDIATE OBJECTIVE**

To provide a channel for dialogue between the community and their rulers.

### **4. DEVELOPMENT OBJECTIVE**

To strengthen the democratic participation of audiences in Taita Taveta district in a language best understood by the local communities.

### **5. PROJECT INPUTS**

- Transmission equipment;
- Radio station personnel;



- Training of the volunteers.

## 6. **PROJECT OUTPUTS**

- Staff and local personnel trained in broadcasting techniques;
- Radio equipment purchased;
- Cooperation between radio staff, local politicians, religious and traditional leaders, NGOs and other relevant stakeholders enhanced;
- Increased political participation of the community;
- Production and broadcasting of radio programmes with content relating to the communities concerned in the areas of education, food security, participation in social and cultural processes, health, enterprise creation;
- Knowledge and skills, local language, arts, crafts, culture and traditions preserved;
- Local community developed.

## 7. **ACTIVITIES**

- Identification of equipment suppliers;
- Purchase and installation of equipment;
- Identification of the target audience;
- Training volunteers in the basics of journalism and administrative skills;
- Production of programmes with an aim to educate, sensitise and entertain the audience through news, features, talk shows, phone-in programmes and radio drama.

## 8. **WORK PLAN**

<b>Activity / Quarters</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Identification and purchase of equipment				
Training of staff and volunteers				
Training on production and launch of programme production				
Production and broadcasting of programmes				
Production of radio programmes on development, training and research				
Monitoring, reporting				

## 9. **INSTITUTIONAL FRAMEWORK**

The project will be implemented by Dominion Central Communications, a non-profit organization registered under the laws of Kenya, in close supervision and collaboration with the UNESCO Regional Communication Office.

## 10. **SUSTAINABILITY**

- Government to be approached for support through the Community Development Funds;
- Through advertisements and other announcements;
- Airtime to be charged to professionals intending to produce documentaries and other features;

- Sale of greeting cards and funeral announcement cards;
- Other donors will be approached for further funding.

## 11. FRAMEWORK OF MONITORING

The Kenya Community Media Network (KCOMNET) will take overall responsibility for monitoring and evaluation. The report will be submitted to UNESCO.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Quarterly activity reports will be carried out and sent to UNESCO. The Regional Communication Office will also be invited to assess the progress.

### **C. ADDITIONAL INFORMATION**

#### Previous IPDC support received by the country

PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	<b>Kenya</b> 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> <b>350-KEN-71</b>  350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	1986 - 1992
PDC/21 KEN/01353- KEN-5011	20,000	Development of free press institutions	2003-2004
PDC/24 KEN/01 <b>552KEN5000(FIT- Japan)</b>	62,514	Audio visual media training	2004-2005
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
<b>PDC/49 KEN/01</b> <b>354-KEN-5052</b>	<b>20,000</b>	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
<b>PDC/51 KEN/01</b> <b>54-KEN-5061</b>	30,000	<b>KENYA: DEVELOPMENT OF MUGAMBO JWETU COMMUNITYMULTIMEDIA CENTRE</b>	2007-2008
<b>Total Kenya: US\$ 316,000+US\$ 1,471,301(Funds-in-trust)</b>			

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

Dominion Central Communications has already acquired a broadcasting permit from the Ministry of Information and Communications to operate a radio station in Taita Taveta district. The station shall be based at Voi, which is more central. A feasibility study assessing the viability of this project has also been carried out.

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

Provision of premises and voluntary work at the radio station by the staff as well as from the Taveta Community. The Dominion Central Communications will also cater for the running costs, including communications.

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

The organization has placed a proposal to HIVOS of The Netherlands in support for two years.

## **D. BUDGET**

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

<b>Equipment</b>	
2 CD players:	1 630
2 16-channel studio consoles:	810
Tascam 202 tape recorder	1 150
Power amplifier	450
2 studio sound monitors:	450
2 DAT players:	1 360
Sound processor:	410
4 Shure studio microphones:	1 800
2 mini disk players:	1 100
2 pop screens:	140
Powered studio monitor:	880
One 2.4 KVA power generator:	880
90 cm. satellite dish:	480
Transmission mast:	2 030
Consultancy:	1 900
<b>Training</b>	
Trainers of staff and volunteers:	9 500
Training materials, photocopies, stationery, production of reports:	4 900
Monitoring and evaluation:	1 630
<b><u>TOTAL :</u></b>	<b><u>31 500</u></b>

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

Radio station staff:	14 400
Premises:	4 870
Communications (telephone, fax, Internet):	1 630
<b><u>TOTAL :</u></b>	<b><u>20 900</u></b>

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>TRAINING OF TRAINERS IN PARLIAMENTARY REPORTING</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 MLW/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Electronic and print
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression Development of human resources
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Consultancy and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 35 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 30 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	The Malawi Polytechnic
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Malawi National Commission for UNESCO
<b>11.</b>	<b>PROJECT LOCATION</b>	Lilongwe
<b>12.</b>	<b>PROJECT PREPARED BY</b>	E. B. Z. Kondowe
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

In 1994, Malawi adopted a multi-party, parliamentary Constitution in which the Parliament has now assumed its central role. The media is now being called upon to interest the nation with the proceedings of the House, and to ensure that members of the Parliament are aware of the needs and aspirations of the electorate.

Because the Parliament is now a body where many political parties are represented, the change has been inevitable. There are diverse views, interests and agendas. In this changed environment, a need is felt to reorient the national media professionals with the aim of helping them to better appreciate the work of the Parliament. Another goal is to ensure that the media facilitates dialogue between the Parliament and the electorate in order to enhance democracy in the country.

Related to the foregoing, freedom of expression is now not regarded simply as the freedom of the media to report and comment. Rather, it should be regarded as the embodiment of the public's right to know and participate in the free flow of information. For that purpose, the Parliament should provide the media with as much information as possible. Attendance and voting registers of members and other similar documents should be made readily available.

In this context, the members of legislature are the chief generators of news in the context of the parliament. They make laws and they make speeches; and the media are free to report and comment accordingly. This underlines the need for well-trained journalists.

The purpose of this proposal is to obtain financial assistance to organise training on parliamentary reporting to ensure that journalists in Malawi can publish and broadcast accurate, objective and relevant information related to parliamentary proceedings for the benefit of citizens. The public would then be in a better situation to appreciate the role of the Parliament and to make informed decisions and opinions on debates emanating from the Parliament.

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

The target for the training will be journalists from public and private media houses, the various active organisations of journalists in Malawi. They range from chapters of regional bodies such as the Media Institute of Southern Africa (MISA) to Press Clubs, from the Editors Forum to organisations specific to women such as the Malawi Media Women's Association (MAMWA). Membership to all these cuts across public and private concerns. Senior journalists from these organisations will be will be targeted to undergo a training of trainers course.

### **3. IMMEDIATE OBJECTIVE**

To train trainers in the coverage of the parliamentary proceedings.

### **4. DEVELOPMENT OBJECTIVE**

It is expected that the knowledge trainers will acquire will enable them train other journalists to cover parliamentary proceedings and other issues related to the Parliament in such a way that the ultimate beneficiary is the citizen.

## **5. PROJECT INPUTS**

Consultancy, to produce a training module on parliamentary reporting and training of trainers in that field.

## **6. PROJECT OUTPUTS**

- Training of trainers module on parliamentary reporting in Malawi;
- Acquisition of skills in training parliamentary reporters;
- Improved understanding of the working procedures of the Parliament.

## **7. ACTIVITIES**

- Submission of project to IPDC;
- Approval of project;
- Consultancy to produce training module on parliamentary reporting;
- Training of trainers in parliamentary reporting.

## **8. WORK PLAN**

**July 2007:** Submission of project document;

**May 2008:** Consultancy to produce a training of trainers module on parliamentary reporting;

**July 2008:** Training of trainers in parliamentary reporting.

## **9. INSTITUTIONAL FRAMEWORK**

The Polytechnic, a constituent college of the University of Malawi, will be responsible for identifying a consultant to produce a module on parliamentary reporting. It will also be responsible for organising the training of trainers in parliamentary reporting using the module so produced.

## **10. SUSTAINABILITY**

The idea of having a training of trainers course will ensure that each of the media houses or organisations that will participate will have individuals with the skills to train others. The advantage is that there is no requirement for a separate allocation of resources that is usually an obstacle to sustainability of training initiatives.

## **11. FRAMEWORK OF MONITORING**

The Malawi National Commission for UNESCO will be responsible for monitoring the implementation of the project.

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

The beneficiary agency will report on project implementation at the completion of each planned activity and at the conclusion of the project.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

<b>PDC/11MLW/01</b> 352-MLW-11	139,000	Malawi Technical assistance to the Department of Information	1990 - 1992
<b>PDC/16MLW/01</b> 352-MLW-61 520-MLW-60 (FIT-France)	50,000 30,000	Computerization of Radio Malawi newsroom	1996 - 1998
<b>PDC/17MLW/01</b> 352-MLW-71	55,000	Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997 - 1998
<b>PDC/18MLW/01</b> 352-MLW-81	30,000	Equipping the Polytechnic for journalism training	1998 - 1999
<b>PDC/20MLW/01</b> 353-MLW-01	40,000	Strengthening the capacity of Television Malawi	2001 - 2003
<b>PDC/21 MLW/01</b> 353-MLW-5011	25,000	Training of Malawi's News Agency	2003 -2004
<b>PDC/23 MLW/01</b> 354-MLW-5031	22,000	Capacity Building for Private and Community Radios	2004 -2005
<b>PDC/51 MLW/01</b> 354-MLW-5061	24,000	<b>ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLAND</b>	2006-2007
Total Malawi: US\$ 385,000			

## D. BUDGET

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

Consultancy for production of training of trainers module:	5 000
Printing of module:	3 000
Training of trainers:	20 000
Monitoring:	1 000
Miscellaneous:	1 000
<b><u>TOTAL :</u></b>	<b><u>30 000</u></b>

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

2 Polytechnic lecturers (2 months):	4 500
Reporting:	500
<b><u>TOTAL :</u></b>	<b><u>5 000</u></b>

# MALI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>PORTING OF ORTM'S CHANNEL 2 TO THE INTERNET</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 MAL/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of 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>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	USD 77,500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 58,500
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	ORTM – Channel 2
<b>10.</b>	<b>IMPLEMENTING BODY</b>	ORTM
<b>11.</b>	<b>PROJECT LOCATION</b>	Bamako
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Director of the National Radio Service
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

ORTM's Channel 2 was launched in 1993 to cater to a need that the National Radio Service could not fully meet at the time. It broadcasts on the FM band, at a frequency of 95.2 MHz, and covers the area within a 70-kilometre radius of Bamako. From its inception its aim has been to provide an interactive radio service with a focus on culture, citizenship and entertainment. Several of its programmes serve as fora for effective exchanges between listeners and opinion leaders, persons of culture and budding poets. As such, it has gained a large audience, which extends beyond its zone coverage, and particularly among youth.

In 2000, in its effort to keep up with innovations in radio broadcasting, Channel 2 implemented a computer-assisted production and broadcasting system (and was one of the first stations in the country to do so). However, most of the work produced by the station still involves the use of audio cassettes. For conservation reasons, the use of this medium is a source of increasing concern.

Seizing the opportunity which arose with the publication of the ORTM web site, Channel 2 had the radio ported online by the company hosting the ORTM site. With its new, worldwide audience, particularly among the Malian diaspora, the number of listeners literally exploded. However, the move has not been without problems, particularly in terms of listening quality: micro-interruptions are very frequent. Another problem stems from the fact that implemented solution only allows for live transmissions as programmes are not archived.

Today, in response to listeners' wishes, the ORTM would like to implement a solution which would (i) improve the listening quality of its internet radio programmes, and (ii) permit the archiving of certain programmes for on-demand access by listeners.

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

The target group comprises, first and foremost, listeners outside the zone of terrestrial coverage, who, through high-quality streaming, will experience a marked improvement in listening quality. Listeners within the zone of coverage will also benefit from the feature upgrade as they would be able to listen to re-broadcasts of archived programmes.

### **3. IMMEDIATE OBJECTIVE**

The immediate objective of the project is to broaden Channel 2's listenership through the use of the internet as an extension of traditional means of broadcasting. As such, it seeks to provide a greater number of Malians, regardless of their place of residence, with access to the station's programmes.

### **4. DEVELOPMENT OBJECTIVE**

The project will enable the creation of digital archives of Channel 2 programmes. In this respect, it is in keeping with the goals of ORTM's wider archive digitization project. The project will also facilitate remote access to the programme archives by both listeners and researchers.

**5. PROJECT INPUTS**

- Audio broadcast and recording servers;
- Routers;
- Desktop computers;
- UPSs
- Dedicated line;
- Air-conditioned server room (12 m<sup>2</sup>);
- Furniture.

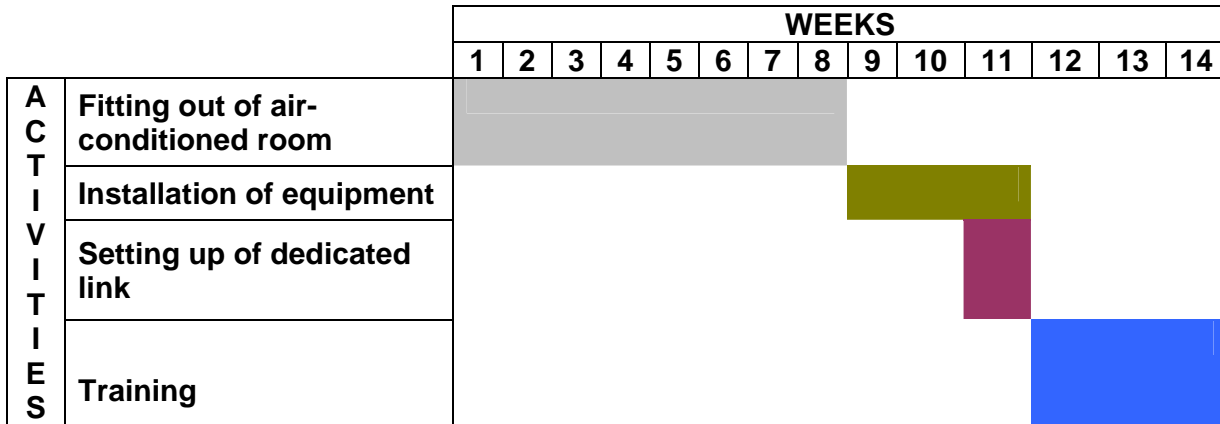
**6. PROJECT OUTPUTS**

- Better informed citizens;
- Greater involvement in social issues on the part of citizens;
- Conservation of the OTRM's audio document assets.

**7. ACTIVITIES**

- Fitting out of the server room;
- Setting up of the dedicated link;
- Installation of equipment;
- Training of personnel.

**8. WORK PLAN**



**9. INSTITUTIONAL FRAMEWORK**

The implementation of the project will be entrusted to a team made up of technicians and journalists working under the supervision of the Director of Channel 2. During the first two years, the project will be managed as a separate media entity within Channel 2.

**10. SUSTAINABILITY**

The project will be incorporated with the radio programme and archive digitization programme, within the wider framework of the ORTM's Master Development Plan. Recurring expenses will be provided for in the ORTM's budget.

## 11. MONITORING FRAMEWORK

The implementation of the project will be monitored by the Director of the National Radio Service, with assistance from the Network and New Technologies Department.

## 12. PRE-PROJECT ASSESSMENTS

Report on initial online experience.

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

As is the case with Channel 2, the Supervisor will produce a quarterly report, a copy of which will be submitted to the IPDC.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<b>PDC/6MLI/01</b> 350-MLI-61	20,000	Mali	1985 - 1986
		Seminar on cinematographic techniques	
<b>PDC/7MLI/02</b> 350-MLI-71	35,000	Audio-visual production unit	1986 - 1988
<b>PDC/11MLI/01</b> 352-MLI-11	81,000	Improving the production facilities of the National Press	1990 - 1993
<b>PDC/14MLI/01</b> 352-MLI-51	58,000	Mobile production equipment and installation of solar-powered television receivers in rural areas	1996 - 1998
<b>PDC/17MLI/01</b> 352-MLI-71 548-MLI-60 FIT-Luxembourg	50,000 96,000	Reinforcement of the Independent Women's Press	1997 - 1999
<b>PDC/18MLI/01</b> 352-MLI-81	50,000	Communication studies at the University of Mali	1998 - 1999
<b>PDC/19MLI/01</b> 352-MLI-91	44,000	Institutional support for professional organizations	1999 - 2003
<b>PDC/20MLI/01</b> 353-MLI-01	65,000	ENG and video production equipment	2000 - 2003
<b>PDC/21 MLI/01</b> 353-MLI-5011	25,000	Community radio in the service of local development	2003 -2004
<b>PDC/24 MLI/02</b> 354-MLI-5031	24,000	Learning about Newspapers and Citizenship	2004 -2005
<b>PDC/51 MLI/01</b> 354-MLI-5061	16,000	<b>MALI: COMMUNICATION PROGRAMME FOR BEHAVIOUR CHANGE</b>	2007-2008
<b>PDC/51 MLI/01</b> 354-MLI-5062	25,000	<b>MALI: TECHNICAL UPGRADE FOR URTEL MEMBER RADIOS</b>	2007-2008
<b>Total Mali: US\$ 493,000</b>			

#### Preliminary activities

- Identification of project personnel;
- Training of personnel in digital radio techniques and web-site maintenance.

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

- Fitting out of the server room;
- Air-conditioning system;
- Furniture;
- Setting up of the dedicated link;
- Initial training and remuneration of project personnel;
- Day-to-day project-related operations.

### D. BUDGET

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

2 servers:	20,000
6 desktop computers:	7,500
4 routers:	12,000
4 UPSs:	4,000
Broadcasting and archiving software:	5,000
Installation, start-up, training:	10,000
<b><u>TOTAL:</u></b>	<b><u>58,500</u></b>

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

Fitting out of server room:	2,000
Air-conditioning:	2,000
Furniture:	1,000
Setting up of the dedicated link:	2,000
Recurring expenses:	12,000
<b><u>TOTAL:</u></b>	<b><u>19,000</u></b>

# MOZAMBIQUE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>SUPPORT TO THE FORMULATION OF BROADCASTING LAW</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 MOZ/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Local and community media
<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 and technical
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 46 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 30 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Gabinete de Informação (GABINFO)
<b>10.</b>	<b>IMPLEMENTING BODY</b>	GABINFO
<b>11.</b>	<b>PROJECT LOCATION</b>	GABINFO – Office of the Prime Minister
<b>12.</b>	<b>PROJECT PREPARED BY</b>	UNESCO, in consultation with GABINFO
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Mozambique, in its poverty reduction strategy for the period 2006-2009 (PARPA II), recognises communication and information as one of the crosscutting issues crucial to the success of the fight against poverty and the achievement of the MDGs. Its potential to provide critical inputs to poverty reduction and national development, especially at the local level, has been increasingly recognised by the government of Mozambique. PARPA II lays a special emphasis on access to information and knowledge as essential means to increase participation and dialogue, and engage citizens in the fight against poverty and the contribution of information for development.

The communication network was one of the infrastructures most wrecked by the 16 years of war. This confined the media to the capital, Maputo and to the second biggest city, Beira. Since the peace agreement in 1992, Mozambique has experienced a notable economic recovery; the communications network has improved rapidly – hence, the general access to information has also improved.

The Constitution adopted in 1990, which enshrined the citizen's right to information and freedom of expression, allowed the changes that shaped the sector thereafter. The country's Parliament approved the Media Law in 1991 – the first ever since independence – generally regarded as promoting press freedom.

The Constitution and the Media Law are the cornerstones of accomplishments in the diversity of the media landscape. The country changed from a limited state-owned print and electronic media to a more pluralistic media sector, with a considerable increase in participation of the private, civil society and community-owned initiatives. Yet, the reinforcement of freedom of expression through adequate legislation and regulations continues to be the greatest challenge. Mozambique does not yet have a Broadcasting Law in general, and for the emerging community media in particular.

In order to address this problem, the need to elaborate a national Broadcasting Law focusing on the local media, in particular the community radios and the Community Multimedia Centres, is considered important and urgent.

GABINFO, the institution responsible for licensing, policy and supervision of the information, has requested UNESCO to support its efforts to draft a Broadcasting Law, make wider consultation and produce a consolidated version for approval by the Parliament. Building on the existing constitutional and legal environment in the media sector, especially the Press Law, this project aims to support the government/GABINFO in the formulation of adequate broadcasting legislation with the participation of the civil society and all stakeholders in the process.

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

The immediate beneficiaries of the project are the broadcasting media, including public, private and community-owned media, in particular the community radios and the CMCs. The enabling legal environment will contribute to the freedom of expression and empowerment of local communities.

### **3. IMMEDIATE OBJECTIVE**

- To provide technical support for the drafting of the Broadcasting Law;
- To conduct countrywide consultations on the draft Broadcasting Law.

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

To contribute to the creation of an enabling legal environment for the functioning of broadcasting media, in particular the local media, and to ensure community participation in the democratic process, freedom of expression and voice for the people in rural communities.

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

- Technical assistance for the initial and final drafts of the Broadcasting Law;
- Organisation of consultations with the participation of the civil society, media owners (public, private, community) and the wider society.

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

- Final draft Broadcasting Law presented to the Council of Ministers and approved for submission to Parliament;
- All relevant stakeholders involved in the discussions of the draft Broadcasting Law.

#### 7. **ACTIVITIES**

- Recruitment of a team of national experts for the drafting of the Broadcasting Law (initial draft and final draft after consultation);
- Organisation of consultations with the National Union of Journalists (SNJ), Mozambican Chapter of the Media Institute of Southern Africa, Forum of Community Radios and CMCs (FORCOM), Association of Editors and Media Companies, and civil society organisations including the Community-based organisations in charge of the CMCs.

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

<b>Activity</b>	<b>2008</b>			
Recruit and use national expertise for the drafting of the Broadcasting Law				
Contract expertise to compile the contributions from consultations and draft final document for submission to Parliament				
Organise consultations on draft Broadcasting Law				
Submission of draft to Council of Ministers and submission to Parliament for approval				

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

UNESCO Maputo is the executing agency of the project. The role of each partner will be as follows:

##### **Services to be provided by UNESCO:**

- Technical assistance to GABINFO-related institutions;
- Capacity building of institutions and staff;
- Mobilisation of resources and coordination of the support from the UN and the cooperating partners;
- Bringing international and regional experience to enrich the Mozambican debate;
- International dissemination of the Mozambican experience in international Fora.

### **Responsibilities of the implementing partner:**

- Ownership and leadership of the initiative;
- GABINFO – implementation of the project activities;
- Integration of the activities into future plans of GABINFO;
- Provision of space for project activities;
- Release of staff for training and project implementation.

The overall coordination will be performed by the project Steering Committee composed by representatives from GABINFO, Information institutions, UN and civil society organisations. GABINFO will chair and UNESCO co-chair the project Steering Committee. A technical and advisory panel will be set up.

### **10. SUSTAINABILITY**

- Ownership and leadership by GABINFO right from the beginning;
- Use of existing structures;
- Use of local expertise.

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

The project will be monitored by a joint monitoring team to be selected by the Steering Committee.

### **12. EVALUATIONS CARRIED OUT**

At the end of the project plan, a review of the activities will be undertaken to assess the progress of the project, its performance, the limitations encountered, and to find ways for its follow-up or integration into the activities of GABINFO. A National Project Officer in liasing with UNESCO Maputo Office and GABINFO will organise an independent evaluation. It will address the following issues among others: project objectives, design, implementation, effectiveness of outputs, management and administration, and potential for sustainability of the project.

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

The national Project Officer will submit to the UNESCO Maputo Office progress reports every four months after approval by the Steering Committee. Most of the information will be obtained from monitoring instruments, questionnaires provided to project implementers.

A formal annual and final report at the end of 2008 will be produced. It will be based on the quarterly reports and include a financial report.

## **C. ADDITIONAL INFORMATION**

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

<b>PDC/4MOZ/13</b> 350-MOZ-41	20,000	Mozambique Mozambique News Agency Development	1984 - 1985
<b>PDC/8MOZ/01</b> 350-MOZ-81	40,000	Establishment of a publishing course to develop manpower for the book industry	1985 - 1987
<b>PDC/13MOZ/01</b> 352-MOZ-31	60,000	Publication of "SENDA" Women's magazine	1993 - 1995



<b>PDC/18MOZ/01</b> 352-MOZ-81	56,000	Computerization of the national news agency	1998 - 1999
<b>PDC/19MOZ/01</b> 352-MOZ-91	33,000	Developing a culture of information management	1999 - 2001
<b>PDC/48 MOZ/01</b> 354KEN5041	21,000	Digitalization of the documentation and sound archives centre of Radio Mozambique	2005-2006
<b>Total Mozambique: US\$ 230,000</b>			

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

A number of meetings with different stakeholders to agree on the situation analysis in order to identify the right strategic activities and define the priorities for the project, aligning them with the country development plans, in particular the PARPAII.

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

The beneficiary agency (GABINFO) will contribute with adequate space for the project, staff time and facilities for capacity building and meetings within the context of the project.

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

GABINFO has sought for assistance from other funding sources.

## **D. BUDGET**

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

National consultants for the drafting of Broadcasting Law:	10 000
Project coordination:	4 000
Organisation of 3 regional consultations for a draft of Broadcasting Law:	15 000
Monitoring	1000
<b><u>TOTAL :</u></b>	<b><u>30 000</u></b>

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

Staff time:	7 500
Project coordination:	2 500
Equipment:	5 000
Reports, communications and miscellaneous:	1 500
<b><u>TOTAL :</u></b>	<b><u>16 500</u></b>

# NAMIBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>STRENGTHENING THE CAPACITY OF THE KATUTURA COMMUNITY RADIO STATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 NAM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of community radio and of human resources
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial (equipment, training)
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 58 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 28 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	Katutura Community Radio (KCR)
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Windhoek
<b>11.</b>	<b>PROJECT LOCATION</b>	Windhoek
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Sandra Williams, Station Manager
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Katutura Community Radio (KCR) was the first community radio established in Windhoek in post-independence Namibia. There are currently 24 radio stations operating in Namibia, 10 of these are owned and managed by the State, and 8 are private and commercial radio stations. While there are 6 licensed community radio services in Namibia (as of May 2007), five of them operate in Windhoek. While the national broadcaster mainly caters for national and governmental news and issues, commercial radios do not consider the economic potential or the social issues in covering rural areas and smaller settlements.

This is the environment in which KCR operates, and has set as its mission the responsibility of encouraging the communities in a radius of 200 km from Windhoek to participate in decisions that affect their lives, promote communication and celebrating their dignity. In so doing, these communities will identify and promote social responsibility and critical thinking. There are no legally binding definitions that prescribe what kind of content or standards are required to obtain a community broadcasting license. However, KCR is currently the only community radio station that is fully registered as either an *Article 21* Company, a non-profit organization or a trust.

KCR programmes attempt to address and change the negative impact of severe poverty, unemployment, urbanisation, health, notably HIV/Aids, education, gender issues, crime, alcohol and drug abuse, rehabilitated prisoners, senior citizens, sex workers, the disabled, the environment. They also intend to stimulate entrepreneurship and business development, as well as human rights, democracy and the rule of law.

The station faces a number of sustainability challenges that affect the quality of its programmes operations: lack of own building; lack of studio equipment (soundproofing and recording); lack of office furniture and important ICTs like computers, printers and servers; lack of transport facilities and lack of resources to hire critically needed permanent volunteers in key management positions.

It is now moving from the terrain of an amateur community radio to that of a semi-professional station. It is becoming a force to be reckoned with for the national broadcaster and other commercial radio stations, from an economic, programming and listener point of view.

This IPDC proposal focuses on creating an enabling and professional broadcasting environment through the acquisition of equipment, as well as capacity building through training.

Volunteers will be able to share research, information, news, contacts and more via a computer network, go out to gather and record stories, and meet production and news deadlines due to the availability of more computers. With the support of appropriate broadcast software, these programmes can be professionally delivered in an efficient and hassle-free studio environment.

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

Mature and socially conscious listeners who expect quality news, content and information programmes.

### **3. IMMEDIATE OBJECTIVE**

To conduct an 8-week human rights / legal course for 10 participants, delivered by accredited and experienced trainers and policy developers;

To acquire computers, server, broadcast recorders and transport facilities.

#### 4. DEVELOPMENT OBJECTIVE

To use ICTs as a development tool in the fight against poverty by delivering the appropriate knowledge and skills in the field of professional ethics to KCR volunteers, especially the news team and the administrator.

#### 5. PROJECT INPUTS

- Computers, network server and printers;
- Recorders;
- Mopeds and quad bikes;
- Workshop facilitators / trainers / policy formulators.

#### 6. PROJECT OUTPUTS

- 5 journalists will receive news training and share 2 quality recorders;
- 5 journalists and 5 presenters will be able to collect stories with flexible transport;
- Integrated ICT networking system including computers and Internet access for the station and the resource centre.

#### 7. ACTIVITIES

- Study of quotations, procurement and installation of all ICTs;
- Organisation and delivery of the training workshops.

#### 8. WORK PLAN

Activity / Month	1	3	4	5	6
Monitoring and evaluation					
Training of resource personnel					
Procurement and purchase of equipment					
News training					
Editorial policy and news style Guide					
Financial management policy					

#### 9. INSTITUTIONAL FRAMEWORK

A Board of Trustees coming mainly from civil society organisations, public media, educational media and media training institutions governs the KCR Trust. The station has been broadcasting in its current format since 2003, with the assistance of donor organisations only.

#### 10. SUSTAINABILITY

Since the relaunch of its operations in September 2003, KCR has, despite constraints, proven in 4 years beyond a reasonable doubt, that it is a viable and necessary communication medium for its target market.

KCR will generate income through the production of training packages and facilitation of training activities for other community media professionals in the country. They will also be able to use the equipment to generate additional income for the radio station by providing much-needed services (e.g. photocopy, fax etc.) to the community.

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

KCR will submit to UNESCO Windhoek a report after each training session, and an overall report at the end of implementation. UNESCO Windhoek will provide advisory and technical support throughout the duration of the project.

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

A progress report after each training session will be elaborated; , the overall end-of-project report will include a financial assessment.

## **C. ADDITIONAL INFORMATION**

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

<b>PDC/13NAM/01</b> 352-NAM-31 510-NAM-60 (FIT-Denmark)	100,000 559,292	Namibia Broadcasting training programme	1994 - 2002
<b>PDC/18NAM/01</b> 352-NAM-81	45,000	Multi-media Centre in rural Namibia	1998 - 1999
<b>PDC/18NAM/02</b> 352-NAM-82	60,000	Development of media studies at the University of Namibia	1998 - 2002
<b>PDC/20NAM/01</b> 353-NAM-01	10,000	Support for computer and web page development	2000 - 2002
<b>PDC/20NAM/02</b> 353-NAM-82	15,000	Support for computer training	2000 - 2003
Total Namibia: US\$ 230,000 +509,000 (Funds-in-trust)			

## D. BUDGET

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

Network server:	4 300
2 recorders (news desk and programmes):	5 720
2 network printers (news desk and office):	440
4 computers (office and news):	3 430
2 quad bikes (news team):	5 150
2 mopeds (news and production teams):	2 300
Production training:	2 860
Development of Editorial policy and news style Guide:	2 150
Financial management policy and training:	2 150
<b><u>TOTAL</u></b> :	<b><u>28 500</u></b>

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

Monitoring and evaluation:	8 000
Equipment:	22 000
<b><u>TOTAL</u></b> :	<b><u>30 000</u></b>

# NIGER

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMPUTER SKILLS TRAINING FOR "LA GRIFFE" JOURNALISTS AND ACQUISITION OF APPROPRIATE EQUIPMENT</b>
2.	<b>NUMBER</b>	<b>PDC/52 NER/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Printed press
4.	<b>IPDC PRIORITY AREA</b>	Reinforcement of human resources
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and equipment
7.	<b>TOTAL COST OF PROJECT</b>	USD 15,000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 13,000
9.	<b>PROJECT BENEFICIARY</b>	The newspaper, " <i>La Griffé</i> "
10.	<b>IMPLEMENTING BODY</b>	The communications agency, GLOBAL COM
11.	<b>PROJECT LOCATION</b>	Niamey
12.	<b>PROJECT PREPARED BY</b>	Kané ILLA, Publication Director of " <i>La Griffé</i> "
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Niger is one of the poorest countries in the world according to the Human Development Index published by the United Nations Development Program (UNDP). In 2004, its population was estimated at 11 million inhabitants. Approximately 80% of the population is rural, with youth and women accounting for 52% and 50.6% of the total population respectively.

The first steps in the direction of democracy were made with the convening of the Sovereign National Conference, held in 1991, from July 29th to November 3rd. It was at that time, too, that Nigerien civil society and other pressure groups began to emerge and play an active role in national life through their declarations on issues of national interest. These structures also act as a counter-power, condemning government measures which negatively affect the lives of the country's citizens. Political parties also were formed, as were associations, trade unions and other groupings.

Today, the Nigerien media landscape counts 29 newspapers, a National Press Agency (ANP), 11 independent radios, a public radio service, 4 television channels and 79 community radios throughout the country.

In terms of legislation, the local media is governed by the ordinance of December 20th, 1999 on press freedom in Niger. The ordinance provides for severe sanctions—including imprisonment for up to five years—for the offence of provoking "*Defence or security forces with the intention of distracting them from their duty and from the obedience they owe to their superior officers in carrying out orders received from the latter for the purpose of enforcing legal rules and regulations*". Defamation and the circulation of false information—frequent offences in Niger—are also harshly dealt with.

It was against this backdrop that the newspaper, *La Griffe*, was founded on September 21st, 2001, to contribute to fulfilling the expectations of a very demanding readership. For the most part, the print media is confronted with a serious technological deficit, and journalists continue to use rudimentary tools and techniques. They have yet to make the move into the era of new information and communication technologies. This project is being submitted in an effort to remedy this situation.

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

The 5 journalists on the editorial staff of *La Griffe*, and more generally, the newspaper's readership.

### **3. IMMEDIATE OBJECTIVE**

- To provide journalists with ITC skills development training;
- To equip *La Griffe*'s editorial office with DTP equipment.

### **4. DEVELOPMENT OBJECTIVE**

"Communication for development" imposes a number of imperatives which must be taken into consideration by the project promoters. By developing journalists' ITC skills they will be better equipped to take into account the problems and expectations of the general public, and to improve interactions between the population and themselves through a more effective system of communication. *La Griffe* firmly believes that the media can be a powerful driving force for the promotion of participative development. As such, ensuring its sustained development is one of its most important challenges for the future.



**5. PROJECT INPUTS**

- Computing equipment
- DTP training.

**6. PROJECT OUTPUTS**

- A better equipped editorial staff;
- Journalists proficient in ITC and capable of producing articles meeting the expectations of the general public;
- An improved layout for the newspaper.

**7. ACTIVITIES**

- Acquisition and installation of equipment;
- Identification and selection of trainers; design of course module and organisation of two 10-day training workshops.

**8. WORK PLAN**

Activities	1 <sup>st</sup> quarter	2 <sup>nd</sup> quarter	3 <sup>rd</sup> quarter	4 <sup>th</sup> quarter
Purchase of computer equipment				
Training workshop				
Refresher course				
Monitoring, evaluation				

**9. INSTITUTIONAL FRAMEWORK**

*La Griffé* will work closely with the communications agency, GLOBAL COM.

**10. SUSTAINABILITY**

With the equipment and the necessary associated training provided for within the framework of this project, *La Griffé* would enjoy a marked improvement in working conditions through to 2015.

**11. MONITORING FRAMEWORK**

The implementation of the project will be monitored by GLOBAL COM, which has undertaken to conduct refresher courses on a quarterly basis, and to maintain the computing equipment.

**12. PRE-PROJECT ASSESSMENTS**

**The newspaper's shortcomings have been identified by the journalists themselves.**

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

Through GLOBAL COM, *La Griffé* will submit a project implementation report every 4 months to the UNESCO Office in Bamako.

## C. ADDITIONAL INFORMATION

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

<b>PDC/13NER/01</b> 352-NER-31	100,000	<b>Niger</b>  Development of the National Publishing and Press Office : Le Sahel (daily) and Le Sahel-Dimanche (weekly)	1993 - 1995
<b>PDC/14NER/01</b> 352-NER-41	40,000	Assistance to radio clubs (rural radio)	1994 - 1996
<b>PDC/16NER/01</b> 352-NER-61	40,000	Equipment and training for DTP and computerized management	1996 - 1999
<b>PDC/49 NER/01</b> 354-NER-5051	19,000	NAFOUTA COMMUNITY RADIO	2006 - 2007
<b>PDC/51 NER/01</b> 354-NER-5061	28,000	CREATION OF COMMUNITY MULTIMEDIA CENTRE BY EXTENDING RADIO FARA'A	2007 - 2008
<b>Total Niger: US\$ 239,000</b>			

### Preliminary activities

Official notification of institutional structures (Press Council, press-related bodies, civil society).

### Aid requested from sources other than the IPDC

The *Réseau des Journalistes pour les Droits de l'Homme* (Journalists for Human Rights Network), for the assignment of a DTP trainer.

## D. BUDGET

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

<b>Equipment</b>	
5 Pentium IV computers (HD: 80 GB, Ultra DMA), 17" monitor with speakers, Windows XP Pro SP2, Office 2003, DVD recorder, 56K modem (...):	5,000
2 DTP and image processing software packages:	1,000
5 x 650 VA UPS with 25 min. autonomy :	830
Scanner (HP <i>Scanjet</i> 3650):	300
Printer (HP " <i>Laserwriter</i> ):	550
Colour printer (HP <i>Deskjet</i> 6543):	1,000
Digital camera (HP M 417) with memory card, batteries and charger:	600
5 x 1 Gb USB thumbdrives:	350
Headset with microphone and Webcam:	100
<b>Training</b>	
Trainer's fees and expenses (2 x 10-day workshops):	2,000
Teaching material ( <i>Role of the Copy Desk; Basic and Advanced computer skills; Using DTP software; etc.</i> ):	1,000
<b>TOTAL:</b>	<b>13,000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
5 computer tables and chairs:	1,000
Coffee breaks ( $2 \times 20 \text{ days} \times 5 \text{ pers.} \times \text{USD } 2$ ):	400
Lunch during training workshops ( $20 \text{ days} \times 5 \text{ pers.} \times \text{USD } 5$ ):	500
Consumables:	100
<b><u>TOTAL:</u></b>	<b><u>2,000</u></b>

# RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>RWANDA: IMPROVEMENT OF DISTRIBUTION OF PRIVATE NEWSPAPERS</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 RWA/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Printed press
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of expression; media pluralism
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial; equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 48 600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 32 400
<b>9.</b>	<b>BENEFICIARY BODY</b>	All private printed press
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Rwanda News Agency (ARI / RNA)
<b>11.</b>	<b>PROJECT LOCATION</b>	Rwanda
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Steven NSAMAZA, Director, Rwanda News Agency
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The Rwandan mass media are still in their young phases after having been completely destroyed during the country's civil war and genocide in 1994. However, the state-owned media still dominate this sector: they own the only TV station, have a nationwide outreach radio station and two weekly newspapers.

Presently, the Rwandan media are stable, enjoy considerable freedom than ever and minimal cases of censorship. The media law defines the working engagements with other institutions, and the Constitution provides a regulating body (High Council of the Press), which in return supports the media in line of work.

However, privately-owned media institutions are faced with several challenges: mostly lack of skills, equipment and financial constraints. In particular, Rwandan print media lack an established infrastructure for a countrywide distribution of newspapers. The few copies produced are only available in offices and on the streets of the capital, Kigali.

A limited readership has left the Rwandan press weak for impact and self-development. According to a recent survey by the Rwanda Institute of Statistics, prospective upcountry readers deplore a lack of access to newspapers.

In light of the above, this project proposes to establish a distribution network for all private print media with an outreach to all major trading centres in the country. The improvement of distribution will enable the private printed press to gain a wider readership.

The Rwanda News Agency will implement this project by establishing a distribution network of all private local newspapers. A central office will be set up to collect newspapers from the various press houses and have them transported to distribution outlets in the major trading centres. Newspapers stands are part of the equipment the project will purchase as distribution outlets.

The implementing body of this project, Rwanda News Agency, is a privately-owned local media agency with a daily newswire, *RNA News*. It also publishes *Grands Lacs Hebdo*, a weekly newspaper in French that covers the Great Lakes region, mainly Rwanda, Burundi, the Democratic Republic of Congo and the region in general.

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

The direct beneficiaries of the project will be all local private newspapers that have no established distribution network. A special attention will be paid to development and community newspapers. This will aim to bridge the communication and information gap by allowing access to newspapers in all major trading centres of the country.

### **3. IMMEDIATE OBJECTIVE**

To establish a distribution network by purchasing 90 newspaper stands to be placed in major trading centres and 3 delivery motorcycles to collect newspapers from different media houses and dispatch them, through carriers, to distribution outlets in rural trading centres.

#### 4. DEVELOPMENT OBJECTIVE

Newspapers are a communication channel between policy-makers and the population. The project will help the population in rural provinces to have access to local newspapers, which in return will help build an informed society leading to democracy and good governance.

#### 5. PROJECT INPUTS

The project will require the establishment of a Main Distribution Bureau (Central office) in the capital Kigali, which is a home to over 90% of print media in Rwanda, and the acquisition of newspaper stands and motorcycles. The permanent staff will run the daily operations, under the supervision of the Rwanda News Agency. The circulation manager assisted by a secretary will manage the project; 2 motorcyclists will be hired for the delivery of newspapers.

#### 6. PROJECT OUTPUTS

- Through the distribution network, all local private newspapers will be available in all trading centres in the country;
- The private print media will improve their production capacity;
- Communities in rural trading centres will have access to newspapers;
- Information flow will be improved.

#### 7. ACTIVITIES

- Identification of equipment suppliers;
- Finalising partnerships with media houses, newspapers vendors and carrier agencies;
- Consultations and final operational specifics;
- Staff recruitment to manage the circulation department;
- Purchase of all necessary equipment and installation to its final destinations;
- Operational stage of the project;
- Supervision of the distribution network.

#### 8. WORK PLAN

ACTIVITIES	Month 1	Month 2	Month 3	Month 4
Identification of equipment suppliers	■			
Finalising working partnerships	■			
Consultations and final operational specifics		■		
Staff recruitment for circulation department		■		
Purchase and installation of equipment		■	■	
Operational stage			■	■
Supervision of the distribution network				■

#### 9. INSTITUTIONAL FRAMEWORK

The Rwanda News Agency (ARI / RNA) is a privately-owned local media agency with a daily newswire, *RNA News*. It also publishes *Grands Lacs Hebdo*, a weekly newspaper in French that covers the Great Lakes region, mainly Rwanda, Burundi, the Democratic Republic of Congo and the region in general.

It will be responsible for the implementation of the project by establishing a circulation network of all local private newspapers. Media partners and associations like Press house and ARJ (Rwandan Journalist Association) will help in the awareness programme for this network.

## 10. SUSTAINABILITY

Rwanda News Agency has been boasting more than 11 years' experience in media business, first with a daily newswire in both English and French languages; later, it established a French newspaper; this in return has contributed to rebuilding a nation that was destroyed by the civil war and genocide. The Director of ARI-RNA is supported by a group of young journalists, most of whom are graduates of the School of Journalism at the *Université Nationale du Rwanda*.

The IPDC grant will help to establish the distribution network and see it operational. The Agency will consider several options for raising revenue to cover running costs; it will earn a small percentage from all newspapers sold through its network. Besides, the circulation network will increase the subscriber's base to finance the operations.

## 11. FRAMEWORK OF MONITORING

The Rwanda News Agency proposes that the National Commission for UNESCO, the Press House or the Rwandan Journalist Association monitor this project.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Rwanda News Agency undertakes to report on project progress on a four-month basis.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by Rwanda

PDC/2RWA/01 520-RWA-61 (FIT-France)	159,000	Rwanda Development of Rural Communication	1982 - 1984
PDC/17RWA/01 352-PDC-71	45,000	Strengthening the Capacity of the 'Ecole supérieure des sciences et techniques de l'Information'	1997 - 1998
PDC/17RWA/01 352-PDC-72	50,000	Strengthening the Production Capacity of the Independent Press	1997 - 1998
PDC/51RWA/01 354-PDC-5061	29,000	CAPACITY BUILDING FOR RWANDAN HIGH COUNCIL OF THE PRESS	2007-2008
Total Rwanda: US\$ 124,000+US\$ 159,000 (Funds-in-trust)			

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

The Rwanda News Agency has gathered adequate information as regards this field, and has documented for implementation wherever resources are available.

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

The Rwanda News Agency will supervise the project and resort to the available resources to ensure its success.

## D. BUDGET

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

90 newspaper stands:	5 670
Transport and installation of the stands to their destination:	1 595
3 motorcycles:	2 730
Computer with APC:	1 430
Printer:	490
Office telephone set:	185
Office furniture:	500
Technical assistance (start-up support, local capacity building):	8 500
Transport, communications, maintenance, utilities:	7 900
Monitoring:	1000
<b><u>TOTAL</u> :</b>	<b><u>30 000</u></b>

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

Staff salaries and wages (4 persons):	7 800
Office rent:	3 300
Administrative expenses	4 500
Supervision and reports:	600
<b><u>TOTAL</u> :</b>	<b><u>16 200</u></b>



# SENEGAL

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>REINFORCEMENT OF THE COMMUNITY RADIO, "NDENG LENG FM"</b>
2.	<b>NUMBER</b>	<b>PDC/52 SEN/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Community radio
4.	<b>IPDC PRIORITY AREA</b>	Development of community media Promotion of freedom of expression
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 57,850
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 36,450
9.	<b>PROJECT BENEFICIARY</b>	Local and migrant populations
10.	<b>IMPLEMENTING BODY</b>	The NGO, <i>Ndef Leng</i>
11.	<b>PROJECT LOCATION</b>	Fatik and Dakar
12.	<b>PROJECT PREPARED BY</b>	Babacar Diouf, Director
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Pluralism in the radio broadcasting sector is an undisputed reality in Senegal. Since the setting up of the first private radio station in 1992, the country has witnessed the emergence of several new stations, in Dakar as well as in the interior of the country.

A network of rural radio stations has been developed by the *Agence Intergouvernementale de la Francophonie* (Intergovernmental Agency for Francophonie). For its part, the RTS has reinforced its status as a public service provider by extending radio broadcasting coverage to the entire national territory through the COMSAT project, and by the setting up of local radio stations in regional capitals hitherto devoid of radio.

The Senegalese authorities consider that private, rural and local radio stations, managed independently by associations, are an effective complement to the RTS' public service. This was recently confirmed by the granting of broadcasting licences to several new promoters.

More and more communities have been taking steps towards obtaining and operating their own radio stations to improve communication and provide better support for development efforts. It is for this reason that the NGO, *Ndef Leng*, which is submitting this project, and which has extensive experience in working with Serere populations as well as in the implementation of various types of communication projects (functional literacy, micro-projects, health, etc.) wishes to set up a radio station aimed specifically at the large Serere community in the regions of Fatick, Kaolack, Diourbel and Tambacounda. The project falls under the category of associative community radio. *Ndef Leng FM Dakar 93.4* has been broadcasting since July 19, 2001.

The project promoter, *Ndef Leng* has obtained a 2<sup>nd</sup> broadcasting licence for the operation of the community radio, *Ndef Leng FM Fatick 93.5*. This latter, however, has been confronted with a number of difficulties, including a limited zone of coverage, inadequate listening quality, equipment maintenance and upgrade problems, very limited revenue (in accordance with the legal provisions governing associative and community radios), and lastly, inadequate training for its personnel.

The project promoters' main priority is the issue of equipment (acquisition or replacement).

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

Where *Ndef Leng FM Dakar* is concerned, the target groups are mainly composed of migrants, women, labourers, seasonal worker and the voiceless. *Ndef Leng FM Fatick* is aimed directly at the local community.

### **3. IMMEDIATE OBJECTIVE**

To equip the local radio station in Fatick and to replace the equipment at *Ndef Leng FM Dakar*.

### **4. DEVELOPMENT OBJECTIVE**

Pluralism has permitted extensive broadcasting to Senegalese in their various national languages, and it has also played a decisive role in the coverage of the electoral process, the transparency of which has been widely recognised.

With the investments provided for in the project, *Ndef Leng* would be able to extend its zone of coverage, increase its production capacity and, above all, create a link between Fatick—a zone characterized by a high rate of emigration towards Dakar—and migrants residing in the capital.

## **5. PROJECT INPUTS**

The list of production and broadcasting equipment (studio equipment, transmitter centre, antenna mast, etc.) is presented in detail in budgets D-1 and D-2.

## **6. PROJECT OUTPUTS**

With the acquisition of new equipment, *Ndef Leng FM Fatick* would be able to extend its zone of coverage, improve its listening quality and production and broadcasting capacity, and increase the size of its audience.

By replacing the equipment at *Ndef Leng FM Dakar* with a one-kW transmitter, a new antenna system and radio production equipment, *Ndef Leng FM Fatick* could inherit the equipment currently in use at the Dakar station.

By linking the two stations via a dedicated programme line, broadcasts could be synchronized to provide the large migrant community in Dakar with a constant flow of local information and thereby contribute to reducing rural migration.

## **7. ACTIVITIES**

- Broadcasting of information on local development;
- Identification of projects to submit to local authorities and/or aid programmes;
- Extensive broadcasting of decisions taken by the local authorities, the minutes of meetings, debates and important dates;
- Participation in preparing and orienting the budget;
- News in local languages on the issue of decentralisation;
- Organisation of thematic radio fora;
- Collective and individual authoring of articles on community life;
- Implementation of a system for evaluating local development;
- Broadcasting of information to communities on actions undertaken by the State, NGOs, projects and programmes, local communities, etc.

## **8. WORK PLAN**

To produce programmes in partnership with grassroots community organisations, local authorities and other development partners.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented in accordance with the provisions of the decree of February 8, 1996, establishing the conditions of operation of NGOs in Senegal.

The frequency, 93.4 MHz, in the FM band, has been assigned to the NGO *Ndef Leng* for the operation of the *Ndef Leng FM Dakar* transmitter; the frequency, 93.5, has been assigned to the community radio, *Ndef Leng FM Fatick*.

**10. SUSTAINABILITY**

With a network comprising two radio stations 150 kilometres apart, *Ndef Leng FM* would be able to extend its zone of coverage and increase the size of its listenership. As such, production output will increase to support its development.

**11. MONITORING FRAMEWORK**

The NGO, *Ndef Leng* is willing to collaborate with any professional organisation proposed by UNESCO to monitor the implementation of the project.

**12. PRE-PROJECT ASSESSMENTS**

*Ndef Leng* undertakes to provide the IPDC with project-related technical and financial reports.

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

*Ndef Leng FM* undertakes to submit an activity report every four months.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country**

<b>PDC/3SEN/28</b> 350-SEN-31 350-SEN-51	25,000 40,000	<b>Senegal</b>  Development of News Agency	1982 - 1987
<b>PDC/6SEN/01</b> 350-SEN-61	45,000	Development of regional information (Sen. News Agency)	1986 - 1988
<b>PDC/7SEN/01</b> 350-SEN-71 350-SEN-81	35,000 35,000	News gathering and news service	1986 - 1990
<b>PDC/18SEN/01</b> 352-SEN-81	33,000	Use and archiving of audio material	1998 - 1999
<b>PDC/19SEN/01</b> 352-SEN-91	60,000	Coverage of the national territory by the Senegalese news agency	1999 - 2002
<b>PDC/20SEN/01</b> 353-SEN-01	40,000	Establishment of an advanced media training centre	2000 - 2002
<b>PDC/21 SEN/02</b> 353SEN5011	15,000	“Le Temoin”, ECOWAS new area of citizenship	2003 -2004
<b>PDC/21 SEN/01</b> 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
PDC/51 SEN/01 354-SEN-5061	20,000	<b>UPGRADE OF RESOURCES AT THE WOMEN'S RADIO STATION, MANOORE FM</b>	2006_2007
<b>TOTAL SENEGAL: US\$ 366,000+ US\$ 30,000 (FIT)</b>			

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

List of partners: State, local authorities, CNLS, UNICEF, ANCS, Plan International, PAPF, PAPA.

## D. BUDGET

<b>1. BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Transmitter equipment</b>	
Guyed tower (50 m) composed of 17 x 3-metre modules:	6,000
ASR 03 aerial system:	3,900
30 W broad-band exciter:	2,700
500W transmitter amplifier (87.5 – 110 Mhz):	6,800
Coaxial cable:	1,100
<b>Radio studio equipment</b>	
16-channel audio control console:	11,300
PC and software for audio editing:	3,800
Monitor headphones:	60
5 KVA voltage regulators:	790
<b><u>TOTAL:</u></b>	<b><u>36,450</u></b>

<b>2. BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
<b>Production equipment</b>	
2 player-recorders:	1,095
1 CD player:	600
2 MD players:	1,290
4 field reporting mini-disk player-recorders:	2,850
Control room amplifier 2 × 260 W:	1,000
4 table microphones with booms:	1,250
4 monitor headphones:	235
Pair of loudspeakers:	395
2 amplified speakers/tuner:	1,565
Headphone and distribution amplifier:	945
Wiring and connectors:	390
Computer:	6,840
Broadcasting software:	1,970
CD-ROM recorder:	390
UPS:	585
<b><u>TOTAL:</u></b>	<b><u>21,400</u></b>

# SÃO TOME & PRÍNCIPE

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SKILLS REINFORCEMENT AND UPGRADE FOR TVS ( <i>TELEVISÃO SÃO TOMÉ &amp; PRÍNCIPE</i> ) PERSONNEL</b>
2.	<b>NUMBER</b>	<b>PDC/52 STP/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Television
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 \$ 67,400
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 53,400
9.	<b>PROJECT BENEFICIARY</b>	Televisão São Tomé (TVS) journalists and technicians
10.	<b>IMPLEMENTING BODY</b>	Televisão São Tomé (TVS)
11.	<b>PROJECT LOCATION</b>	São Tomé (São Tomé & Príncipe)
12.	<b>PROJECT PREPARED BY</b>	TVS, in collaboration with the UNESCO Office in Libreville
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

São Tomé & Príncipe is a country in the Gulf of Guinea composed of two islands: São Tomé and Príncipe. The country has one public television channel (TVS) and one radio station (RNSTP). Three foreign stations—the RTP (Portugal), RFI (France) and BBC (UK)—also broadcast to the island nation. Two private radio stations emerged with the liberalisation of the audiovisual landscape, which is incorporated in the Constitution and established under the Media Act.

TVS covers more than 70% of the national territory and employs some forty journalists, technicians and administrative staff.

Despite the having to work with outdated equipment (most of which dates back to 1980, when the station was first set up), the station's personnel tries its best to fulfil the various missions entrusted to them by the government, i.e., to train, inform and educate the general public. Most of the personnel have been working at the station since its creation. However, due to a lack of financial resources, the various training plans and skills development programmes drawn up over the years have never been implemented. The last course attended by TVS technicians and journalists took place more than 7 years ago.

The lack of training and skills development has undermined employee dynamism, motivation and creativity, and consequently, the quality of production. The situation is particularly concerning since it coincides with the government's decision to adopt a new strategy allowing for greater media involvement in its development policy and in the fight against poverty.

Indeed, the public media is expected to play a major role in the new communication strategy adopted by the government of São Tomé & Príncipe, not only as a means of involving the population in public debate but also through the promotion of local initiatives in the fight against poverty. As such, TVS must create a new dynamism among its employees, and this can be achieved by providing them with such training in media production as would enable them to meet the expectations of the population in terms of quality.

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

TVS journalists, presenters and technicians.

### **3. IMMEDIATE OBJECTIVE**

To contribute to the process of skill development among TVS journalists and technicians, and to improve the quality of participative and educative audiovisual productions.

### **4. DEVELOPMENT OBJECTIVE**

Through the development of its human resources, TVS would be able to diversify its programming and thereby contribute to achieving greater public involvement in public debate and in the development process.

## **5. PROJECT INPUTS**

- 2 trainers in video production;
- 2 trainers for journalists and presenters;
- One trainer specialising in mass media for education;
- A translator;
- *Per diem* allowances and fees for trainers;
- Logistics for the training programme;
- Catering for participants;
- Teaching material (copies) for the training programme and for audiovisual production;
- Vehicle rental;
- Computer equipment;
- Communication and administrative expenses.

## **6. PROJECT OUTPUTS**

- 20 journalists and presenters trained in the production and presentation of participative programmes;
- 15 technicians and cameramen trained in the video production of participative and educative programmes;
- 35 persons trained in "mass media for education" techniques;
- Production of a participative programme;
- Production of 2 documentaries of a cultural nature.

## **7. ACTIVITIES**

- Selection of trainers and signing of contracts;
- Acquisition of teaching equipment and material for training workshops;
- Translation of material into Portuguese;
- Workshop on "mass media for education" (1 week) ;
- Seminar on video production of documentaries and/or cultural programmes (3 weeks);
- Seminar on the production and presentation of participative programmes (2 weeks).



## 10. WORK PLAN

<b>Activities / Month</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Monitoring and evaluation															
Selection of trainers and signing of contracts															
Acquisition of material; translation and copying of teaching aids															
Workshop on "mass media for education"															
First progress report															
Seminar on the production of cultural documentaries															
Second progress report															
Seminar on the production of participative programmes															
Production and broadcast of participative programmes															
Third progress report															
Production and broadcast of cultural documentaries															
Final report															

## 9. INSTITUTIONAL FRAMEWORK

TVS is the channel operated by the national television service of the Democratic Republic of São Tomé & Príncipe. Its operations are funded mainly through government grants.

## 10. SUSTAINABILITY

The Ministry for Social Communication and Regional Integration is currently in the process of adopting a new, 5-year communication strategy in which the development of human resources plays an important part. The budget package allocated for this purpose has been significantly increased. TVS will receive funding under this budget increase to pursue its human-resource development programme.

## 11. MONITORING FRAMEWORK

The implementation of the project will be monitored by the Managing Director of TVS, who has a solid background in management and communication.

## 12. BENEFICIARY BODY'S REPORTING FRAMEWORK

TVS will submit three progress reports. These will include the qualitative and quantitative details required to evaluate the progress of the project and the results obtained.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

PDC/6STP/01 350-STP-61	11,400	Sao Tome and Principe	1985 - 1986
		Assistance with the maintenance of radio equipment	
PDC/7STP/01 350-STP-71	30,000	Development of radio	1986 - 1988
PDC/15STP/01 352-STP-51	50,000	Construction of a radio transmitter and setting up of a mobile radio station	1995 - 1998
<b>Total Sao Tome and Principe: US\$ 91,400</b>			

### D. BUDGET

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

<b>3 training workshops</b>	
Air transport for 5 trainers:	10,000
Trainers' fees (USD 14,500); trainers' <i>per diem</i> allowances (USD 6,720); interpreters' fees (USD 3,000):	24,220
Catering for participants for 2 seminars and one workshop:	5,180
Reproduction of working documents and miscellaneous supplies:	1,000
Translation of documents:	4,000
Reprographic reproduction of documents:	1,500
<b>Equipment</b>	
2 computers with video editing software:	5,000
Video-cassette recorder (VCR) and accessories:	1,000
Monitoring:	1,000
Final report:	500
<b>TOTAL:</b>	<b>53,400</b>

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

Supply of vehicles:	1,000
Project coordination team:	3,500
Logistics for the organisation of the 3 workshops:	6,000
Progress reports:	1,500
Communication and miscellaneous expenses:	2,000
<b>TOTAL:</b>	<b>14,000</b>

# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>SOMALIA:ESTABLISHMENT OF HARGEISA CAMPUS CMC</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 SOM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community broadcast; Human resource capacity building
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media infrastructure; Development and capacity building; Freedom of expression and pluralism
<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 \$ 87 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 45 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	University of Hargeisa (UOH) University community journalists
<b>10.</b>	<b>IMPLEMENTING BODY</b>	University of Hargeisa
<b>11.</b>	<b>PROJECT LOCATION</b>	Hargeisa
<b>12.</b>	<b>PROJECT PREPARED BY</b>	UOH Faculty of Distance, ICT and Continuing Education
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Hargeisa, the capital of Somaliland attracted many international humanitarian organisations, due to the prevailing peace and stability. This has resulted to the building and rehabilitation of many primary and secondary schools in the country. Later on, two universities sprang out through the initiatives and efforts of the locals and the government that saw the need for higher learning institutions. To date, Somaliland has three functioning universities based in Hargeisa, Borama and Burao. The University of Hargeisa was established in 2000 and houses the following Faculties and Institutions: Business Studies, Law, Medicine, Islamic Studies, Science, Information and Communication Technology (ICTs) and Distance Education (Journalism included), Education and Civil Service Institute (in collaboration with the Civil Service Commission and the UNDP).

The distance courses (journalism, IT and Business Communication) started in March 2004, in conjunction with the partner institutions of Indiana University of Pennsylvania, New Jersey and GU. The 5-module journalism courses were soon elevated to a degree programme after only two short cycles (2004-2005 and 2005-2006), mainly due to the success of the experiment. Thanks to UNDP/World Bank and African Virtual University, which made the project a success.

#### **Media Situation**

In spite of their limited print runs, the papers, especially the more independent ones, have been known to have had an edge that more than shaped up the destiny of this tiny nation (3.5 million). They consistently championed issues that touched the day-to-day lives of the man on the street: freedom of expression, individual rights, women rights, the right to justice, health and education, and the right to choice.

It is against the above background that UNESCO, through the Addis Office, donated radio equipment to the University of Hargeisa School of Journalism in 2007 to start up a radio station. This proposal is therefore meant to seek support to the setting up of the Campus Radio station and telecentre.

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

- Journalism students at the University of Hargeisa;
- The communities living in and around the capital city of Hargeisa;
- The student population of the University of Hargeisa;
- The student population in high schools, vocational institutes, academies near the University of Hargeisa.

### **3. IMMEDIATE OBJECTIVE**

The Campus CMC will serve as a reference point for both print and electronic information and knowledge and sharing by offering access to an alternative to state and other private media with a diversity of programming, and professional and responsible reporting.

### **4. DEVELOPMENT OBJECTIVE**

The improvement of the curriculum of the Hargeisa School of Journalism, through the integration of the radio station, media resources into appropriate courses, will also be achieved through

provision of a hands-on opportunity for direct radio experience for students at the University, both inside and outside of the School of Journalism.

## **5. PROJECT INPUTS**

- Studio treatment materials;
- Installation of the radio station and telecentre;
- Telecentre equipment;
- 6 computers and UPS;
- Guyed mast;
- Server;
- Fax machine;
- News gathering kits;
- Laser printer;
- Photocopier;
- TV set;
- Scanner;
- Overhead projector;
- Website establishment;
- Technical support.

## **6. PROJECT OUTPUTS**

1. 50 certificate and degree students in journalism will receive hands-on training in radio broadcasting;
2. IT Training facility for the UOH Community will be established;
3. IT technical services for the community will be increased. Presently, the IT group at UOH is giving technical services to international organisations based in Somaliland, government ministries and the Parliament;
4. Practical training in multimedia development for development support communication personnel will be offered to the members of the mass media community and extension agents;
5. Opportunities for online research and documentation will be provided;
6. Desirable environment for distance education programmes will be increased.

## **7. INSTITUTIONAL FRAMEWORK**

The project will be closely monitored by a Committee from the University fraternity as listed below and representatives from the government of Somaliland ministries:

Mustapha Ismail Elabe	Dean, ICT and Online Distance Learning Initiative (ODEL) Faculty
Hassan Mohamed Jama	Facilitator, Head of UOH Journalism Initiative
Abdirashed Ibrahim	Technical staff / IT
Zuhur Yasin Ibrahim	Technical staff
Amran Ali Heiss	Deputy Administrator; UOH
Amina Ahmed	Personnel, UOH
Abdi Haybe Elmi	President, UOH

## 8. SUSTAINABILITY

Hargeisa University is well established, and its programmes as detailed in the website <http://www.hargeisaUniversity.net> have been running for many years. With the launch of the radio station and of the telecentre, several income-generating activities will be implemented to ensure its sustainability. Programmes will be prepared by the students volunteers, interns etc to ensure the cost is kept at minimum. The Centre will also join the network of CMC's in the region to benefit from exchange of programmes and experiences. The University is also receiving support from other donors such as the Islamic Development Bank.

## 9. FRAMEWORK OF MONITORING

The project will be overseen by above-mentioned Committee of professionals whose member-units can each contribute to the overall success of project. The contact person, however, for the implementation, supervision and for follow-up purposes, would be the Dean of the Faculty of Distance, Mr. Mustapha Ismail Elabe. The Head of the Journalism initiative at the University will assist the Dean on matters that need further consultation, short of a Committee deliberation.

## 10. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### 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
PDC/51 SOM/01 354-SOM-5061	25,000	SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA	2007-2008
<b>Total Somalia: US\$125,000+US\$ 100,000 (Funds-in-trust)</b>			

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

The University of Hargeisa has undertaken to provide the ground and building of the radio station and telecentre. It has decided to set aside a computer building to be implemented by the Islamic development Bank for this purpose.

## D. BUDGET

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

<b>Equipment</b>	
Fittings for soundproof studio:	3 000
Equipment installation:	1 000
Guyed mast 60 m.:	5 000
Portable microphones, portable recorder MP3 kit, headphones and microphone stands:	2 000
Sound recorders, video cameras and digital cameras for field missions:	4 000
Laser printer, fax machine, scanner, TV and computer software:	4 000
Telecentre with computers and one server:	12 000
8 UPS:	1 600
Photocopier:	2 000
Overhead projector and a laptop:	2 400
<b>Training</b>	
Technical training and support:	2 000
Training for the University community on the operation of the radio station:	2 000
Content production:	3 000
Monitoring	1 000
<b><u>TOTAL:</u></b>	<b><u>45 000</u></b>

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

University land:	5 000
Radio station and telecentre building:	17 000
Overheads:	10 000
Radio station managers and staff:	5 000
Telecentre managers and staff:	5 000
<b><u>TOTAL:</u></b>	<b><u>42 000</u></b>

# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTs</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 SOM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting and ICTs
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community broadcasting; Human resource development; Freedom of expression and pluralism
<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 \$ 67 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 42 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	East African University and Puntland Community in Somalia
<b>10.</b>	<b>IMPLEMENTING BODY</b>	East African University Journalism School
<b>11.</b>	<b>PROJECT LOCATION</b>	Bosaso, Puntland
<b>12.</b>	<b>PROJECT PREPARED BY</b>	East African University, with assistance from UNESCO, Nairobi
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

The East African University in Bosasso, Puntland, opened its doors to students in October 1999. It was committed in the development of Puntland state through education. It is important to note that mass media in Puntland is not well supported, due to lack of facilities and expertise. Most journalists operate in ill-equipped offices with little research materials, and lack reference centres and a media library. It is therefore necessary that a university multimedia Centre including a university radio station and an ICT Centre be established which would not only serve the university community but also benefit the media professionals in Puntland.

The Puntland community also lacks the Internet and a library where they can look for references, undertake research activities and turn in for radio interviews that can tackle various issues of society concern such as nomadism. Journalism students, women in the community, who are most oppressed and the youth in the society would benefit most from an operational centre where they can share experiences, talk on development issues, address the needs in their daily lives and promote gender balance within and outside the University.

As the country struggles in the direction of democracy, security and stability, it is necessary to enhance the mass media situation in Somalia through the creation of university broadcasting stations and computer Centres.

To establish the Centre, the UNESCO Office in Addis Ababa donated in 2007 a *Wantok FM Broadcast* (portable) radio equipment to the East African University to strengthen its journalism course. This equipment is to be set up within the University media training and information resource Centre that will serve as a training, information resource and recreational Centre. The license for broadcasting was formally applied, and the University has been assured of receiving it soon.

This proposal therefore seeks support in setting up the University radio station and the ICT Centre. The University now lacks the financial capacity to purchase the necessary equipment and technical skills in community radio broadcasting to establish the Centre.

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

The target group will be Journalism students, certificate and degree students, the media society, Puntland and the Somali people in general. It will also benefit the distance-learning students in the Online Distance Learning Initiative (ODEL) programmes using VSAT terminals to access Internet connectivity for knowledge resources and interactive learning in selected Somali universities and tertiary institutions.

### **3. IMMEDIATE OBJECTIVE**

To enhance and diversify the radio programming in Puntland, democracy-building in Somalia, produce a cadre of well-trained journalists as well as provide an alternative avenue for public information and development support programming in areas that are of pertinent concern to students and the community at the East African University.

### **4. DEVELOPMENT OBJECTIVE**

To strengthen the journalism teaching profession in Somalia and allow democratic participation of the communities in Puntland by enabling them to make informed decisions through access to

information and knowledge. The establishment of the Centre will also ensure a free flow of information, free impartial broadcasting of news and training of journalism students

## **5. PROJECT INPUTS**

- Fittings for soundproof studio;
- Portable microphones;
- Sound recorders, video cameras and digital cameras for field missions;
- Printer;
- Scanner;
- Server;
- Computer Centre with 10 Pc's;
- Overhead projector and a laptop;
- Photocopier;
- Technical training and support;
- Training for University community on the use of the radio station.

## **6. PROJECT OUTPUTS**

- University Radio station set up and on air;
- A well-equipped ICT Centre established;
- Hands-on training for 40 students per year in radio broadcasting;
- Distance education programmes expanded and improved;
- Media professional in Puntland offered access to information;
- Communities around Puntland participate in the radio programmes interactions and interviews.

## **7. ACTIVITIES**

- Technical training;
- Treatment of broadcasting studio;
- Purchase of the rest of the equipment;
- Setting up of the entire Centre equipment;
- Setting up of the radio station;
- Production and airing of programmes;
- Training and sensitisation of the University community and staff on the operation of the University radio;
- Hands-on training for the School of Journalism on radio broadcasting.

## 8. WORK PLAN

<u>Activity / Month</u>																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Consultations with the University and hiring and training of technical team																		
Treatment of the radio broadcasting station																		
Extra equipment sourcing, purchase, installation, and commissioning																		
Sensitisation of the University community and students																		
Production and airing of the programmes																		
Training of students on radio broadcasting																		
Progress reports																		
Monitoring and evaluation																		

## 9. INSTITUTIONAL FRAMEWORK

The project will be supervised directly by the University management Committee (listed below) with technical support form the UNESCO Regional Communication Office in Nairobi. The University is a community initiative, hence a society trustee.

Mr. Abdinur Farah Yussuf	Chairman
Dr. Ahmed Hagi Abdi Rahaman	Member
Mr. Yussuf Abdulaziz	Member
Mr. Mohamed Abdi Adan	Member
Dr. Mohamed Ali Farah	Member

## 10. SUSTAINABILITY

This is considered a seed catalytic project where the University will continue contributing into after the establishment. Moreover, the University enjoys various support from other partners such as the African Research Institute, in conjunction with the Somali diaspora in Melbourne, which has continued to provide educational material and other support for the University of East Africa. The Online Distance Learning Initiative (ODEL) programme, which falls under this centre is supported by the World Bank in partnership with the UNDP through the Low Income Countries Under Stress (LICUS) initiative. UNDP is taking the lead as the implementing partner, while the AVU (*African Virtual University*) offers the technical assistance and support in the online distance learning methodologies.

Furthermore, most online learning programmes will be conducted at the Centre; a high number of student enrolment is anticipated which will add on to income-generating activities.

## 11. FRAMEWORK OF MONITORING

The East African University will be monitoring and reporting the progress of this project on a quarterly basis.

### 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
PDC/51 SOM/01 354-SOM-5061	25,000	SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA	2007-2008
<b>Total Somalia: US\$125,000+US\$ 100,000 (Funds-in-trust)</b>			

### D. BUDGET

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

<b>Equipment</b>	
Fittings for soundproof studio:	3 000
Equipment installation:	1 000
Guyed mast (60 m.):	5 000
Portable microphones, portable recorder MP3 kit, headphones and microphone stands:	2 000
Sound recorders, video cameras and digital cameras for field missions:	4 000
Laser printer, fax machine, scanner and computer software:	4 000
ICT Centre with 8 computers and one server:	12 000
10 UPS:	2 000
Photocopier:	2 000
Overhead projector and a laptop:	2 500
<b>Training</b>	
Technical training and support:	2 000
Training for the University community on the operation of the radio station:	2 000
Monitoring	1 000
<b>TOTAL:</b>	<b>42 500</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Radio station and Centre staff costs:	10 000
Studio and Centre space:	10 000
Overheads:	5 000
<b><u>TOTAL:</u></b>	<b><u>25 000</u></b>

# TANZANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 URT/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of community media; Promotion of 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>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 65 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 33 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	Kyela Community
<b>10.</b>	<b>IMPLEMENTING BODY</b>	KBC-Community Initiative Services (KCIS)
<b>11.</b>	<b>PROJECT LOCATION</b>	Kyela District
<b>12.</b>	<b>PROJECT PREPARED BY</b>	KBC-Community Initiative Services (NGO)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The difficulties to gain access to information and communication in rural Tanzania are well known: low level of ICT participation. According to the Ministry of Communication and Infrastructure, Tanzania has only 250 000 Internet users by 2006, and only 6.5 million GSM connections by 2007, out of the estimated 36 million population. High illiteracy rates among disadvantaged groups, especially women and the young, 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 Kyela District, where poverty-stricken groups continue to be denied access to information, knowledge, skills and technology transfer.

Most radio and TV broadcasts are transmitted from Dar es-Salaam city, and barely reach the Kyela District, which is about 1 000 km south, near the Malawi border. Newspapers are printed in Dar es-Salaam, reaching Kyela with significant delays. In Kyela, a week-old newspaper attracts enough attention. Kyela community consequently do not have any source of reliable and up-to-date information and is left out of the national communication processes. Farmers in Kyela happen to lose by selling their farm produce at prices below the market rates, due to the lack of access to information on prices of their produce, especially rice, in the big cities such as Dar es-Salaam. This request seeks therefore to address this information and communication deficit by creating a community radio and ICT centre that will contribute to addressing the communication needs.

The proposed rural community information access Centre will provide a digital window through which these disadvantaged rural communities, women and the youth in particular, can not only improve their present situation in their rural setting, but also prepare them for their future role in the coming information-based market economies.

### **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 main user groups of the services will be:

- The local administration;
- The hospital and health centres;
- Schools – both primary and secondary;
- Agricultural extension services;
- The general public;
- Development agencies and NGOs;
- Outreach and distance learning institutions.

### **3. IMMEDIATE OBJECTIVE**

To establish a locally run, owned and managed Community radio and Multimedia centre that will cater for the needs of the local community in Kyela.

### **4. DEVELOPMENT OBJECTIVE**

- To strengthen community participation in the development process;

- To contribute to a wider and better dissemination of information on advocacy and development issues, such as HIV/AIDS, good governance, democracy and human rights, gender issues, micro financing, environment and education.

## 5. **PROJECT INPUTS**

### 5.1. *Community Radio Transmission Equipment*

A 100-W transmitter with antenna, cabling, 22-channel studio mixer, two studio monitor speakers, computer with Pentium IV, 80Gb HD, two microphones, twin CD player, compressor, headphones, equaliser, crossover, generator and soundproof room.

### 5.2. *Training for Radio and Multimedia centre staff*

## 6. **PROJECT OUTPUTS**

- Fully operational KBC-Community Initiative services Centre, comprising a community radio station and the Multimedia Centre;
- Increased access to affordable radio and ICT-based information and communication services in education facilities, medical information including telemedicine, maternal health and child upbringing;
- Increased skills in the use of ICT-based information services through affordable computer training.

## 7. **ACTIVITIES**

- Project design; submission to potential partners and inviting them to participate;
- Revision of project document; development of work plan;
- Preparation of premises for the radio and multimedia centre;
- Obtaining a local community radio license and other licenses;
- Recruitment and training of staff;
- Acquisition of radio and multimedia centre equipment;
- Research on programme production, content development, scripting and recording;
- Inauguration of the radio station and multimedia Centre;
- Evaluation of process and impact.

## 8. **WORK PLAN**

Action	Pre-Jul 08	July 08	Aug 08	Sept 08	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr09	May 09
Project design – submission of project document to potential partners												
Revision of project document; consultation with partners, development of work plan												
Preparation of premises for the radio and multimedia centre												
Obtaining a local community radio license and other licenses												
Recruitment and training of staff												
Acquisition of radio and multimedia centre equipment												
Research on programme production, content development, scripting and recording												



Inauguration of the radio station and multimedia Centre																						
Evaluation of process and impact																						

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by KCIS, in collaboration with the Kyela District Council, user groups, and with assistance from the relevant professional organisations. The Tanzania Commission for Science and Technology (COSTECH) and the Ministry of Infrastructure will be involved, in collaboration with UNESCO office in Dar es-Salaam. Both COSTECH and the Ministry of Infrastructure through the National ICT Coordination Office are supporting this project; references can be supplied upon request by IPDC.

## 10. SUSTAINABILITY

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

Experiences gained by COSTECH in the establishment of telecentres, show that there are firm indications that Rural Community Information centres based on this model would not only be financially sustainable but also be of direct economic and developmental benefit to the target community. Distance learning institutions like the Institute of Adult Education and the Open University of Tanzania, and even the Mkwawa University College of Education provide ideal partners that will not only promote usage of the facilities, but will provide a delivery outlet for their students in the District and the immediate surroundings.

These proposed Kyela Rural Community Information centre would be strategically located to tap into “*paying capability*” of communities and institutions like schools, which have a proven record of guaranteeing sustainable usage through raising revenues from institutional subscribers. This project pays a particular attention to the issue of financial sustainability, and will combine underwriting from major institutional users, local government, NGOs, schools and local communities.

## 11. FRAMEWORK OF MONITORING

Monitoring of the project will fall under the responsibility of the Tanzania Commission for Science and Technology (COSTECH) and the National ICT Coordination Office in the Ministry of Infrastructure. Quarterly reports will be submitted to the UNESCO Office in Dar es-Salaam and the Community Information Centre Board to ensure that the project meets the needs of the community.

## 12. EVALUATIONS CARRIED OUT

Experts with experiences on the rural Multimedia centre concept were consulted in the project formulation process. The district has several primary and secondary schools, hospitals and several NGOs. Electricity is readily available; telecommunication services are available in town. There is no public library in the district. The nearest public and Internet access facilities are more than four hours by public transport.

The facilities at the 9 primary schools and 4 secondary schools in the immediate vicinity of the proposed rural multimedia centre are very basic. A multimedia centre with educational facilities and appropriate content can greatly contribute to the educational process of the children and of the teachers.

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

*KBC-Community Initiative Services* undertakes to carry out regular follow-up of the operations and to submit an activity report to UNESCO every four months.

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

#### Previous IPDC support received by the country

<b>PDC/3URT/29</b> 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	1982 - 1984
<b>PDC/5URT/10</b> 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
<b>PDC/10URT/01</b> 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
<b>PDC/14URT/01</b> 352-URT-41	50,000	Information and communication for development	1994 - 1996
<b>PDC/15URT/01</b> 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
<b>PDC/18URT/01</b> 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
<b>PDC/19URT/01</b> 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
<b>PDC/24URT/01</b> 552URT5000 (FIT-Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
<b>PDC/49 URT/01</b> 354 URT 5053 (Co-financed by France)	30,000	JOURNALISM TRAINING CENTRE	2006-2007
<b>PDC/51 URT/01</b> 354 URT 5061	14,000	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	2007-2008
<b>Total United Republic of Tanzania: US\$ 395,500+ US\$75,710 (FIT)</b>			

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

- Consultations with COSTECH and Ministry of Infrastructure and Communication on the viability and support for the project.
- Consultations with Tanzania Communications Regulatory Authority (TCRA) on requirements to acquire a community radio licence.

#### Assistance sought other than IPDC

No assistance has been sought, but with the advice and support of UNESCO, there are plans to consult with the ADEN Fund through the French Embassy in Tanzania, to study possible collaboration in the development of the multimedia centre.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
Staff training and local content research:	5 000
FM radio equipment (100 W):	5 000
Antenna system and feeder:	2 500
22-channel studio mixer:	1 000
Computer with Pentium IV, 1Gb RAM, HDD 80Gb:	1 500
2 studio monitor speakers:	500
2 microphones:	200
Twin CD player:	500
50m. mast with lightning conductor and beacon system:	2 500
Equaliser:	500
Crossover:	500
3-channel small mixer:	500
Three-phase standby diesel generator 10 KVA:	10 000
Installation, accessories:	2 000
Air freight (radio equipment):	1 300
<b><u>TOTAL :</u></b>	<b><u>33 500</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Acquisition of premises:	10 000
Refurbishment and soundproofing:	5 000
Electrical installation:	1 000
Administrative running costs (for two years):	12 000
Office furniture and supplies:	2 000
FM radio license and construction permit:	2 000
<b><u>TOTAL :</u></b>	<b><u>32 000</u></b>

# TANZANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>“SPEAK WITH FREEDOM” TV TALK SHOWS</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 URT/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Public television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of expression, media pluralism, Human resources 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 \$ 93 400
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 46 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Television Zanzibar (TVZ)
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Television Zanzibar (TVZ)
<b>11.</b>	<b>PROJECT LOCATION</b>	Zanzibar
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Chande OMAR, Director, Television Zanzibar
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Zanzibar joined Tanganyika in 1964 to form one of the most celebrated Unions in Africa, the United Republic of Tanzania. However, Zanzibar has maintained many aspects of its originality, including conservatism spearheaded by religious and cultural norms. As it is for many people of the Islands, as the myth goes, tenants of Zanzibar are rigid to changes, intolerant and pessimists, even when it comes to issues of development.

Many issues are still a taboo. Just think of an advertisement on condoms on television is not allowed, at this time when AIDS/HIV in Zanzibar is on the rise. Advertising a brand name of a beer is an immoral issue. More examples could be quoted.

Above all, political rivalry is associated with much hate and property destruction. While the Constitutions of Zanzibar revolutionary government and that of Tanzania allow for freedom of speech and the right to access information, many people in Zanzibar are haunted by their historical vows as it was before the revolution of 1964. Because these people still fear to speak out their minds, the whole democratisation process lives in the heads of a few politicians, while most Zanzibaris are still silent about their wishes. People fear to speak openly against their leaders. This hinders development endeavours in the Islands.

The worst is what happens in many families when a girl gets pregnant unexpectedly. It is considered a big shame and unforgivable. Instead of helping the pregnant girl at that difficult moment, she is severely punished and is thrown out of the family. Many victims suffer psychological problems, while others commit suicide. Some girls disappear because they have nobody to speak with when they have such problems.

The problem starts in the homes of the Zanzibaris. There is hardly a moment for exchange of ideas between family members. Islamic culture is the decisive element in many issues. 'Good' or 'Bad' is judged according to the moral values as set in the religious teachings. There is no room for open discussion. A girl has to obey her parents even when it is against her will, or else she faces consequences. Many are married against their will; some are forced to leave school before completing their education.

The way out of these problems is to start 'breaking the silence'. To let people, especially the youth speak their minds in a special forum : Television Talk shows. We know that television is a medium for change. You put an idea on television; later, people live according to that idea. Therefore, by using the same principle, we wish to start weekly series of live talk shows, 60 minutes each, where by Zanzibaris will speak out their minds, will discuss issues openly, and also meet others from the region in order to add another perspective and build respect on the others. In this way, we shall be cultivating a new culture of openness, tolerance and diversity.

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

This project is specifically targeted to young people; social change as a result of the project is expected to reach the entire society of the people of Zanzibar.

### **3. IMMEDIATE OBJECTIVES**

To acquire equipment for the production of a first series of 52 talk shows aimed at breaking the silence on matters regarded as taboo. The young people will air their views on matters related to

gender, early and forced marriages, and they will learn from the experience of others on matters related to friendship, drugs, sex and unemployment. In addition, the parents will be advised on how to react in situations of childhood / early pregnancies.

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

The objective is to encourage a participatory environment where the citizens of Zanzibar will collectively break the silence and discuss matters that are a hindrance to development, and which are also seen as taboos.

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

- Editing computer ( iMac);
- 2 Mini DV players/recorders;
- Construction of a stage for the programmes;
- A stakeholders pre-programme workshop to discuss programme content;
- A two-week course for video editors on non-linear editing;
- A two-week course for computer graphic designers;
- A one-month course for engineers on maintenance of digital cameras and recorders.

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

- Six editors will be trained on non-linear editing;
- 4 graphic designers will be trained;
- 4 engineers will be trained for maintenance of digital equipment needed for production of the talk programmes;
- 52 talk show programmes will be produced and shown on Television Zanzibar.

#### **7. ACTIVITIES**

1. A workshop for writers/ researchers who will write the desired scripts. The workshop will be attended by stakeholders like youth groups, women groups, and representatives from political parties, religious institutions, journalists and producer/directors, language experts and officials from the Department of Culture. The main function of the workshop is to come out with 52 topics on contemporary issues to be featured in the programmes. Case studies will be presented during the workshop in order to achieve realism in the programmes.
2. Script writing: the scripts will be submitted to an independent body that will be formed during the workshop. This body will approve the scripts before they are presented for production.
3. Training of the staff needed to support the production of the talk shows.
4. Purchase of equipment.
5. Production of the talk shows (one year).

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

<b><u>Aug. 4 / 10, 2008:</u></b>	Workshop to determine topics for the talk shows;
<b><u>Aug. 11 – Sept. 7, 2008:</u></b>	Script writing;
<b><u>September 8 / 14, 2008:</u></b>	Training of staff;
<b><u>September 15 / 21, 2008:</u></b>	Purchase of equipment;
<b><u>Oct. 2008 – Sept. 2009:</u></b>	Production of the talk shows.

## 9. INSTITUTIONAL FRAMEWORK

- Television Zanzibar will organise the production process from the beginning up to the end. It is responsible for provision of qualified staff, necessary production equipment, studio space and air time for the shows. Equipment and training requested under this project will also be supporting capacity building of TVZ in production, since TVZ is currently quite limited in equipment and professional expertise.
- Television Zanzibar will also appoint staff to be trained, especially editors, graphic designers and technicians who will work full-time for this project.

## 10. SUSTAINABILITY

The equipment acquired under this project and the staff trained will be set aside for production of the talk shows for the whole one-year period of production. This will make the project run without any difficulty. A special stage will be built in the studio in order to avoid borrowing of scenery. The crew will be hired and paid by the project. This means they will be available all the time.

## 11. FRAMEWORK OF MONITORING

- The Zanzibar Broadcasting Commission has a research unit which TVZ shall assign to perform monitoring of the programmes aired every week;
- The monitoring shall be based on content of the programmes and on viewer's responses;
- A written report shall be submitted to Television Zanzibar every three months.

## 12. EVALUATIONS CARRIED OUT

Television Zanzibar has already conducted a similar type of project in 2001, aimed at reaching young people as part of an advocacy campaign under the African Youth Alliance (AYA). The project, which ended in 2005, was very successful and proved to be a good lesson for Television Zanzibar on how to organise and run weekly live talk shows.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

- The beneficiary agency undertakes to report on project progress on a four-month basis.
- TVZ shall present its report to UNESCO Field Officer in Dar es-Salaam every four months.
- It will include a report produced by the monitoring agency.

### **C. ADDITIONAL INFORMATION**

#### Previous IPDC support received by the country

<b>PDC/3URT/29</b> 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	1982 - 1984
<b>PDC/5URT/10</b> 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
<b>PDC/10URT/01</b> 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
<b>PDC/14URT/01</b> 352-URT-41	50,000	Information and communication for development	1994 - 1996
<b>PDC/15URT/01</b> 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997

<b>PDC/18URT/01</b> 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
<b>PDC/19URT/01</b> 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
<b>PDC/24URT/01</b> 552URT5000 (FIT-Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
<b>PDC/49 URT/01</b> 354 URT 5053 (Co-financed by France)	30,000	JOURNALISM TRAINING CENTRE	2006-2007
<b>PDC/51 URT/01</b> 354 URT 5061	14,000	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	2007-2008
<b>Total United Republic of Tanzania: US\$ 395,500+ US\$75,710 (FIT)</b>			

## D. BUDGET

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

#### Pre-production and support staff

Stakeholder workshop to discuss content:	5 000
2 research assistants:	3 700
Subject specialists / resource persons:	3 700

#### Equipment

2 professional digital cameras:	1 400
2 wireless microphones:	1 000
Blank tapes / DVDs:	3 000
MAC editing computer:	5 000
2 Mini DV recorders / players:	3 000
Training for editors:	3 000
Training for graphics:	3 000
Training for engineers:	3 000
Monitoring and evaluation:	2 200
Video / audio mixer:	9 000

**TOTAL : 46 000**

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

Staff costs and transport including to field trips:	12 000
Communications and stationery:	1 200
Air time:	31 200

**TOTAL : 44 400**



# UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>STRENGTHENING JOURNALISM TRAINING AT MAKERERE UNIVERSITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 UGA/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of human resources Freedom of expression and pluralism
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment, training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US \$ 126 600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 46 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Department of Mass Communication, Makerere University
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Department of Mass Communication, Makerere University
<b>11.</b>	<b>PROJECT LOCATION</b>	Kampala
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Department of Mass Communication, Makerere University
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

As a result of the liberalisation policies that the government initiated in the early 1990s, the mass media landscape in Uganda has been fundamentally transformed over the last two decades. As it has improved, so has the state of press freedom and free expression. By and large, Ugandan media are freer than in the past and than media in several other African countries.

The most persistent and biggest development problems faced by the media industry in Uganda include limited investment in news and public affairs programming especially in radio, the high mobility of trained journalists, which leaves many stations and newspapers with inexperienced staffs, poor pay for journalists, insufficient local opportunities for mid-career training, as well as political and legal strictures on the media generally.

The Department of Mass Communication at Makerere University is pursuing several initiatives to contribute toward redressing some of these challenges. The mission of the Department's radio station *Campus FM 107* is being expanded to focus on serving as a training radio station for broadcast journalism students, practicing professionals, and especially broadcasters working for community radios and other stations that target rural audiences.

The U.S. government, through the American Centre in Uganda, funded the setting up of the radio station, but it still lacks some vital equipment necessary for its effective operation. Currently, the signal is so poor that it has failed to attract the listenership that is critical for the success of the radio station.

A recent UNESCO-sponsored study identified this Department as one of the potential centres of excellence in journalism on the continent. Over the last two years, the Department as part of its strategic plan, has been revising and restructuring the curriculum to accommodate emerging training needs. These needs stand in areas such as development-support communication and the role of the media in democratisation, given that Uganda only recently adopted a pluralistic political system.

The Department has also for the last six years hosted the Lake Victoria Basin Regional Training Programme in Environmental Journalism. Through the programme, which is supported by the Swedish International Development Agency (SIDA), at least 1 000 trainees in Uganda, Kenya, Tanzania, Burundi, and Rwanda graduated with diplomas and certificates in environmental journalism. From the institutional capacity and experience acquired through this programme, the Department will now integrate courses on environmental journalism and other aspects of public affairs journalism, including the media's role in democratisation, into the revised curriculum. This curriculum is expected to start in August 2008.

The undergraduate and post-graduate journalism programmes in our Department stand out because of the extensive involvement of experienced and talented journalists who teach most of the professional courses. We believe that this and many other aspects of our curriculum will be strengthened by incorporating ideas from UNESCO's model curricula, by acquiring vital training equipment and by an attracting staff experienced in various areas of journalism.

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

The immediate beneficiaries are journalism students and staff of the Department of Mass Communication, journalists seeking further training, the Makerere University community, and the public.

The students and journalists will gain professional skills and competences from the radio station.

The public will benefit from a crop of journalists with the skills to create platforms from which to seek information about public affairs and arenas in which to engage in public dialogue and debate.

### **3. IMMEDIATE OBJECTIVE**

To strengthen the capacity of the Department's radio as a training radio for 30 broadcasting students and 10 journalists every year.

### **4. DEVELOPMENT OBJECTIVE**

A technically sound and strong training radio station will provide journalism students and practicing journalists with the knowledge and skills to creatively produce programmes that both inform and engage the public on the developmental and democratic issues of the day.

A journalism curriculum that meets the internationally recognised norms in UNESCO's *Model Curricula for Journalism Education for Developing Countries and Emerging Democracies* will help consolidate the Department of Mass Communication's role as an African centre of excellence in journalism.

### **5. PROJECT INPUTS**

#### Radio equipment:

- 2kW transmitter, 4-bay antenna;
- Audio processor DSP 3001 / 5001;
- 70 m. transmission tower-mast;
- 2 studio condenser microphones;
- 6-line telephone hybrid;
- 6-KVA voltage regulator;
- 3 DELL 2GB production computers;
- 10 mini disk recorders.

#### Radio personnel:

- Station manager;
- Administrative assistant;
- Training consultant.

#### Journalism books:

A dozen copies of 50 textbooks on journalism and media studies published in the last five years.

### **6. PROJECT OUTPUTS**

- At least 30 journalism students skilled in radio production and public affairs programming will graduate every year;
- At least 10 practicing journalists will complete short training courses designed to upgrade their skills in radio production and management;
- A fully equipped training radio station will be operational;
- A core staff of 2 will be in place to run the station and the training programmes;
- A training consultant will be hired on a short-term basis to develop short training courses;
- Books purchased for the Department's Book Bank.

## 7. ACTIVITIES

- Purchase and installation of equipment;
- Purchase of books;
- Hiring of staff and consultant;
- Launching of new undergraduate and graduate journalism and communication curricula;
- Development and implementation of short training courses in radio production.

## 8. WORK PLAN

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Consultations																		
Equipment sourcing, purchase, installation, and commissioning																		
Production and broadcasting																		
Training of students on radio broadcasting																		
Progress reports																		
Monitoring and evaluation																		

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Department of Mass Communication, following the government of Uganda and Makerere University regulations and policies.

## 10. SUSTAINABILITY

The University is already providing key support such as maintenance and installations, staff, annual license fee, office space and vital operational necessities. Once the required equipment is in place, the radio's signal, coverage, content, and programming will improve. With these improvements, the station will be able to attract sponsors from the corporate and public sectors. Funding will be generated through sponsorships and programming support to run the operations of the station.

## 11. FRAMEWORK OF MONITORING

The Department will provide a list of professional organisations from which UNESCO could select one to be assigned to monitor the progress of the project.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Department will report to UNESCO the progress of the project on a quarterly basis.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

<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
<b>PDC/51UGA/01</b> 354-UGA-5061	26,900	UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT	
<b>PDC/51UGA/01</b> 354-UGA-5062	12,500	UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT	2007-2008
<b>Total Uganda: US\$ 269,400</b>			

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

The Department held a strategic planning retreat in August 2007 at which the framework for the revised curriculum was approved. A report on the state of the radio station was received and considered as well. The report identified the problems the station was facing, which were largely the inadequacy of equipment and the difficulty of sustaining its day-to-day operations without an established staff. Currently, the station is managed on a voluntary and part-time basis by members of the teaching staff.

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

The Department already has space dedicated to the radio station. The University provides basic infrastructure support including utilities and Internet access. Staff of the Department will continue to conduct training for the students, and will also be available to train practicing journalists who will come to develop their skills.

## D. BUDGET

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

2kW transmitter, 4-bay antenna:	7 000
Audio processor DSP 3001 / 5001:	4 500
70 m. transmission tower-mast:	10 000
2 studio condenser microphones:	1 000
6-line telephone hybrid:	1 500
6-KVA voltage regulator:	2 000
3 DELL 2GB production computers:	7 000
10 mini disk recorders:	3 000
Training costs:	10 000
<b><u>TOTAL :</u></b>	<b><u>46 000</u></b>

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

<b>Management and coordination</b>	
Head of Department (12 months):	15 000
Coordinator (12 months):	10 560
Accounting (12 months):	6 480
Office accommodation (12 months):	27 250
Communications (12 months):	1 200
Reporting:	250
Monitoring:	500
<b>Equipment</b>	
LCD projector:	1 800
Photocopier:	1 900
5 laptop computers and accessories:	9 500
3 digital recorders:	1 000
Stationery (12 months):	5 160
<b><u>TOTAL :</u></b>	<b><u>80 600</u></b>

# ZAMBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>TRAINING IN NEW COMMUNICATION TECHNOLOGIES FOR THE COMMUNITY RADIO STATIONS</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 ZAM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
<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 \$ 81 500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 52 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	All community radio stations of the country
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The Zambia Institute of Mass Communication (ZAMCOM)
<b>11.</b>	<b>PROJECT LOCATION</b>	Zambia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	ZAMCOM Management
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The aim of this project is to introduce modern digital radio production techniques in the Zambian community radio stations. This will lead to simpler radio production techniques, and will result in lower production costs. Furthermore, it will facilitate radio programmes exchanges between the radio stations, an objective of the Zambian Association of community radio editors Forum.

Following the above, ZAMCOM has designed a training programme in “*Digital Quality Radio Production Using New Media*”. The objective of this training is to use low-budget digital tools to gather audio material that will result in the production of quality radio programming.

At the end of the training, the participants are expected to produce radio programmes such as news, dramas, talk shows, advertisements and documentaries highly enriched with relevant local content. Using low-budget digital platforms such as PCs, digital audio recorders, the Internet and *Adobe* editing applications, the objective will be achieved.

The requested financial support will enable ZAMCOM to facilitate the training of 60 community radio producers in four training sessions. In addition, part of this grant will be used to purchase a few low-budget audio recorders and five packs genuine audio editing software. The recorders and software will be distributed to the radio stations to enable them produce quality radio programmes.

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

This training targets all community radio stations operating in Zambia. Most personnel working in these stations are amateur enthusiasts with little or no formal training in media techniques. Thus, this training seeks to fill a glaring need for technical training and the need for quality radio productions skills.

### **3. IMMEDIATE OBJECTIVE**

To train radio producers in digital radio production techniques using low-budget new media technologies to produce high quality radio programmes enriched with local content at low operational costs.

### **4. DEVELOPMENT OBJECTIVE**

The majority of personnel in community radio stations are untrained journalists. The training will provide an opportunity to train participants in digital radio production. In a way, the training contribute to bridge the digital divide between community rural radio journalists and those operating in urban media.

### **5. PROJECT INPUTS**

ZAMCOM has the capacity to undertake this training, built from partnership support from international radio training institutions such as RNTC, DW-Radio and BBC.

ZAMCOM has a well-established capacity in human resource, technology, training infrastructure, student accommodation, and it is backed by competent teams of administrators and accounting staff.



ZAMCOM will utilise:

- Five resources persons with international and local experience in new media and radio production training;
- A new media training computer laboratory fitted with 15 PC's, digital recorders, microphones, Internet and editing applications.

## **6. PROJECT OUTPUTS**

ZAMCOM will train 60 community radio personnel in Zambia, 25 men and 35 women. The ratio is intended to encourage female participation in new media technical skills. Each training batch will be made of 15 participants, a number good enough to maximise individual contact with the trainers. Training will be implemented in four phases. Two of which will be for novice radio producers and the other for middle-skilled practicing producers.

## **7. ACTIVITIES**

- To carry out an assessment of the technical knowledge of Zambian community radio producers;
- To assess the digital equipment for the Zambia community radio stations;
- To customise the ZAMCOM training programme to make it relevant to Zambian community radio producers;
- To implement a 2-week training session at ZAMCOM in Lusaka.

## **8. WORK PLAN (summary)**

### **PHASE 1 – Weeks 1 – 3 : Middle skilled radio producers**

Needs assessments; agreement on training modules; training schedule; design of audience; audience surveys; language and appeal; entertainment vs. education; basic interviewing skills; reporting; introduction to use of digital recording equipment and to *Adobe Audition*; field recording; editing for news and documentaries; productions.

### **PHASE 2 – Weeks 4 – 6 : Novice radio producers**

Introduction to computers and to digital equipment; audience surveys; language and appeal; entertainment vs. education; recording techniques (field and studio); editing with *Adobe Audition*; productions of news, drama and documentaries.

### **PHASE 3 – Weeks 7-9 : Middle skilled radio producers**

Same as Phase 1.

### **PHASE 4 – Weeks 10 – 11 : Novice radio producers**

Same as Phase 2.

**Weeks 12 – 14** : Visits to all community radio stations in Zambia.

## **9. INSTITUTIONAL FRAMEWORK**

ZAMCOM is an educational trust with the mandate to provide in-service training to practicing journalists and communication personnel in Zambia and the region. The objective is to raise the standards of journalism.

ZAMCOM has built capacity to achieve this by partnerships with international media organisations for human resource training and technological support. Organisations that have supported ZAMCOM include the DW-Radio, BBC, RNTC, the American Embassy (AIHA), Dutch NiZA and the Government of Zambia.

**10. SUSTAINABILITY**

ZAMCOM is self-sustaining through charging administration fees on all projects it handles on behalf of partners and clients. ZAMCOM also operates a lodge located in the prime areas of Lusaka that it also uses to accommodate out-of-town students.

ZAMCOM also engages in various media and communication consultancy services as income ventures.

**11. FRAMEWORK OF MONITORING**

The project will be constantly monitored by the ZAMCOM staff. The advice of the UNESCO Adviser for Communication and Information will also be sought.

**12. EVALUATIONS CARRIED OUT**

ZAMCOM used information from dialogues of the Zambia Community Media Forum (ZaCoMef) to establish the general performance of community radio stations. Part of the needs were assessed from the survey *Quality Radio Production Training using New Media*.

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

ZAMCOM intends to report on the process after the implementation of each phase.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country**

<b>PDC/6ZAM/01</b> 350-ZAM-61	60,000	Zambia	1985 - 1988
		School of Mass Communication	
<b>PDC/14ZAM/01</b> 352-ZAM-41	50,000	Computer equipment for type-setting local vernacular newsletters	1994 - 1997
<b>PDC/15ZAM/01</b> 352-ZAM-51	65,000	Mobile video projection units	1995 - 1997
<b>PDC/18ZAM/01</b> 352-ZAM-81	55,000	Rural Media Centre/ Community radio	1998 - 1999
<b>PDC/20ZAM/01</b> 353-ZAM-01	55,000	Computerization of Zambia National Broadcasting Corporation Newsroom	2000 - 2003
<b>PDC/23 ZAM/02</b> 354 ZAM 5031	22,000	Mkushi Community Radio Station	2004 - 2005
PDC/49 ZAM/01 354 ZAM 5051	20,000	CAPACITY BUILDING OF A CHILDREN’S NEWS ROOM	2006 - 2007
PDC51 ZAM/01 354 ZAM 5061	20,000	CAPACITY BUILDING OF A CHILDREN’S NEWS ROOM	2007-2008
<b>Total Zambia: US\$ 327,000</b>			

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

ZAMCOM has experience in technical training consultancies such as the establishment of the Mkushi community radio project supported by UNESCO.

### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
Car hire (minibus):	1 000
Transport (60 participants):	2 000
30 digital audio recorders:	4 000
<i>Adobe Audition</i> software (5 packs):	4 750
Fuel for car:	1 000
Air time:	1 000
Computer lab hire:	2 400
Lunches (60 participants × 40 days):	9 500
Teas (60 participants):	2 550
Overhead projector:	2 400
Accommodation (60 participants × 48 nights):	2 400
Stationery:	2 500
4 resource persons (US \$ 40 × 50 days):	8 000
Per diem participants (60 × US\$ 15 × 10 days):	9 000
<b><u>TOTAL :</u></b>	<b><u>52 500</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Radio studio:	9 000
Studio technicians:	4 500
Production equipment:	1 000
Training module:	5 700
Electricity:	1 800
General support:	4 500
Utilities:	2 500
<b><u>TOTAL :</u></b>	<b><u>29 000</u></b>