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

**IMPLEMENTATION REPORTS ON  
PROJECTS APPROVED AND FINANCED  
IN 2006 -2008**

**PART I:**

**AFRICA  
ARAB REGION**

**IPDC BUREAU  
Fifty-third meeting**



**UNESCO HEADQUARTERS, PARIS  
23 - 25 FEBRUARY 2009**



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## REGIONAL PROJECT

### **MFWA: ESTABLISHMENT AND OPERATION OF A NETWORK OF AFRICAN FREEDOM OF EXPRESSION ORGANISATIONS** **Project No: PDC/49 RAF/01 (354RAF5051)**

#### **TYPE OF PROJECT**

Further to the meeting held in Lagos in June 2006 by the Coordinating Group of the Network of African Freedom of Expression Organizations (NAFEO) and in line with the IPDC project on the Establishment and Operation of the Network, the Coordinating Group has proposed to develop a project aiming at:

- Strengthening a network in Africa to improve collaboration and coordination of common programmes and goals, and to develop strategies for addressing key issues related to freedom of expression;

#### **IMPLEMENTATION**

A contract was signed at the beginning of 2006 and the following activities were implemented:

- (a) Developing and implementing a structure and coordinating mechanism for the Network:  
As host organisation Media Foundation for West Africa (MFWA) has provided office space to help facilitate the activities of the secretariat.
  - i) Strengthening and intensifying international campaigns and advocacy for freedom of expression Africa-wide
- (c) Capacity Development for component organizations: It was realized that some member organisations in North and Central Africa lack capacity in the advocacy and monitoring of freedom of expression abuses. Since the effectiveness of the network depends on the capacity of member organisations, NAFEO strengthened the resources of these organisations, in particular Journalists in Danger (Congo DR), Organisation des Médias d’Afrique Centrale (Bujumbura), the National Council for Liberties in Tunisia and others.
- (d) Meetings  
NAFEO is preparing biannual meetings to receive, consider and review reports of activities by the coordinating council.

#### **RESULTS**

Following the establishment of the Network, the IPDC support helped to ensure the implementation of the Network’s activities, thus contributing to advancing and deepening democracy. Combining efforts through such a Network gives more impact to actions aimed at:

- i.) advancing the adherence to and implementation of international conventions on freedom of expression by governments;
- ii.) accelerating legislative and policy reforms; and
- iii.) strengthening solidarity and public awareness on the need to promote freedom of expression and protection it against attacks and abuses.

## REGIONAL PROJECT

**SODEMA (SOCIETY FOR THE DEVELOPMENT OF THE MEDIA IN AFRICA  
PROJECT N° PDC/51RAF/03 (523-CMR-5000)  
US\$ 22,600 (FIT-USA)**

### **TYPE OF PROJECT**

Created in 2005, the Society for the Development of the Media in Africa (SODEMA) serves a unifying 23-member pan-African media organisation with the primary objectives of facilitating the flow of information among print, radio and TV journalists and organs. SODEMA also sought to offer media training, material support for journalists in difficulty and the promotion of standard guidelines for ethical conduct in order to heighten the credibility of the African media. This project has also as objective the creation of a website to contribute to media pluralism and democracy by ensuring a free flow of information for the media. This reference link will offer journalists and media organs the legal framework within which to defend their rights. The website will also provide a forum for free expression and will allow geographically dispersed professionals to exchange views on common concerns and goals, thereby improving their otherwise limited communicative capacity.

### **IMPLEMENTATION**

This project benefited from a US\$20.000 funding from the USA Fund-in-Trust (FIT) and the effective implementation of project activities began with a contractual arrangement entered into between UNESCO and the beneficiary on the 19<sup>th</sup> of January 2007. Project implementation focused on the

- ◆ Expansion of the use of SODEMA's website as an online resource-tool for the promotion of freedom of the press and professional standards among the 23 targeted countries (Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Republic of Congo, Democratic Republic of Congo, Cote d'Ivoire, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Madagascar, Mali, Mauritania, Niger, Nigeria, Rwanda, São Tome e Principe, Senegal and Togo);
- ◆ Introduction into the site website, chat possibilities and web-based collaboration-space tools;
- ◆ Regularly updating (at least once a week) of the website with news items from SODEMA members and with relevant news materials from other media professionals/organs in member countries;
- ◆ Development of a strategy to build future economic and institutional sustainability of the Website and posting online of downloadable resource-kit for media training, as well as press freedom advocacy materials.

### **RESULTS**

In conformity with the project document, a website for the Society for the Development of the Media in Africa (SODEMA) was effectively developed and activated with the following results obtained:

- Website developed and activated;
- Increased communication among SODEMA members;
- Membership expanded through web-wide dissemination of the existence of SODEMA;
- Provision of free background information suitable for media training and sustained visibility on issues relevant to African media.
- The implementation of the project was realised within IPDC approved timeline.

### **CONCLUSION:**

This implementation of this project was successfully carried out and within IPDC's prescribed timeline. The project is operationally terminated but financially closed. It would be necessary that action be taken at the level of BB AND BOC for the project to be financially closed down.

## REGIONAL PROJECT

### **ESTABLISHMENT AND NETWORKING OF COMMUNITY MULTIMEDIA CENTRES IN EAST AFRICAN REGION**

**Project no. PDC/51 RAF/02 (354 RAF 5062)**

**USD 30,000.00**

#### **PROJECT TYPE**

The aim of this project was to establish or strengthen 4 community multimedia centres in marginalized communities in Eastern Africa, two in Kenya, one in Uganda and the other in Tanzania and thus empower them by enabling them to benefit from access to information and communication technologies. A training of 3 staff per CMC on the running and management of CMC's was also to be carried out under this project.

#### **IMPLEMENTATION**

Two weeks regional training of trainers on HIV/AIDS programmes scripting and production for community radios was conducted in Nairobi in September 2007. A total of 30 CMC producers (14 women) from Kenya, Uganda, Tanzania, Somalia, Djibouti, Rwanda and Burundi were trained.

5 PCs, a local area network (LAN) and a VSAT Internet connection were provided and installed at the Bondo CMC (Kisumu, Kenya) under this project. As a result of the computer and Internet installations this centre was selected as the first African CMC to participate in global online learning network developed by NPO Pangaea (<http://www.pangaeaan.org>), an NGO based in Japan. This network creates a "universal playground" where children from all over the world can communicate using pictorial letters to overcome the barrier of languages, geographical distance and the differences in social backgrounds.

In collaboration with Computer Aid International, the following Community radio stations in the region received 2 PC's each: Radio Mangelete (Kenya), Migori Clan Community Radio (Kenya), Radio Isanganiro (Burundi), Dushirehamwe Voice of Women (Burundi), Kagadi Kibaale Community Radio (Uganda), Fadeco Community Radio (Tanzania), Huguka Community Radio (Rwanda), and Radio Izuba (Rwanda). The East Africa Community Multimedia Centre (EACMC) was also established under this project and is hosted by EcoNews Africa (ENA)([www.econewsafrika.org](http://www.econewsafrika.org)), which has been one of the leading partners in developing CMC networks in East Africa. The centre has developed a CMC network website <http://www.eacmc.net/> to track community media developments in Ethiopia, Burundi, Kenya, Uganda, Tanzania, Rwanda, and Somalia.

#### **RESULTS**

- 30 CMC radio producers (14 women) trained on HIV/AIDS programme scripting and producing
- 5 PCs, a LAN and VSAT Internet connection installed at the Bondo CMC (Kisumu, Kenya)
- 14 PCs distributed to 8 CMCs and community radios in 5 East African countries.
- Networking centre and website (<http://www.eacmc.net/>) established under ECONews AFRICA

The project implementation was carried out successfully and EcoNews Africa is sustaining ongoing networking activities mainly through the centre and the website.

## REGIONAL PROJECT

### **RHODES UNIVERSITY: TRAINING THE TRAINERS: TOWARDS AN ENHANCED ROLE FOR JOURNALISTS IN AFRICA**

**Project No: PDC/52 RAF/01**

**US \$ 48,000**

#### **TYPE OF PROJECT:**

The project provides post-graduate courses in Journalism for four journalists, preferably from the African countries hosting potential centers of excellence and of reference graduate with an M.A. programme tailored to African media conditions as well as four research theses generates high-quality knowledge that will deal with the issues around African media.

#### **IMPLEMENTATION:**

To achieve the expected results the university will select the candidates, preferably from the African countries hosting potential centers of excellence and of reference identified through UNESCO's project, through a transparent and competitive process involving a range of criteria (such as intellectual ability, role in the home institution, leadership potential). The programme will encompass intensive classes that cover all areas of media theory and research methodology. After successfully completing this fundamental learning, the candidates will consult their academic supervisors with regard to identifying the research topic for the thesis. After finishing the thesis, the candidates will return to their home countries, but remain part of a network of high-level journalism teachers around the continent.

#### **RESULTS:**

Results will be reported after the commencement and finish of the academic course. The preparations for selecting four journalists are well under way.

## NATIONAL PROJECT

**ANGOLA: TRAINING OF JOURNALISTS**  
**PROJECT NO: PDC/51 ANG/01 (523ANG 5000)**  
**US\$ 29,380 (FIT-USA)**

### TYPE OF PROJECT

The Angolan media faces many challenges due to inexperience and serious resource limitations to ensure proper reporting on elections. The Syndicate of Angolan Journalists (SAJ), an independent and legally registered national association of journalists striving to advance the profession and the professional needs of its members in anticipation of the elections in Angola, the SAJ previously organized training programmes for 60 journalists from three provinces on basic journalism and election-related issues. However, much more needed to be done to train journalists in the remaining 15 provinces of the country. The SAJ has therefore requested IPDC support to train 300 journalists in the remaining 15 provinces in Angola on election reporting with specific aims on the following:

To facilitate the training of journalists and their media outlets on how to properly cover the electoral process, how to conduct and use polling and how to give an accurate analysis of what is happening in the field. These types of training opportunities are critical to ensure that Angola citizens are adequately prepared by the media to return to the polls. The training programme proposes to benefit 300 journalists at the minimum.

The immediate objectives of the project are listed as follows:

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

### IMPLEMENTATION

- A contract was signed towards the first half of 2007 and the following activities were implemented:
- A highly qualified local journalism instructor, Mr Osvaldo Moreira Goncalves Adão from the Edições Novembro- Jornal de Angola/Jornal dos desportos since 1983 (currently works for 'Voice of America',) who has successfully conducted similar training in the past, provided the training.
- 8 three-day training workshops for journalists of 15 provinces of Angola. a total of 340 journalists received training. A training manual was carried out in collaboration with the Angolan Ministry of Mass Communication (AMMC) which is currently being approved by the Ministry.

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### MEETINGS

The SAJ also organized an additional seminar in partnership with UNESCO Windhoek and the United Nations High Commissioner for Human Rights (UNHCHR) which ran parallel to the UNESCO workshops, to increase the understanding of the new press law, the electoral law and the Angolan Constitution. UNESCO led the panel on the importance of community media in SADC and introduction to civic

journalism. The meeting resulted in resolutions signed by all members of the SAJ. the resolutions were consequently presented to the Ministry of Mass Communications.

## **RESULTS**

The IPDC support helped to ensure the implementation of the SAJ activities, thus contributing to advancing and deepening democracy **in the country**. Skills gained from this training will help journalists to redirect or reshape the way they read local social, economic and political situation. Ultimately, participants will be able to cover or report more concisely and objectively to help build a more democratic and open society.

Syndicate of Journalists in Angola have been implementing this project under highly challenging circumstances which also created opportunities for UNESCO to collaborate with other UN agencies and NGO's in the area of human rights to address these issues, one in particular, is to take steps towards the Media Law Reform Mentoring in Angola and voter education as a human right among others. such actions contribute to the strengthening of the media in light of the human rights violations against journalist which do increase during the elections.

## **CHALLENGES:**

In light of developments in the Human rights arena in Angola, e.g. the Report on serious violations against migrants in northern Angola december 2007, and the series of incidents particularly during the month of December 2007, specifically targeting journalists in provinces outside the capital which amounted to serious human rights violations against media practitioners and the general public were committed by the National Police in Luanda. To have meetings of journalists in such circumstances proves to be dangerous and very risky.

## **CONCLUSION**

Although the SAJ was able to implement the projects, it was a challenge to remain within the allocated timeframe for implementation. Given the provinces they opted to cover and the challenges with the transport infrastructure as well as the additional challenges involved in transferring funds to Angolan bank accounts which severely retards the implementation rate of projects in general. The SAJ opted to continue with implementation by seeking additional funding from the American Embassy in Angola while in the regions to complete training. It enabled SAJ to gather a larger number of participants than the 300 originally budgeted for.

## NATIONAL PROJECT

**BENIN: STRENGTHENING THE RESOURCES OF THE PUBLICATION  
“MADAME AFRIQUE”  
PROJECT NO: PDC/49BEN/01 (354 BEN 5052)  
US\$14 000**

### **TYPE OF PROJECT**

This project aims to strengthen the computer equipment used for the production of the Madame Afrique newspaper and to train six young journalists (desk-top publishers) from the newspaper on computer applications that facilitate in-house preparation before printing. This monthly newspaper deals with issues of interest to women from Benin and the West African region. “Madame Afrique”, which has no printers, scanners or camera equipment, has faced a number of problems due to the lack of ICT equipment.

### **IMPLEMENTATION**

The following computer equipment was purchased and installed at the Madame Afrique newspaper:

- 3 multimedia computers and 3 UPS;
- 2 printers;
- 2 HP colour scanners;
- 1 1,2 KVA UPS;
- 1 voltage regulator;
- 4 dictaphones;
- 3 photo cameras;
- 1 photocopier

Six young journalists (3 men and 3 women) at Madame Afrique were trained by the Centre Africain de Formation et Perfectionnement des Journalistes (CAFPJ) in Benin. The training courses covered: journalistic writing, desk-top publishing and marketing, among others.

### **RESULTS**

The Madame Afrique newspaper is now prepared through in-house desk-top publishing before it is sent for printing, which has significantly reduced the cost of production. The newspaper is now circulating more regularly than before and the quality of article presentation has remarkably increased.

### **CONCLUSION**

The production capacity of the Madame Afrique newspaper has been strengthened through the acquisition of equipment and training of staff. The newspaper circulation is more regular and quality has increased. It is contributing to media pluralism and reporting on women issues in Benin and West Africa. The project is fully implemented.

## NATIONAL PROJECT

### **BENIN: UPGRADING THE CAPACITY OF THE DAILY NEWSPAPER “LA PYRAMIDE”**

**PROJECT NO: PDC/51BEN/02 (354BEN5061)**

**US\$ 18 000**

#### **TYPE OF PROJECT**

This project aims to strengthen the computer equipment used for the production of the Pyramide newspaper and to train five young journalists (desk-top publishers) from the newspaper on computer applications that facilitate in-house preparation before printing. This daily newspaper plays an active role in promoting debate on a number of important issues in Benin.

#### **IMPLEMENTATION**

IPDC approved this project with funding of US18,000 against the requested amount of US21,000. This reduction forced the paper to downgrade the project activities slightly – buying four computers instead of five and one printer instead of two, and postponing a planned training activity until other funds could be found. By December 2007, all the activities had been carried out as per the original proposal as per the original proposal and a comprehensive final report was submitted on December 12.

#### **RESULTS**

The following computer equipment was purchased and installed at the Pyramide newspaper:

4 multimedia computers and 5 UPS;

1 laser printer;

1 HP colour scanner;

2 digital cameras;

Cables and stationery.

Funds are also being used to develop a website

Five young journalists in Benin in journalistic writing, desk-top publishing and marketing.

#### **CONCLUSION**

This project has achieved its aims and has been extremely efficiently managed by the paper. The ACI would have no problem endorsing follow up activities with the Pyramide newspaper. Once the final payment has been made to the beneficiary, this project can now be financially and operationally closed.



## NATIONAL PROJECT

**BURKINA FASO:**  
**EQUIPPING THE AGENCE D'INFORMATION DU BURKINA**  
**PROJET N° : PDC/51 BKF/02 354 BKF5061**  
**US\$ 28 000**

### NATURE DU PROJET

Créée en mai 1964, l'AIB manque de visibilité sur le terrain du fait de la vétusté de ses équipements professionnels de travail. Depuis avril 2000, elle fait partie des Éditions Sidwaya (presse écrite publique). La 51<sup>e</sup> Réunion du Bureau du PIDC a approuvé son projet d'équipements de pour un montant de 28 000\$, en proposant d'y inclure un volet formation.

### MISE EN ŒUVRE

Elle est basée sur le renforcement des capacités humaines et techniques de l'Agence en vue d'une meilleure collecte et diffusion de l'information politique, économique, sociale et culturelle du pays.

### RÉSULTATS

#### 1) – Achat et installation des équipements suivants :

- 03 ordinateurs,
- 01 disque dur externe de 500 Go,
- 01 scanner
- 25 dictaphones analogiques,
- 01 enregistreur,
- 10 appareils photos numériques,
- 03 clés USB.

Le matériel de reportage a été remis aux correspondants de l'AIB le 5 décembre 2008.

#### 2) - Formation des correspondants de l'AIB

sur « le Rôle du correspondant de presse dans un contexte de technologies de l'information et de la communication et de pluralisme médiatique » les 13 et 14 août 2008 à Ouagadougou. Quarante six (46) correspondants provinciaux ont bénéficié de la formation au cours de laquelle 4 modules ont été présentés sur :

- les genres journalistiques ;
- la concurrence médiatique au Burkina Faso ;
- l'Agence dans un contexte de pluralisme médiatique ;
- l'agence de presse et les TIC.

### CONCLUSION

Toutes les activités pu êtres exécutées. Cependant, suite au départ du directeur de l'AIB qui a initié le présent projet, la direction générale des Éditions Sidwaya dont relève administrativement l'AIB, a souhaité réorienter les équipements du projet initial. Cela a fait l'objet d'un avenant au contrat, qui a explicité les équipements. Lors d'une mission de suivi à Ouagadougou les 15 et 16 décembre 2008, j'ai pu voir les équipements destinés à la Direction de l'AIB, mais l'installation n'était pas encore finie au moment de notre passage. Il semble que l'imminence d'un déménagement de l'Agence au siège des Éditions Sidwaya en soit la raison car l'AIB occupe actuellement des locaux vétustes

## NATIONAL PROJECT

### **BURKINA FASO:**

**CENTRE MULTIMEDIA « Ere nouvelle »**

**PROJET N° : PDC/52 BKF/02 (354 BKF5071)**

**US\$ 35 000**

### **NATURE DU PROJET**

Créer un Centre multimédia communautaire à Sapouy.

### **MISE EN ŒUVRE**

Le PIDC a approuvé ce projet avec un financement de US\$ 35 000. Sa mise en œuvre est centrée sur l'acquisition d'équipements techniques adéquats, la formation du personnel et la fourniture aux populations d'accès aux TIC.

### **RÉSULTATS**

- Acquisition d'un terrain et bâtiment en construction comprenant trois salles contiguës (production, speakage et régie), une grande salle pour abriter le cyber télécentre, une salle des journalistes et animateurs et un bureau pour le directeur. Les travaux de construction devraient s'achever au plus tard début mars. (voir photos du bâtiment en construction);
- Commande le 17 novembre 2008 à l'étranger des équipements suivants : un émetteur avec antenne et câblage, deux studios avec micro et casques et une régie de production publicitaire  
Le matériel est annoncé pour fin février-début mars à l'aéroport de Ouagadougou ;
- Commande en cours du matériel du Cyber télécentre sur place à Ouagadougou ;
- Acquisition de quatre lignes téléphoniques: deux lignes seront consacrées aux activités radiophoniques, une ligne sécurisée pour le cyber. Une autre ligne sera réservée pour le télécentre. Toutefois des possibilités techniques sont en étude en vue d'agglomérer sur une même ligne les différentes options ci-dessus décrites ;
- Recrutement et formation du personnel : Les avis de recrutement du personnel seront incessamment lancés et la formation pourra commencer au plus tard à la mi-mars. Les premiers essais radiophoniques seront effectués dès Avril. A cette date, le cyber télécentre devrait être fonctionnel.

### **CONCLUSION**

**L'exécution de ce projet se poursuit normalement. Il a cependant lieu de signaler la lenteur des décaissements de fonds. En effet, les fonds envoyés depuis septembre n'ont été disponibles sur le compte que le 18 décembre 2008, via le PNUD à Ouagadougou.**

## NATIONAL PROJECT

### **BURUNDI: WOMEN USING MEDIA FOR PEACE IN BURUNDI (DUSHIREHAMWE «LET'S RECONCILE» PEACE DOCUMENTATION CENTRE AND CMC)**

**Project no: PDC/49BDI/01**

**PHASE I: (354 BDI5031) US\$25 000**

**PHASE II : (354 BDI 5051) US \$ 32 000 (Czech Republic)**

#### **TYPE OF PROJECT**

The first phase of this project led to the creation of a peace documentation centre in Bujumbura and focused on three areas: the involvement of women in the media at the grassroots level in peace-building and disseminating messages of peace; a comprehensive training programme for these women on how to best utilize technology to broadcast their messages of peace; and a continuous and participatory monitoring and evaluation system to measure the impact of the activities carried out within the context of this programme. The second phase of the project, financed by the Czech Republic for the amount of US \$ 32 000, established a community radio station to encourage more direct participation of community groups, particularly its women members, in dialogue and decision-making through a variety of broadcast programmes aimed at the promotion of peaceful co-existence.

#### **IMPLEMENTATION**

IPDC approved this project in June 2004 with funding of US\$ 25,000. The Dushirehamwe Network received partial CMC equipment through this funding. Members of the network who participated at the training workshop conducted in December 2004 made a request for supplementary funds to complement the CMC activities with a community radio for women's groups in the country, which would enhance the important activities already undertaken within the framework of their project. This request was formulated in a second project proposal presented to the IPDC Bureau in 2006.

IPDC approved the second phase of the project with the requested funding of \$32,000 from the Czech Republic. The full implementation of this project was realised by April 2008 with the establishment and going on Air of the "Ijwi ry'Umukenyezi" 104.1 FM (Dushirehamwe Voice of Women) community radio station.

#### **Training of volunteers**

The reporting at the community radio is largely done by volunteers. Twelve volunteers (7women and 5men) have been trained of which eight (5women and 3 men) regularly work at the station. The training focused on two modules: the first dealt with theories on the methods of collecting and processing information; the second on computer applications related to sound editing and programme production. Many of these volunteers are farmers, artisans, artists and members of local associations. Following the training, the volunteers produced 31 programmes during the first month.

#### **RESULTS**

- A peace documentation centre created in Bujumbura, focusing on: the involvement of women in the media.
- A CMC comprising a community radio station named "Ijwi ry'Umukenyezi": Women Voice" and a telecentre was established at Ruhanza hill, Giheta locality in Gitega Province of Burundi.

- Twelve volunteers (7women and 5men) have been trained
- Several radio programmes including those focusing on peaceful co-existence and HIV/AIDS have been produced and aired.
- Community participation and contributions have enabled the purchase of additional radio equipment such as: UPSs and voltage stabilizers, Fans, Recorders, head sets and a digital camera.
- The radio is setting-up listeners clubs to have regular feed-back from its target groups.
- The radio was among other radios in Burundi that were recently awarded by Panos Paris Institute and it received 1 motorcycle, 5 bicycles, 5 mobile phones, 5 portable radios and 3 recorders. The radio manager has benefitted from 2 trainings and an experience sharing with Rwanda and DRC media professionals organized by the same institute.
- The radio has also negotiated and concluded partnerships for programme production with organisations such as: UNIFEM; CARE and OXFAM on women rights, peaceful co-existence and transitional justice in Burundi.

### **CONCLUSION:**

According to the management of Radio “Ijwi ry’Umukenyenzi” 104.1 FM, the Radio has, in its first 6 months of operation, already influenced the way of thinking and acting of the population of Giheta, especially women and youth.

“We are particularly pleased with the awareness of women and their organizations on gender issues, as well as civil, political and economic developments.

The radio is a real forum of discussion, information sharing and education”. says Mr. Guillaume Ruberintwari from the Radio.

This project is terminated.

## NATIONAL PROJECT

**BURUNDI: INTERNET AND INTRANET CAPABILITY FOR LE  
RENOUVEAU DU BURUNDI  
PROJECT NO: PDC/51 BDI/01 (354 BDI 5051)  
US \$ 32 000**

### TYPE OF PROJECT

The project aimed at upgrading the production capabilities of the independent daily called “Le Renouveau du Burundi”, which has been circulating for 30 years in Burundi.. The newspaper was publishing 5 days a week before the project and the project support was intended to enable it publish 7 days a week. The project support comprised computer equipment and Internet connection to strengthen desktop publishing and access to online publications.

### IMPLEMENTATION

IPDC funded this project in March 2007. The computer equipment and Internet connection were procured and installed at the Newspapers premises. Consequently the reporters and editors of Le Renouveau du Burundi migrated from hand written articles to computer-typed articles that were exchanged over a local area network (LAN).

An in-house training was organized for layout design and desk-top publishing. Thereafter, the newsroom and production rooms were connected seamlessly for transmission of articles through the LAN up to layout design and production. All newsrooms and production rooms are connected to the Internet. The daily now has a new “attractive” cover page design and is publishing 7 days a week as a result of the project.

### RESULTS

- 10 PCs, 2 UPSs, 2 scanners and wireless Internet connection were installed
- 2 staff members were trained in graphic layout design and desktop publishing.
- All newspaper offices have Internet access.

### CONCLUSION

The project has achieved its objectives and Le Renouveau du Burundi Newspaper has upgraded its daily production capacity from 5 days to 7 days a week.

This project is terminated.

## NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC:  
ESTABLISHMENT OF A HIGH COMMUNICATION COUNCIL  
PROJECT NO: PDC/49CAF/01 (354-CAF-5052)  
US\$ 50 000 (co-financed by France)**

### TYPE OF PROJECT

This project seeks to strengthen the Central African Higher Communication Council with a view to developing and sustaining the necessary expertise to make it an effective regulatory organ with an independent status free from executive and judicial manipulations, as stated in Ordinance N° 4 issued by the Government. Through this project, the HCC will offer to organise capacity building activities for the Central African media while at same time guaranteeing the exercise of press freedom and free access to information.

### IMPLEMENTATION

With \$50 000 allocated by the IPDC during the 49<sup>th</sup> session of its Bureau meeting, the implementation of this project was delayed for two principal reasons: popular discontent by media professionals over the restructuring and nomination procedures of new members into the High Communication Council (HCC) and arrest and imprisonment of the President of the *Groupe des Editeurs de Presse Privée Indépendante de Centrafrique (GEPPIC)* and Editor of the newspaper *Centrafriq'Un*, the *Union des Journalistes de Centrafrique (UJCA)* which symbolises as an infringement of press freedom and freedom of expression.

A request for a 12-month extension of project implementation was granted by the Secretariat of IPDC. Implementation strategy was therefore reviewed and an effective implementation in October 2008 with the purchase of project equipment and the organisation of a training workshop on the role of the High Communication Council as a media regulatory body. This workshop was intended for media professionals in Central African Republic.

Despite the 12 month extension of the project which ended on the 31<sup>st</sup> of December 2008, only one planned activity was implemented. The reason why the other project activities could not be implemented as planned was due to the lack of commitment of the High Communication Council which could not respect the consented annual work plan for the project.

### CONCLUSION

Due to the expiration of the 12-month extension of the project activities could not be fully implemented and going by the deadline for the implementation of the (31 December 2008), the project has been closed. A letter has been sent to the High Communication Council to that effect.

## NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC:  
RENFORCEMENT DES CAPACITES DE L'OBSERVATOIRE DES MEDIAS  
CENTRAFRICAINS  
PROJECT NO: PDC/52CAF/01 (354-CAR-5071)  
US\$30.000**

### **TYPE OF PROJECT**

This project aims to address professional competence of media professionals through training, monitoring and mentoring processes. The promoter, the Central African Media Observatory, works closely with the Union of Journalists of Central African Republic and other professional media associations including the High Communication Council protect and defend press freedom, freedom of expression and of information.

### **IMPLEMENTATION**

The annual work plan of this project was revised, further to which an activity financing contract was signed to launch the effective implementation of the project. Implementation started with the organization of the first of a series of training workshops on the role of the Media Observatory in partnership with the High Communication Council (HCC). The training has just ended with 41 media, professionals having participated at the training.

The second training component of the project will focus on a sensitisation session with Political leaders, and members of the civil society on the role of the Media observatory. The training is being planned for early March 2009.

### **RESULTS**

After the first training workshop, the beneficiary, the Media Observatory show-cased its role not as a police force but as an arbiter amongst media professionals and media organs in the Central African Republic.

## NATIONAL PROJECT

**CHAD: STRENGTHENING THE CAPACITY OF N'DJAMENA HEBDO**  
**PROJECT NO: PDC/49CHD01 (354 CHD 5051)**  
**US\$ 20 000**

### **TYPE OF PROJECT**

An initiative of *Le Groupe N'djamena Hebdo*, the present project was designed to strengthen the technical capacities of the *N'djamena Hebdo* newspaper and to develop a critical mass of human resources for the newspaper through a continuous process of capacity building. Within this framework, the project sought to provide appropriate training for journalists and reporters, as well as the technical personnel of the newspaper. Moreover, this project is seeking to develop the ICT skills of the newspaper's reporters in the collection, treatment and publication of news and information. Finally, it aims at assisting in the development of a sound policy for the newspaper's move towards sustainability.

### **IMPLEMENTATION**

The action plan of this project was revised, further to which an activity financing contract was signed to launch the effective implementation of the project. Implementation started with the acquisition and installation of basic computer equipment through the collaboration of the United Nations Development Programme (UNDP). It was momentarily delayed due to a lack of effective involvement of the beneficiaries who failed to respect the timing of activities as defined in the project document.

The second component of the project was the development of a website for the newspaper which was immediately followed by a training session in favour of the journalists/reporters and the technical personnel of the newspaper.

### **RESULTS**

The technical department of the newspaper has been rehabilitated with appropriate computer equipment acquired and installed. The newspaper website developed and activated. Finally training was organised for the newspaper's editorial and technical personnel to improve upon their capabilities of collecting, processing and disseminating of accurate and verifiable information.

### **CONCLUSION**

This implementation of this project has greatly improved on the editorial content of the newspaper and has increased the newspaper's visibility through its developed website. The project is operationally closed. The Secretariat should therefore consider measures to close down the project financially.



## **NATIONAL PROJECT**

**CHAD: ESTABLISHMENT OF A PRESS HOUSE**  
**PROJECT NO: PDC/52CHD/01 (354 CHD 5071)**  
**US\$ 35 000**

### **TYPE OF PROJECT**

Initiated by the Association of Independent Print Media Editors (AEPT) the present project was designed to create an enabling working environment for Chadian media professionals and to strengthen the technical and professional capacities of the Chadian journalists through the development of a critical mass of human resources for the Chadian media industry.

Within this framework, the project sought to provide appropriate technical equipment, training facilities for journalists and reporters and Internet access to all media organs and professionals.

### **IMPLEMENTATION**

The annual work plan of this project was revised, further to which an activity financing contract was signed to launch the effective implementation of the project.

Implementation started with the acquisition and installation of basic computer equipment through the collaboration of the Chadian National Commission for UNESCO. The first training component of the project focused on the training of newspaper layout editors and desk editors on newspaper layout and design. This activity has just been organised and the activity report is being awaited. The second training activity has been planned for mid March 2009.

### **RESULTS**

The following activities have been carried out:

- Acquisition and installation of technical equipment in the Press House.
- Organisation of the first training workshop on newspaper layout and design.

## NATIONAL PROJECT

### REPUBLIC OF CONGO : TRAINING OF JOURNALISTS TO IMPROVE UPCOMING ELECTIONS

PROJECT N°: PDC/51 PRC/01 523PRC5000

US\$ 31,400

#### TYPE OF PROJECT

L'objectif principal du projet portait sur le renforcement des capacités des médias de deux structures (Radio-Brazzaville et Télé-Congo) à travers la dotation en équipements informatiques professionnels de qualité (cf. annexe 1) et la formation sur la gestion de l'information en période électorale

#### IMPLEMENTATION

Dans le cadre du renforcement des capacités des médias congolais dans la gestion de l'information en période électorale. Ainsi, il a été organisé à Brazzaville du 24 au 27 juin 2008 un atelier de formation des techniciens et professionnels de médias avec la participation des personnes du Ministère de la Communication, Chargé des relations avec le Parlement, de l'Observatoire congolais de Médias (OCM) et du Conseil Supérieur de la Liberté de Communication (CSLC). Cet atelier a connu la participation de 40 professionnels de médias publics et privés (presse écrite et l'audio-visuel).

C'est au cours de cette formation, que la Télévision nationale (Télé-Congo) et la Radio-Brazzaville ont été dotées en équipements informatiques professionnels achetés dans le cadre du projet.

Les principales actions et activités réalisées ont été les suivantes :

- Mise en place d'un Comité de pilotage du projet ;
- Identification des professionnels et journalistes pour la formation ;
- Achat des équipements informatiques pour Télé-Congo et Radio-Brazzaville ;
- Identification of journalists and technicians for training;
- Organisation de l'atelier de formation sur la gestion de l'information en période électorale.

#### RESULTS

Les principaux résultats obtenus ont été les suivants :

1. Dotation de Télé-Congo et Radio-Brazzaville en équipement informatique professionnels (voir annexe des équipements par bénéficiaire en annexe);
2. Formation de 40 professionnels de médias et journalistes publics et privés sur la gestion de l'information en période normale et électorale à travers les thèmes ci-après :
  - Le Rôle des Journalistes dans la promotion de la culture de la paix et des valeurs citoyennes ;
  - La Régulation des médias en période électorale (avant, pendant et après les élections) ;
  - La Gestion des radiodiffusions en période électorale (avant, pendant et après les élections) : la Couverture de l'information ;

- Le Rôle de la presse en démocratie : liberté de presse et responsabilisation des journalistes dans la promotion de la bonne Gouvernance ;
- Le Devoir d’informer : le rôle des médias dans le développement économique et social ;
- Les exigences éthiques et déontologiques dans le travail médiatique ;
- L’Image de l’analyse à la synthèse ;
- La Production télévisuelle ;
- Les Techniques, exigences et qualité de travail ;
- Les Techniques de reportage (presse écrite et audio-visuelle) ;
- Les Délits de presse et Protection des journalistes : liberté de presse et Droits de l’homme ;
- La Sociologie des médias.

3. Production des supports numériques sur le déroulement des travaux de l’atelier de formation du 24 au 27 juin 2008.

## **CONCLUSION**

Appui au renforcement des capacités de plus de 40 professionnels de médias et journalistes dans la prévention et la gestion des conflits liés au contexte électoral (avant, pendant et après les élections) ;  
 Amélioration de la qualité du travail des médias (supports de communication: journaux, annonces, émissions radio-télévisées) en période électorale (avant, pendant et après les élections) à travers l’acquisition de nouvelles connaissances et la dotation en équipements informatiques professionnels de qualité ;  
 Contribution à la promotion du pluralisme de médias et de la liberté de presse.

La mise œuvre du projet a permis de renforcer les capacités des médias congolais par l’acquisition des nouvelles connaissances, en particulier dans la gestion de l’information en période électorale. Ces notions permettront aux médias des développer des activités de consolidation des acquis de paix en République du Congo avant, pendant et après la période des électorale présidentielles de 2009.

La principale recommandation a porté sur la mise en application des nouvelles notions acquises au cours de l’atelier de formation du 24 au 27 juin 2008, en particulier dans la gestion de l’information en période électorale afin de contribuer à la consolidation de la paix en République du Congo.

Les principales difficultés rencontrées ont porté sur lenteur administrative sur la décentralisation des des fonds au niveau de Brazzaville. En effet, il y a eu confusion sur le pays bénéficiaire lors de la décentralisation des fonds. L’envoi des fonds au Congo Kinshasa au lieu du Congo Brazzaville avait causé un grand retard dans la mise en œuvre du projet.

## NATIONAL PROJECT

**ETHIOPIA: Strengthening the educational children's television program Tsehai Loves Learning**

**PROJECT NO: PDC/51 ETH/02 (354 ETH 5062)**

**US\$ 25 000 + US\$5000 from UNESCO RP**

### **TYPE OF PROJECT**

The project sought to train 5 young people to produce animated, multilingual, local, content in response to the lack of quality educational broadcast material in the area of early childhood development.

### **IMPLEMENTATION**

On the basis of criteria that took into account the inclusion of ethno-linguistic, gender and religious groups, as well as ability in English (language of instruction), 3 men and 2 women were selected from over 400 applicants who responded to advertisements placed through radio and local newspapers.

To ensure that diversity goals were achieved, the training format was changed to a 2-month residential program with stipends and transportation provided for participants from rural areas. This required an increase in the project budget of US\$5,000 obtained from other sources. Overseas procurement of equipment lead to the initial start of training being delayed by over 4 months, this time was however used to develop and test additional training material.

The training program focused on multiple teaching approaches, repetition and reinforcement through practice and a final project, a 7-minute animated program produced by each student.

Content created under this initiative were to have been aired via the national broadcaster, and up to 5 million children reached. Staff and policy changes within the broadcaster resulted in a need to explore alternative distribution options such as through cinemas in conjunction with international NGOs and UN Agencies.

An end of project assessment and impact study will be undertaken by a local consulting firm and a toolkit comprising the training materials and items produced under this project will be completed by the second quarter of 2009.

### **RESULTS**

- A step-by-step training manual with DVDs and CD-roms has been developed,
- 5 young persons trained to produce animated audio-visual content
- 5, 7-minute animated audio-visual programs developed in 3 Ethiopian languages

### **CONCLUSION**

The experiences, training material and local content developed in this project, along with the final assessment report will provide practical models for low-cost content development and training in the Cluster countries.

## NATIONAL PROJECT

**ETHIOPIA: KORE COMMUNITY RADIO**  
**Project Number: PDC/51 ETH/01 (354 ETH 5061)**  
**US\$30,000**

### TYPE OF PROJECT

The project aims to establish a community radio station in Kore Community which is located in the Southern Nations, Nationalities, Peoples and Regions, SNNPR, a Federal State of Ethiopia. The people of Kore have a distinct language which is not catered for by the national broadcaster. The project will facilitate access to information, particularly development information and contribute to social consciousness and participation in decision-making.

### IMPLEMENTATION

A number of concurrent events have led to substantial delays, as a result the project's completion date has been extended until 30 June 2009. These delays arise from/include:

- Ethnic conflicts between pastoralists and farmers in the project area forced Agri Service Ethiopia to interrupt its operation for some months in the project area. Interventions by government forces followed by mediation efforts through traditional elders council appear to have resolved these problem and Agri Service Ethiopia has now resumed their operations in the project area;
- Delays in the release of the UNESCO component of the funds
- This project is co-funded by the World Bank through the Government of Ethiopia's ICT Assisted Development (ICTAD) program. Radio transmission equipment was procured using Agri Service Ethiopia's procurement procedures. Price negotiations with the supplier and bank procedures for opening a letter of credit took a long time.
- Substantial differences between the selected suppliers terms of sale and the requirements of the governments process for making payments, coupled with the limitations of the national banking system and fiscal policies on foreign currency control required considerable and lengthy negotiations prior to an eventual agreement on process changes;
- Initially tax-exemptions had been requested by the Board of the community radio which was supported by the Finance and Economic Development Cooperation Bureau of the SNNPR Regional State. However, when the radio transmission equipment arrived it became apparent that it would be subject to Federal taxation, attempts to obtain a waiver of federal taxes proved unsuccessful. An additional ~ US\$15,000 had to be raised to secure the release of the items from Customs, as this cost had not been anticipated additional time was required to secure this funding.

During the interim period, members of the community board have participated in a training event on development communication along with other community groups whose community radio projects have secured funding. With the end of the conflicts, the community has also been working on preparing the structure that will house the community radio. Installation, initial testing of the community radio equipment,

test-broadcast, training of the community volunteers is expected to be completed by late March with regular transmissions starting in April 2009.

## **CONCLUSION**

Despite the various setbacks, there is still considerable support and enthusiasm among the local community, local authorities, Agri-Service as well as ICTAD for this project. A number of lessons have been learnt and recognition of the need for process changes internalized – hopefully this should facilitate the implementation of future projects.

One tangible example of a learning outcome is the recent support by ICTAD for a program at a national technical university which seeks to assemble low-cost transmitters and antennas locally. This project has arisen as a result of the groundswell of interest and increasingly supportive environment for community radio. Given the long-standing challenges of foreign exchange this initiative may well lead to more rapid future project roll-outs.

An independently produced project monitoring and evaluation study, will seek to capture the project experiences and provide a useful learning tool to inform other community radio pilots.

## NATIONAL PROJECT

### **GABON: RADIO EMERGENCE**

**Project No: PDC/51 GAB/01(354 GAB 5061)**

**US\$ 22 000**

### **TYPE OF PROJECT**

This project has been about revitalizing the socio-educative radio station called Radio Emergence which is based in Gabon (created by the Ministry of Education) and operated by benevolent youths. Part of the revitalization consisted in renewing production and broadcastings equipments, training of personnel and provision of information resources. The objectives are: to provide to Radio Emergence volunteers the necessary techniques and tools for the production of broadcasts in line with their mission, and respecting the code of ethics and deontology; to improve their working environment and renew obsolete equipments; to contribute to the production of quality broadcasts addressing youth related issues (sexuality, education, AIDS...).

### **IMPLEMENTATION**

A three months training was organized from May to July 2007. 40 volunteers attended the training which was based on five modules: Techniques for collating, treating and broadcasting information; Introduction to mass communication; Designing radio broadcast: HOWTO; Teenage pregnancy, sexually transmitted diseases and HIV/AIDS; Sexual and reproductive health. A training certificate was granted to trainees.

When the Ministry of Information received the information of the funding availability they also engage in some activities to complement the one that were planed: replacing doors, replacing air conditioner in the edition room. The General Secretary of the Ministry also sent out a letter to the Libreville Office to confirm that there is a credit line in the Ministry budget to support Radio Emergence. A set of equipments was acquired in October 2007 (computers, console, cabin monitors...) and installed at the station buildings. A phone appliance to provide access to Internet was also acquired. Regarding information resources, the station received documentations on diverse subjects and youth-focused from the Section of Youth (UNESCO).

A training program of 5 technicians in the use of newly acquired equipments (Apple Computer and Consoles) and software (Soundtrack & Studio Final Cut) was organized from April, 10 to June 30, 2008.

### **RESULTS**

A three months training in mass communication has given to 40 members of Radio emergence whom received new skills and techniques to perform their daily activities at the radio in respect with recognized standards, ethics and deontology. In general, since the training, Radio Emergence broadcasts are gradually reflecting its aim and objectives as a socio-educative radio. New equipments made of 3 Computers, 1 printer, 1 external storage drive, 1 professional console, 5 professional headsets, 8 professional voice recorders, 2 studio monitors, 4 professional microphones have been installed and in good operational condition. The air conditioner was also replaced. 5 Technicians trained in the use of Apple Computer, Digital Console, Sound editing software (Final Cut and Soundtrack).

### **CONCLUSION**

All equipments have been installed and relevant trainings have been organized. Radio Emergence is now offering new youth-focus programme almost professionally elaborated. Two months after the end of this project, the Association "Radio Emergence" appointed new Board to lead the Station with the hope that they will better take care of the newly acquired equipments.

## NATIONAL PROJECT

### **GAMBIA: PROFESSIONAL DEVELOPMENT AND ACCESS TO TECHNICAL RESOURCES**

PROJET N° PDC/52 GAM/01 (354 GAM 5071)

**US\$ 22 000**

#### **TYPE OF PROJECT**

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.*

#### **IMPLEMENTATION**

The workshop methodology was a good mix of theory and practice. Participants and resource persons were engaged in practical work and Internet use and all practical exercises were jointly critiqued and evaluated on the final day.

A plenary feedback session was conducted on the final day where participants generally expressed satisfaction at the organisation, course modules, content, presentation and services. Participants recommended that more of such training programmes be organised particularly on revenue generation, message dramatisation, marketing, advertising and sustainability of CMC.

The project is operationally terminated.



## PROJET NATIONAL

### GUINEE

### "SABARI FM" RADIO STATION

PROJET N° : PDC/51/GUI/01 (353-GUI 5061)

US\$ 27 900

### NATURE DU PROJET

Créer dans le contexte du pluralisme des médias en Guinée, une station de radio privée dénommée Sabari FM. La radio s'est fixé comme objectif à long terme de soutenir les efforts du développement national par le biais d'une plus grande sensibilisation des populations aux questions de santé, environnement, culture, genre, etc. Le projet est axé sur l'acquisition d'équipements pour Radio Sabari FM, et l'organisation de sessions de formation sur les techniques de production de programmes radio, la production audionumérique...

### MISE EN ŒUVRE

Le PIDC a approuvé ce projet avec un financement de 27 900 \$ US. Avant l'acquisition des équipements, il a d'abord fallu aménager les différents locaux destinés à l'émetteur et aux 2 studios (un studio de speakage, et un de production des émissions). La radio occupe les 2<sup>e</sup> et 3<sup>e</sup> étages de l'immeuble "Diountou" (qui en compte 4) dans la commune de Ratoma à Conakry.

### RÉSULTATS OBTENUS

- Les équipements pour le studio et la cabine ont été achetés et installés : émetteur, ampli, console, micros, casques, etc.
- Les équipements de protection contre les extra-voltages et la foudre ont été achetés et installés
- 28 personnel permanent dont 8 jeunes filles et 12 animateurs ont bénéficié de la formation sur : les techniques de lecture radio, les genres journalistiques, la rédaction, les rôles du rédacteur en chef et du secrétaire de rédaction, l'animation radio.

### CONCLUSION

Ce projet, d'abord suivi par le Bureau de Dakar et maintenant par celui de Bamako lorsque la Guinée a été rattachée au Cluster de Bamako, est aujourd'hui terminé mais la remise officielle se fera à une date qui nous sera communiquée. La radio Sabari FM est à présent opérationnelle. Elle emploie 63 jeunes y compris des stagiaires. L'agent de l'UNESCO basé à Conakry a visité les locaux et les équipements.

## NATIONAL PROJECT

**GUINEA-BISSAU: REVISION OF THE PRESS ACT**

**PROJET N° PDC/51 GBS/01 (354 GBS 5061)**

**US\$ 20 000**

### **TYPE OF PROJECT**

Today in Guinea Bissau despite the fact that the Constitution provides for the independence of the organs of Social Communication from political and economic power, and imposes upon the State a duty to provide a public audiovisual and press service, the scope of action available to professionals in the area of communication for development is limited by several factors, notably:

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

It is for this reason that it is both necessary and urgent that existing legislation be reviewed and that legislation be enacted to reflect the new socio-political reality of the country. Therefore, the project submitted to IPDC aims at improving the Guinea-Bissau Press Act so that it places greater emphasis on press freedom and to review and repeal media-related laws which are incompatible with current reality and which constitute barriers to freedom of expression and the development of democracy.

The development objective of the project is to establish a legal framework enabling the country's citizens to participate fully in the process of good governance and thereby fostering genuine public debate.

### **IMPLEMENTATION**

The project submitted to IPDC by the National Council of Social Communication, received the first part of the financing provided by IPDC, after signing a contract with UNESCO BREDIA, in September 2007. The IPDC approved this project in March 2007 with a funding of 20 000 US\$, against the requested amount of 45 000 US\$. Based on the approved funds, project beneficiaries were requested to revise their activities on the basis of the reduced funds available.

The documents on media legislation were compiled and a workshop was organised on the basis of such documents to prepare and submit recommendations and later on a meeting with media professionals to examine and approve the recommendations was also organised, the draft bill was circulated for public debate and action and submitted to Parliament for examination and adoption. We are now waiting for the Parliament decision

## NATIONAL PROJECT

**GUINEA BISSAU: GANDAL COMMUNITY MULTIMEDIA CENTRE**

**PROJET N° PDC/51 GBS/02 (354 GBS 5062)**

**US\$ 25 000**

### **TYPE OF PROJECT**

This project aims at setting up a locally owned and operated community multimedia centre in Gandal, that will make available content concerning local issues and development priorities to the Gandal community, including programming on education and lifelong learning, and that will promote local culture and community participation, in particular amongst the youth. By providing training to local journalists, producers and volunteers, *Gandal Radio* intends to design programmes with an emphasis on local, national and regional issues and aims at improving the social conditions and the quality of people's lives.

On a long term basis, the project seeks to provide access to public forums in which citizens and decision-makers are able to voice concerns and ideas, discuss social, cultural and political challenges and solutions that reflect local cultural diversity and promote empowerment

### **IMPLEMENTATION**

Gandal radio was launched in mid-June 2008, aiming to be tool with a regional scope. It intends to broadcast for at least 17 hours per day during its first phase.

With a power of 1000 (1Kw) Gandal's goals are to create awareness about issues of local, regional and national scope such as promoting education, democracy, peaceful co-existence, human rights, environment among other social issues.

Gandal radio has administered the two phase of it training program benefitting its staff members, journalists and some volunteers. The training program on basic principles of journalism, evaluating news, news gathering and contacting sources, interviews, writing news etc. was completed successfully

The project is now operationally terminated

## NATIONAL PROJECT

**GUINEA BISSAU: REINFORCING THE CAPABILITIES OF THE WEEKLY  
DIARIO DE BISSAU  
PROJET N° PDC/52 GBS O1 (354 GBS 5071)  
US\$ 33 000**

### **TYPE OF PROJECT**

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.

### **IMPLEMENTATION**

Since the payment was disbursed November 2008, is project implementation is still on-going. Equipment has been bought and a training course is taking place now. The project is expected to be terminated by March 2009.

The project is expected to be terminated by en of March 2009.

## NATIONAL PROJECT

### **KENYA: SHINYALU COMMUNITY MULTIMEDIA CENTRES**

**Project No: PDC/49 KEN/01 (354 KEN5051)**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The aim of this project was to establish community FM radio and an Internet connection in the Shinyalu constituency with the aim of expanding information access for smallholder farmers through media for sustainable development in the Kakamega District of Western Kenya. It also aimed at training smallholder farmers to actively use radio, Internet and community library facilities for their information needs in order to improve productivity and enhance food security.

#### **IMPLEMENTATION**

From its 2005 budget, IPDC granted this project the amount of US\$ 20,000. The area member of parliament used the Government's Community Development Funds to add to community contributions towards the renovation and preparation of the building to house the community radio. The project then procured the community radio equipment for the on-air studio complete with the reporter's kit (minidisk, recorders, headphones and microphones). The Community Radio entered into a partnership with Masinde Muliro University (located nearby) to involve students from the University in the installation and operation of the community radio equipment. As a result of this partnership radio presenters and producers. Training for the 6 CMC staff, interns and volunteers (3 women) has been carried out.

#### **RESULTS**

- Community radio building was renovated and electric fittings installed for the radio studio.
- Radio broadcasting equipment was purchased and the community radio station set up and On-Air

#### **CONCLUSION:**

This project was successfully implemented and the partnership between the Shinyalu Community Radio and the Masinde Muliro University has enhanced the impact of the radio by supporting practical broadcasting teaching to mass communication students of the University and also improve local content production with the participation of the University community.

This project is terminated.

## NATIONAL PROJECT

**KENYA: RADIO FOR THE KOINONIA YOUTH MEDIA CENTRE**  
**PROJECT NO: PDC/49 KEN/03 (354 KEN5052)**  
**US\$20 000**

### TYPE OF PROJECT

The Koinonia Youth Training Centre is located in a slum area of Nairobi and had already been established as a computer training centre and the purpose of this project was to set up a radio production centre that would focus on youth skills training on radio broadcasting and production techniques. It was intended that the centre would be upgraded to an FM station for the youth. The centre was expected to provide a platform for training in media-related skills, a cultural exchange with young journalists from other media institutions and offer the youth an opportunity to produce programmes of their own that would articulate their aspirations and inculcate positive behavioural change. Above all, the Centre intended to showcase the potential and talent of the youth while empowering them economically and socially.

### IMPLEMENTATION

IPDC approved the Koinonia project in 2006 with a funding of US\$ 20,000. The project provided the compact Radio-in-a-Box radio studio equipment as well as a reporter's kit to the centre to facilitate training on radio production techniques. Experienced local journalism instructors were engaged to train fulltime and part-time trainers at the centre in 2 workshops.

### RESULTS

- ❖ Radio production training centre equipped with the Radio-in-a-Box production and transmission equipment.
- ❖ The Koinonia production centre has since acquired a broadcasting license and is now operating as a community radio.
- ❖ 10 participants (3 women) trained in computer audio editing and production, information processing, reporting, conducting interviews and magazine design; training in digital audio production.
- ❖ 10 participants (2 women) trained in Introduction To Journalism: Understanding News Values, Interviews & Research, Writing The News, Ethics In Reporting and Contemporary issues in the media.

### CONCLUSION:

This project was successfully implemented and has positively impacted the slum population in its locality. Continuous training taking place at the media centre and now community radio broadcasting has also been introduced. The Koinonia media centre has provided training for presenters that are now working at the recently established privately owned community radio stations in neighbouring Nairobi slums such as the Ghetto FM and Koch FM radio stations. This project is terminated.

## NATIONAL PROJECT

### **KENYA: DEVELOPMENT OF MUGAMBO JWETU COMMUNITY MULTIMEDIA CENTRE**

**Project No: PDC/51 KEN/01 (354 KEN 5061)**

**US\$ 30,000.00**

#### **TYPE OF PROJECT**

The main objective of this project was to establish a locally-run, owned and managed Community Multimedia Centre and improve information flow, facilitate training especially for women and Youth in this rural area of Eastern Kenya. This project was expected to contribute to engaging the community in its own development initiatives through the use of community radio and ICT's.

#### **IMPLEMENTATION**

Soon after the funding approval by IDPC in 2007 the Embassy of Finland in Kenya expressed interest to co-fund the project and contributed about €42,000. The Finnish funds were to be directly disbursed in the project activities in collaboration with the community. Hence UNESCO and the Finnish Embassy agreed on the cost sharing arrangement for the project. The community provided the house for the CMC and installed all necessary fittings for electricity supply. From the IPDC funding computer equipment and a wireless Internet connection were procured and installed. Furthermore two radio presenters (1 women) from the Mugambo Jwetu CMC were attached to the more established Mangelete CMC for a 2 weeks hands-on internship to gain essential experience to help start-up the community radio. From the Embassy of Finland funding, a semi-professional on-air radio studio was procured and installed with reporters kits and a separate production studio has been ordered. The remaining part of the Finnish funds covered initial local content production and technical support by hiring an experienced radio broadcasting engineer to conduct onsite training on fine-tuning and trouble-shooting of the radio equipment. The CMC telecentre was installed in September 2008 complete with Internet connection and the community radio went on-air in December 2008. The launch is expected before the end of the first quarter of 2009 once the completion of the purchase of the production equipment is finalised. The president of Kenya Hon. Kibaki is expected to preside over this launch.

#### **RESULTS**

- Partnership with Embassy of Finland established and co-funding of €42,000 mobilized;
- The CMC building renovated and radio studio set up;
- Hands-on internship for two radio presenters (1 women) was carried out for 2 weeks at the Mangelete CMC in Voi, Kenya;
- ICT equipment including 10PC's, with wireless Internet modems purchased and installed;
- On-Air radio broadcasting equipment and the transmission mast for the radio station were purchased and installed.
- The community radio station is On-Air since December 2008.

#### **CONCLUSION:**

This project is progressing very well despite the initial delays due to negotiations with the Embassy of Finland. The Finnish partnership and co-funding has magnified the visibility and impact of this project and should make this a showcase CMC as one of the best equipped in Kenya so far. The official CMC launch planned for May or June 2009 is expected to attract high-level Government officials and should further put this project in the limelight.

## NATIONAL PROJECT

### **KENYA: COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO**

**Project No: PDC/52 KEN/01 (354KEN5071),  
US\$ 20 000**

#### **TYPE OF PROJECT**

Community Empowerment Through Community Radio is a local initiative aimed at sensitizing the local community and giving them a voice through media. The project is hinged on the fact that sustainable democracy must first be initiated at the grassroots level.

The project aims at the procurement and installation of on-air studio equipment, recording kit and transmission mast at this community radio. The project is to further provide hands on training to community radio volunteers from the community.

#### **IMPLEMENTATION**

IPDC approved the above project with the funding of US\$ 20,000. So far the On-air radio equipment has been purchased and installed and the , MWANEDU FM 96.1, Lwaka Lwa Waisanga, Station Ija Kuikundagha, (which means; MWANEDU FM 96.1, Voice of the People, The Station You Love) is on air. Training of the volunteers and the radio staff has commenced and ongoing. 4 staff members have been receiving hands-on training during the last four months

On 19<sup>th</sup> and 20<sup>th</sup> of October 2008 MWANEDU FM and Tsavo East Resort Paradise Hotel organised a joint function that brought together the community where the station got an opportunity to reach out to the community to explain its programmes.

#### **RESULTS**

- The mast has been purchased and installed;
- A community radio station, Radio MWANEDU FM 96.1, has been installed and went on-air in the last quarter of 2008;
- Four radio staff have received hands-on training during the last four months;
- The station has continued to educate the community on issues ranging from democracy, human rights, child abuse, rights of women in the society, community participation and role in development, lobbying against FGM which is secretly being practiced in some parts of the province, land injustices and equity on resources, forest degradation and environmental concerns. The hottest issue the station handles is historical land injustices in the area.

The project implementation is on schedule and is still ongoing



## NATIONAL PROJECT

### **LIBERIA: PROFESSIONAL DEVELOPMENT AND ACCESS TO TECHNICAL RESOURCES**

**PROJET N° PDC/51 LIR/01 (354 LIR 5061)**

**US\$ 25 000**

#### **TYPE OF PROJECT**

This project submitted by the Liberia Media Centre a joint initiative by the “*Liberian media community*” (led by the Press Union of Liberia) and the “*Partnership for Media and Conflict Prevention in West Africa*” to address access to collective resources and training, aims among other issues, to tackle the following problems:

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

#### **IMPLEMENTATION:**

The contract between UNESCO and the Liberia Media centre regarding the financing of this project was signed in September 2007. Several training workshops were conducted and evaluated:

##### **Investigative Reporting Workshop Outcome**

On November 30, 2007 and December 1, 2007, the Liberia Media Center trained thirty Liberian journalists from the print and broadcast media in Investigative Reporting. The training was coordinated by Lanre Arogundade, Director of the Lagos based International Press Center. The training focused on providing hands-on and practical experience to the journalists. A computer assisted reporting component provided internet resources on Investigative Journalism.

In a post-training evaluation, many of the participants agreed that the objectives of the workshop were clear on the onset and the actual training activity met their expectations. They were keen to acknowledge that the timeliness of the workshop was ideal because it had come at a time when they as journalists needed to get involve in investigative reporting. They agreed that the training conducted stimulated their appetite for an all-out learning by doing and to further research other opportunities for training in this area. They acknowledge with great appreciation the professional manner in which the trainer conducted the workshop and agreed the

exercise was not only an eye opener, but exceedingly rewarding. Note that the list of participants submitted changed as the various institutions decided to nominate their most senior reporters.

At the close of the training, the participants were subdivided into various working groups with the objective of assessing the skills attained during the exercise. The groups were requested to report on the following issues:

1. Recommendations on developing investigative journalism in Liberia;
2. 10 follow-up investigative stories;
3. 10 investigative stories idea.

### **Media Monitoring Workshop Outcome**

The tow-day training was conducted by Lanre Arogundade and brought ten staff of the Centre together. It provided the trainees an overview of media monitoring, basic techniques and monitoring applications and methodologies. The outcome of the exercise has meant that the centre will now be involved in long-term monitoring of reports on several thematic areas aside from the three-month investigative journalism follow-up program.

### **Coalition Building Mentoring Meeting**

On December 3 and 4, the Centre convened a mentoring session for five organizations involved in the proposed Media Coalition for Free Expression, (Liberia Media Centre, Centre for Media Studies and Peace Building, Press Union of Liberia, Institute of Media Development and Dignity and the Liberia Women Media Action Committee). The session was intended to share experience on the way forward for the proposed freedom of expression network using experience from Nigeria. Lanre Arogundade who is a member of the Nigerian Freedom of Information Coalition, mentored the organizations in basic strategies and steps in setting up a freedom of expression network. At the close of the two day mentoring, the participating organizations agreed that the network be supported in the next three months through the IPDC allocation to LMC and should be hosted by a member organization to be determined by the group in the subsequent monthly meeting.

### **CONCLUSION:**

This project has contributed to the re-awakening of professional consciences and responsibilities of media professionals and it will certainly improve editorial contents in terms of journalism investigation and improve media monitoring in Liberia. The project has been fully implemented. The project is operationally closed.

## NATIONAL PROJECT

**MALAWI: ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLAND**  
**PROJECT NO.: PDC/51 MLW/01 (354 MLW 5061)**  
**US\$ 24 000**

### IMPLEMENTATION

After successful international bidding process, involving the Community beneficiary of the project, a tender for the supply of the equipment has now been awarded to a South African Firm DSC Communication. The equipment is expected in the country in early April and will be installed immediately. Parallel to these contacts have been initiated with the Malawi Communications Regulatory Authority (MACRA) for the issuing of a broadcast licence. The information obtained states that a final approval will be given once the equipment has been installed and the necessary testing carried out.

### RESULTS

The project is on track. Much cannot be reported on results. However with UNESCO Harare's support radio producers and reporters have already been trained ready to start operations of the radio. The Management board members, elected after transparent election have also been trained on managerial aspects of the community radio

### CONCLUSION

The equipment has been ordered and will be delivered to the project site very shortly for installation. Once this has been done, MACRA has assured the project beneficiaries that a broadcasting licence will be issued. The availability of already trained staff will make it possible for the radio to start operations without unnecessary delays...

## NATIONAL PROJECT

**MALAWI: PREPARATION OF A MODULE ON PARLIAMENTARY REPORTING**  
**PROJECT NO.: PDC/52 MLW/01 (354 MLW 5071)**  
**US\$ 20 000**

### **IMPLEMENTATION:**

Parliamentary Reporting as a discipline is a new area in Malawi Journalism professional circles. A consultant has been recruited to pilot the project. He is undertaking a desk study of similar experiences worldwide. One of his His other major tasks is the recruitment of local and if necessary international experts to write necessary and relevant sections of the module .

### **RESULTS:**

A Consultant has been recruited to pilot the project activities. His major undertakings concerns the recruitment of specialists to write different sections of the modules. According to a revised work plan, authors of the different sections of the module are expected to submit their final copies by mid 2009 giving the manger of the project till end 2009 to prepare the first draft of the module. It is expected that the final version of the module should be ready for use in early 2010

### **CONCLUSION:**

Journalists and Experts in Malawi have welcomed the advanced plans to prepare the module on parliamentary reporting. Most are of the view that this will help journalists to better cover parliamentary reporting not only professionally but also ethically. Multiparty democracy means that all views be they from the government or opposition need to be covered very professionally and ethically. Given the importance of the project, the beneficiaries have requested ist extension beyond 2009.

## PROJET NATIONAL

**MALI : INTEGRATED COMMUNICATION PROGRAMME FOR BEHAVIOUR  
CHANGE PROJET n° : PDC/51 MAL/01 (354-MAL-5061)  
16 000 \$ US**

### NATURE DU PROJET

L'objet de ce projet consistait à exécuter un programme intégré de communication pour le changement des comportements sur le thème « les conséquences négatives de l'inégalité du travail sur la santé des femmes dans six (6) communes rurales du cercle de Kati (environ 20 km de la capitale).

### MISE EN ŒUVRE

Grâce au financement de 16 000 \$ US fourni par le PIDC, Radio Bèlèkan a mis en place un comité de pilotage et six noyaux relais dans chacune des six (6) communes concernées par le Programme. Elle a formé les noyaux relais sur le thème « conséquences négatives de l'inégalité du travail sur la santé des femmes dans le cercle de Kati » avant de mener une vaste campagne de plaidoyer qui visait à mieux informer et sensibiliser les autorités politiques, administratives, les leaders d'opinion et la population sur les conséquences négatives de l'inégalité du travail sur la santé des femmes et les amener à s'engager à travers :

- - la promotion de l'intégration de la femme dans le processus de développement économique, social et culturel ;
- - l'introduction de l'approche genre dans leurs programmes ;
- la réalisation d'actions concrètes pour améliorer les conditions et outils de travail des femmes.

### RESULTATS

- 6 noyaux relais constitués chacun de 4 femmes et de 2 hommes ont été mis en place en novembre 2007
- 44 personnes : 6 noyaux relais et personnel de la radio ont été formées en décembre 2007
- la diffusion de janvier 2007 à juillet 2008, il a été réalisé et diffusé sur les antennes de la radio :
  - 4 microprogrammes
  - 6 tables rondes,
  - 6 débats publics et
  - 6 émissions publiques.

### CONCLUSION :

Le projet a été réalisé dans toutes ses rubriques. Nous avons pu assister à une des émissions dans un des villages. Il s'agissait d'un jeu public sur la place du marché de Diago (environ 30 km de Bamako) où l'équipe de la radio a déployé ses équipements. Notons au passage que Diago a donné son nom à la célèbre Eau minérale du même nom. Le jeu public vise à évaluer le degré de compréhension et d'assimilation du sujet de la campagne par les populations. L'animateur du jeu (de Radio Bèlèkan) a posé des questions sous forme d'énigme auxquelles les participantes et participants ont répondu. Ici l'énigme tournait autour de la femme dont il faut alléger les travaux (l'objet même du projet). Après environ 3 heures de jeux, émaillés de chants d'une cantatrice du village, des 20 candidat-es au départ, il ne restera que 3 finalistes dont 2 femmes et un jeune garçon d'une dizaine d'années qui ont reçu des prix composés de sacs de sel, de cartons de savon et d'un poste récepteur radio. J'ai eu l'honneur, en tant que représentante de l'UNESCO, de remettre le 1<sup>er</sup> prix : 1 sac de sel, 1 carton de savon et un poste récepteur radio. Cela m'a permis de relever le sérieux et le professionnalisme de cette radio communautaire. Une copie des différentes émissions en langue nationale bamanan est disponible au Bureau UNESCO de Bamako.

## PROJET NATIONAL

**MALI :TECHNICAL UPGRADE FOR URTEL MEMBER RADIOS**  
**PROJET n°: PDC/51MLI/02 (354-MAL-5062)**  
**25 000 \$US**

### NATURE DU PROJET

Ce projet visait à renforcer la capacité technique de l'Union des radiodiffusions et télévisions libres du Mali (URTEL) et des 180 membres qu'elle compte aujourd'hui.

### MISE EN OEUVRE

La mise en oeuvre du projet a été centrée d'une part sur l'acquisition et l'installation d'une unité de dépannage et de maintenance et d'autre part sur la formation en maintenance (en mai 2008) de vingt quatre (24) techniciens dont 22 venant des différentes régions du Mali et 2 de Bamako.

### RESULTATS

1) - Un atelier de dépannage est aujourd'hui fonctionnel pour les cas de maintenance préventive et pour des cas de réparation. Il s'agit de : multimètre digital, trousseaux de divers tournevis, différentes pinces, tables de travail, stabilisateurs, console, deck, lecteur de CD, armoire de rangement, valise de dépannage extérieur, casque, lampe de table, souffleurs, extincteur, cablages électriques, brosses de nettoyage, etc. L'atelier est animé par des compétences internes à l'URTEL.

2) - Vingt quatre (24) techniciens ont bénéficié d'une formation sur :

- la maintenance préventive : fonctionnement d'ensemble des éléments constitutifs de la radio FM ;
- la maintenance curative ou maintenance d'intervention ;
- l'exploitation et la manipulation des appareils de mesure ;
- le contrôle de qualité de mesure des grandeurs électriques (dépannage) ;
- la pratique de la maintenance d'intervention ;
- l'entretien du système d'antenne, pylône et mât (séances pratique de dépannage et de réparation des émetteurs).

Chacun des 24 participants a reçu, pour le compte de sa radio, un kit de matériels composé de : fer à souder, pompe, étain, trousseau de tournevis de précision, souffleur, multimètre, lot de composants électriques (iode, résistance, condensateur).

### CONCLUSION

La mise en œuvre de ce projet s'est révélée satisfaisante. Le projet est aujourd'hui terminé. L'UNESCO fait désormais partie du CARD : Comité d'appui à la Radio pour le développement, aux côtés du PNUD de l'UNICEF, l'USAID, etc. Créé en 1999, le CARD est un cadre informel de concertation entre les acteurs opérant dans le secteur de la radio de proximité. Il permet la complémentarité et évite la duplication des actions.

## **PROJET NATIONAL**

**MALI :MISE EN LIGNE NUMERIQUE DE LA CHAINE 2 DE L'ORTM**  
**PROJET n° : PDC/52 MAL/01 (354-MAL-5071)**  
**36 000 \$ US**

### **NATURE DU PROJET**

L'objet de ce projet consistait à élargir l'audience de la chaîne 2 par l'utilisation de l'Internet comme prolongement des moyens de diffusion classique.

### **MISE EN ŒUVRE**

Le PIDC a approuvé ce projet avec un financement de US\$ 36 000. Sa mise en œuvre est centrée sur la confection de la liaison spécialisée, l'acquisition et l'installation des équipements et la formation du personnel.

### **RESULTATS**

- Equipements commandés
- Personnes bénéficiaires de la formation et formateur identifiés

### **CONCLUSION :**

**Le projet se poursuit normalement mais accuse un retard par rapport à la programmation qui nous a été transmise par l'ORTM. Ce retard nous a été expliqué par la célébration du 25<sup>ème</sup> anniversaire de la télévision nationale qui a donné lieu à une forte mobilisation de l'ensemble des ressources humaines de l'ORTM.**

**MAURITIUS: ESTABLISHMENT OF AN AUDIOVISUAL TRAINING CENTRE AT  
THE UNIVERSITY OF MAURITIUS  
PROJECT NO: PDC/51 MAR/02 (354 MAR 5061)  
US\$ 28 000**

**TYPE OF PROJECT:**

This project aims to increase professional standards of journalism in Mauritius by integrating radio and television production training in the existing degree course on communication studies at the University of Mauritius.

**IMPLEMENTATION**

Implementation of the project was successfully completed in July 2008. The completion of the project was however hindered by unfavourable exchange rate of the dollar vis-a-vis the Mauritian rupee. The falling of the dollar exchange rate resulted to the exchange loss of approximately 20% on the initial budget.

Consequently, the equipment list has had to be reviewed for cheaper alternatives and some items have even had to be foregone. For instance soundproofing, powered audio monitors and microphones.

Also some of the equipment had to be ordered abroad due to unavailability locally.

**RESULTS**

The equipment was acquired and successfully installed and the University of Mauritius. This successful installation has resulted to the formation of a dedicated multimedia facility for ensuring the training of aspiring journalists and media professionals in Mauritius.

Training of students officially started in August 2008 upon resumption of courses. A dedicated website at [www.mediacomstudio.com](http://www.mediacomstudio.com) has been created and a first video on the University of Mauritius Innovation Week 2008 is already available on the website.

The project has received quite significant coverage by local media, namely in the written press and radio stations of the country. It has been covered twice in the weekly L'Express-Dimanche (on the 27th April and on the 4th May), in news bulletins of Radio One (brief mention in March as a forthcoming facility at the University and extensive interview on 4th May) and also on the news bulletin of TopFM (with an interview on 30th April).

**CONCLUSION**

This project has the potential of extending journalism and media training to Seychelles where this is lacking. The Seychellois authorities have recently requested the UNESCO CI and Science joint mission to Seychelles from the Dar Es Salaam Cluster Office to support Seychelles in finding a solution for media training in the country. The project also serves as an exemplary model for media training in the Small Island Development States (SIDS), especially in relation to how web technologies can be linked to traditional media training.



## NATIONAL PROJECT

### **NAMIBIA:STRENGTHENING THE CAPACITY OF THE KATUTURA COMMUNITY RADIO STATION**

**Project No: PDC/52NAM/01( 354 NAM 5071)**

**U\$28500**

#### **TYPE OF PROJECT**

The Katutura Community Radio (KCR) was the 1<sup>st</sup> community radio established in Windhoek in post-independence Namibia with the support from UNESCO and other partners.

The KCR Trust is governed by a Board of Trustees coming mainly from civil society organizations, public media, educational media and media training institutions. KCR has been broadcasting in its current format since 2003, with the assistance of donor organizations only.

KCR aims to maintain 70% issue based and 30% entertainment programming profile during weekdays. Its programmes attempts to address and change the negative impact of severe poverty, unemployment, urbanization, health notably HIV/Aids, education, gender issues, crime, alcohol and drug abuse, incarcerated / rehabilitated prisoners, senior citizens, sex workers, the disabled, the environment, entrepreneurship and business development, as well as human rights, democracy and the rule of law.

#### **IMPLEMENTATION**

The implementation of the activities has been slow in 2008 due to the fact that KCR faced challenges in securing the building from which it operates. the proposal proved to underestimate the amount of work and time needed for the training and policies, especially the availability of the coordinator, strategist and leader, who in the early 2008 was elected the chairperson of the MISA (Media Institute of Southern Africa Board of Directors). In addition to this, the rebranding of KCR to Base FM in October 2008 was very time consuming and also affected this particular project which was due for completion at the end of October 2008.

The Server, Terminals and relevant equipment have been purchased but not yet installed. Basic renovations to the news room where these will be installed are in the process of being carried out and expected to be completed by end of February 2009. In addition to this, it has been ascertained that the building will not be able to carry the extra burden of the purchased computers on its electricity supply; hence we are urgently approaching some corporate companies for assistance to upgrade the building's power supply. UNESCO has in this case been providing institutional support to KCR to secure funds from the private sector. Once the equipment is in place, they will be used to facilitate the workshops and consequently add value to the activities of the radio station.

Even though faced by challenges the logistics for the once-off human rights/legal course for 10 KCR Volunteers for 8 weeks have been put in place and it was agreed with UNESCO that instead of a once of course, the volunteers be trained in other aspects related to the proper functioning of the station as well and would add value to the legal course as follows:

- The selected accredited and experienced trainers to cover the news, financial and policy development aspects have been contracted.
- Training is expected to take place the last week of February 2009. A consultant has been appointed to conduct a once-off News Training and News Style Guide and this training will end in February 2009 due to consultant's other prior commitments

- Training in Staff Policy and Employment Contracts is currently being carried (beginning February 2009) out.
- The job descriptions for the Management Team and News Desk have been completed. In addition to this, work on the staff policy has commenced, but more consultations with the station manager need to take place. 50% disbursement has been made.
- Financial Policy – drafting is completed and was submitted to the KCR board for approval
- Content Mix and Stakeholder Guidelines has been drafted submitted to the board for approval
- Legal Training Course – to start from 9-13 March 2009
- General Presentation Skills – Completed in September 2008

## **RESULTS**

As a result of the training and new equipment, KCR with the support of UNESCO are preparing a Business Plan for the station. The plan is about 80% complete and will be finalized once all the training is completed and the reports finalized. This business plan will be presented at a stakeholder conference to seek additional funding which will ensure the sustainability of the station and other stations in Namibia. Discussions with local authorities, other community radio stations, private sector and NGO's are in place to strengthen the capacity of KCR (now Base FM) to become the community radio training provider. Therefore including activities such as support for content development and training for other community radio stations.

## **CONCLUSION**

The KCR recently in an effort to attract another target audience rebranded itself, "BASE FM". This action has invited positive and negative criticism from the Ministry of Communication and other media houses. KCR's attempt to expand its signal to other towns in Namibia was turned down, but the Legal Assistance Centre has taken up the case with the Southern Africa Litigation Centre based in Johannesburg for possible funding and legal input take the matter to court.

Lack of resources to employ critically needed permanent and trained volunteers in key management positions, only funding for the Manager, Administrator and News Editor has been secured. However, a Production Editor, IT/ Web Specialist and Studio Co-coordinator are needed to ensure the smooth operations of KCR, this is being addressed in the business plan.

KCR has managed to secure smart partnerships with some private institutions such as a new TV station in Namibia, and another telecommunications institution. Therefore a carefully prepared business plan will ensure that more partnerships be created and KCR achieve its immediate and long term objectives.

## PROJET NATIONAL

### **NIGER**

### **"ZINARIYA" COMMUNITY RADIO IN NAFOUTA**

**PROJET N° : PDC/49/NER/01 (354-NER 5051)**

**US\$ 18 000**

### **NATURE DU PROJET**

Il s'agissait de créer dans le contexte du pluralisme des médias au Niger, une station de radio communautaire «Radio ZINARIYA» dans le village de Nafouta, Canton de Tessaoua – République du Niger, afin de contribuer à la promotion du développement local de la Communauté de tout le canton. La radio devrait jouer un rôle important de sensibilisation et contribuer à la gestion efficace des conflits champêtres. Du 19 au 23 juin 2006, j'ai effectué une mission dans ce village de Nafouta situé à douze (12) kilomètres de la ville de Tessaoua, chef lieu du canton, elle-même distante de Niamey la capitale de 715 km La population pratique essentiellement l'agriculture, le commerce et l'élevage. On note aussi des activités artisanales comme la maroquinerie, la forge, la vannerie et le tissage. Radio ZINARIYA (or en haussa) couvre un rayon d'environ 30 km et touche plus de 60 villages comptant plus de 150.000 habitants.

### **MISE EN ŒUVRE**

Le PIDC a approuvé ce projet avec un financement de 18 000 \$ US. Sa mise en œuvre est centrée sur l'acquisition et la mise en place des équipements numériques de studio, réception, reportage, d'émission FM et la formation des animateurs et techniciens.

### **RÉSULTATS OBTENUS**

- 1) Les populations se mobilisent autour du projet:
  - une association est créée autour de la radio ;
  - des comités de gestion et de contrôle de la radio sont mis en place;
  - des locaux sont construits ;
  - une cotisation est faite au profit de la radio.
- 2) - Le matériel est installé le samedi 23 décembre 2006 ; il se compose de :
  - . un pylône de 30 m et ses accessoires ;
  - . un système de générateur solaire et accessoires ;
  - . une station Radio FM WANTOK.
- 3) - cinq (5) animateurs et animatrices et deux (2) techniciens reçoivent une formation à Niamey ;
  - . huit (8) membres du comité de gestion de la radio sont formés à Tessaoua.

### **CONCLUSION**

La mise en œuvre de ce projet s'est révélée satisfaisante. Le projet est aujourd'hui terminé. La Radio Communautaire ZINARIYA, qui ressemblait à un mirage depuis 2003 a vu le jour. Pendant l'exécution du Projet les populations du village de Nafouta et des hameaux environnants se sont impliquées. Les premiers essais ont attiré les villages distants de 10 à 15 km. Par curiosité, les gens venaient qui à moto, qui à pied, qui à cheval pour voir de plus près ce "bijou", car c'est une grande première dans la région. Plus tard des habitants des localités distantes de plus de 50 km sont venus témoigner de leur affection et de leur soutien à cette jeune Radio communautaire. Ils affirment que c'est leur Radio, car elle constitue désormais leur porte-voix. A titre d'exemple plusieurs animaux (bœufs) égarés ont vite été retrouvés suite à des communiqués de la Radio.

## PROJET NATIONAL

### **NIGER**

#### **CREATION DU CENTRE MULTIMEDIA COMMUNAUTAIRE (CMC) FARA'A**

**PROJET N° : 354-NER 5061**

**US\$ 28 000**

### **NATURE DU PROJET**

Le projet vise à doter Radio Fara'a d'un télécentre, formant ainsi un CMC avec la radio. Le CMC entend participer au désenclavement numérique de cette partie sud du Niger, contribuant ainsi à réduire la fracture numérique entre les populations citadines et la localité bénéficiaire.

Notons que la radio Fara'a, créée en 2005, est une radio rurale de type communautaire administrée et gérée par une société des auditeurs, dénommée Fara'a Zumunta Club. La structure regroupe un potentiel de plus d'un million d'auditeurs, repartis dans les entités administratives frontalières du Bénin et du Nigeria et du département de Gaya.

### **MISE EN ŒUVRE**

Le PIDC a approuvé ce projet avec un financement de 28 000 \$ US. Sa mise en œuvre est centrée sur l'acquisition et la mise en place des équipements et la formation. Il a été procédé d'abord à l'établissement d'une convention cadre avec l'agence d'exécution, une agence spécialisée dans la fourniture d'accès aux TIC. Le choix de l'agence d'exécution a été opéré sur la base d'une proposition technique déterminant, non seulement, les éléments essentiels au montage du CMC, mais surtout au regard des conditions de rentabilité d'un CMC en milieu rural. Un cahier de charge a été défini et confié à l'agence d'exécution ; il comprend l'essentiel des activités identifiées dans le cadre de la mise en place d'un télécentre.

### **RÉSULTATS OBTENUS**

- La création du CMC a permis à la Radio Fara'a de construire son propre siège et de passer à la diffusion assistée
- Les serveurs de données et de communication, équipements de reprographie sont achetés et installés
- l'ensemble du personnel de la Radio Fara'a (14 hommes et 4 femmes) est formé à l'audio numérique
- les membres du comité de gestion (5 hommes) sont formés à la gestion d'un CMC
- Les équipements sont achetés et installés, il s'agit de : ordinateurs, imprimante Office Jet, imprimante couleur HP deskjet, photocopieuse, scanner, lecteur multiscard, carte d'acquisition, câbles réseau, data switch (8 ports), connecteurs, appareil photo numérique, onduleur, lecteur vidéo cassette, écrans TV.
- Diffusion assistée à la radio
- Télécentre opérationnel : lancement de toutes les activités du CMC et début de l'utilisation de l'outil informatique par la communauté
- Journée portes ouvertes sur le CMC. Cette activité coïncidait avec la date anniversaire de la Radio Fara'a (15 juin)
- une communauté d'internautes voit le jour
- un centre récréatif est né et offre différents services : restauration, organisation de réjouissances, jeux et concours divers

Le projet a été réalisé dans toutes ses rubriques.

## PROJET NATIONAL

### **NIGER**

**FORMATION EN INFORMATIQUE DES JOURNALISTES DE *LA GRIFFE* ET ACQUISITION DE L'EQUIPEMENT APPROPRIE**

**PROJET N° : PDC/52NER/01 (354-NER 5071)**

**US\$ 13 000**

### **NATURE DU PROJET**

Le projet vise à rendre les journalistes aptes à faire usage des TIC.

### **MISE EN ŒUVRE**

Le PIDC a approuvé ce projet avec un financement de 13 000 \$ US. Sa mise en œuvre est centrée sur l'acquisition et la mise en place des équipements et la formation des journalistes de La Griffes.

### **RÉSULTATS OBTENUS**

- 1) - Les matériels ont été commandés achetés et installés : il s'agit de :
  - 5 ordinateurs (Pentium 4) ;
  - 2 imprimantes (1 HP Deskjet 6943 couleur et 1 Laser jet 1018) ;
  - 3 onduleurs (2 NOVA AVR 1250 et 1 NOVA AVR 625) ;
  - 2 appareils photo numériques (1NIKON 7,1MEGA PIXELS et 1FUJIFIM 8 MEGA PIXELS)
  - les matériels didactiques et supports de formation pratique, ainsi que les logiciels de mise en page.

- 2) - La formation est prévue à partir du 15 février.

L'exécution de ce projet se poursuit normalement.

## NATIONAL PROJECT

### **RWANDA: CAPACITY BUILDING FOR RWANDAN HIGH COUNCIL OF THE PRESS**

**PROJECT NO: PDC/51RWA/01 (354 RWA 5061)**

**US\$ 29 000**

#### **TYPE OF PROJECT**

The aim of this project was to reinforce the capacities of the Rwandan High Council of the Press (HCP). HCP is a public body created by law and instituted by article 34 of the 2003 Rwandan Constitution, responsible for both guaranteeing the respect of national media legislation by journalists and protecting press freedom in the country. It comprises three representatives from the independent media, three government-appointed members, one representative from the public media and two representatives representing civil society. A planned amendment of Rwanda's media law and of the HCP statute will hopefully, once completed, bring about greater independence, impartiality and credibility of the HCP. However, the HCP, in existence for less than five years, is a young institution which has yet to reach its full potential. Some of its staff and members lacked the knowledge, resources, and training necessary for the body to fully carry out its responsibilities. The mechanisms to guarantee its independence are weak, and measures needed to be taken to fully implement the intentions formulated on paper in the new media law. This project aimed also to improve and make more participatory the consultation/involvement mechanisms with the media community as well as with similar institutions from the region.

It is in this context that this project was developed, with two main objectives:

- To improve the HCP's staff understanding of the organization's role as a media regulatory body and as an advocate for press freedom, while equipping them with the skills necessary to fulfill this mandate.
- To help the HCP to develop a communications strategy that will make the organization more effective in dealing with the media, the public, other Rwandan government institutions, and relevant international observers.

#### **IMPLEMENTATION**

In February 2007, after consultations with the beneficiary organization and potential consultants, the UNESCO Freedom of Expression, Democracy and Peace Division signed a contract with the High Council of the Press for the implementation of the project, with the following terms of references (extract):

*«- Select an international trainer, to be approved by UNESCO, with experience in training both theory and practice of media regulation;*

*- Organize a training workshop for HCP's members and staff in Kigali, Rwanda, on media law and the theory and practice of media regulation in order to improved HCP's staff [...] understanding of the organization's role as a media regulatory body and as an advocate for press freedom, and to equip them with skills necessary to fulfil the mandate;*

*- Select and international consultant who has experience in developing information, communication and advocacy strategy and with knowledge on media regulation, to be approved by UNESCO;*

*- Organize a workshop for the HCP members and staff on development of an effective information, communication and advocacy strategy in order to avail the Council [...] that will make the Council more effective...The consultant will also submit to the HCP a draft version of the information and communication strategy [...];*

*- Organize two professional exchanges between HCP staff (three staff members per study tour, total of six persons) with other media regulatory bodies in the Region (east and West Africa) to examine best practices and share experiences on both media monitoring and regulation; [...]»*

## **RESULTS**

In June 2007, the first professional exchange took place with a visit of HCP members to regulatory and self-regulatory bodies and journalist associations in Ivory Coast and in Ghana. Among the institutions visited are, in Ivory Coast, the Conseil National de la Communication Audiovisuelle (CNCA), the Conseil National de la Presse (CNP), l'Observatoire de la Liberté de Presse, Ethique et Déontologie (OLPED), le Groupement des Editeurs de Presse en Côte d'Ivoire (GEPCI), l'Union Nationale des Journalistes de Côte d'Ivoire (UNJCI); and in Ghana Journalists Association, the Media Foundation for West Africa, and the National Communication Authority. During the trip, the Rwandan regulators had the opportunity to exchange views on issues concerning regulation and protection of journalists, media legislation and the application of international media standards as well as updating existing laws (with reference to annex I: picture from the trip).

In September 2007, a week-long training on media law and the theory and practice of media regulation took place facilitated, in the spirit of South-South cooperation, by Luc Adolphe Tiao, President of the Burkina Faso High Council for Communication (CSC) and an expert in communications regulation. Three staff members of HCP and ten members of its administration took part in the training, together with the vice-president and permanent secretary. Inaugurated in the presence of the HCP president, Mr. Dominique Karekezi, the training covered: a) international standards, general principles and theories pertaining to media regulation, with a special focus on their role in developing countries, emerging democracies and post-conflict/transitional environments; b) issues related to professional standards; c) regulation, co-regulation and self-regulation; d) analysis of the Rwandan media legislative framework and the upcoming draft laws presently under discussion in the Rwandan Parliament. As a follow up to the training, the HCP and the CSC of Burkina Faso has decided to continue their mutual cooperation with the signing of a protocol of cooperation (with reference to annex II: news from UNESCO's website).

In October 2007, Professor Helge Rønning, from the department of Media and Communication of the University of Oslo, facilitated a week-long workshop in Kigali on the development of an effective HCP's information, communication and advocacy strategy. HCP's members and staff participated along with representative from the journalists associations (in a spirit of increasing participatory involvement with HCP), representative from the Journalism School of the National University of Rwanda and governmental officials. The workshop culminated with the preparation of a "Communication Strategy Plan for the Republic of Rwanda High Council of the Press" (annex III). Subsequently, the beneficiary has been reporting that the HCP has started to implement the strategy as agreed and prepared, and that has requested to the Government an extra budget for "a more effective implementation" of the strategy. In November 2007, the second professional exchange took place with a visit of HCP members to regulatory and self-regulatory bodies and journalist associations, in Kenya (Media Council, School of Journalism of the Kenyan University, Conference of African editors), and Tanzania (l'Instance tanzanienne de régulation des communications TCRA, Conseil des medias, and the Maarifa Media Trust).

## **CONCLUSION**

The project has been fully and successfully implemented. Last payment is in pipeline upon reception of the original certified financial statement by the implementing partner.

## NATIONAL PROJECT

### **RWANDA: IMPROVEMENT OF DISTRIBUTION OF PRIVATE NEWSPAPERS**

**PROJECT NO. PDC/52 RWA/01 (354RWA5071)**

**USD 13,000**

#### **PROJECT TYPE**

This project aimed at the establishment of a distribution network for all private print media with an outreach to all major trading centres in the country. This was to be achieved by purchasing 90 newspaper stands to be placed in major trading centres and delivery motorcycles to collect newspapers from different media houses and dispatch them through carriers, to distribution outlets in rural trading centres. The project through the distribution network would allow local private newspapers to have a mechanism to increase distribution of their newspapers to rural towns and villages or at least to rural trading centres in the country.

#### **IMPLEMENTATION**

IPDC approved this project with a funding of US\$ 13,000. The project implementation commenced during the global spikes in fuel prices and hence prices for project inputs increased sharply. With the limited resources the Rwanda News Agency concentrated on the procurement and installation of newspaper stands. The project established a distribution network across the country for private owned newspapers. Specifically Rwanda News Agency as the implementing body established a coordination unit to collect newspapers and dispatch them to around 70 distribution outlets found in trading centres across the country. These outlets are each composed of a newspaper stand that can display a minimum of ten (10) different newspapers while holding more than 50 copies. As planned in the project document, the project was to provide a network for private newspapers in the country to distribute their newspapers by displaying them in trading centres in order for the community to have access to these local newspapers. These newspaper stands were placed in front of shops, supermarkets and kiosks, where more people are expected to have easy access to them. However, all private newspapers did not turn up as expected due to their limited production capacities hindering the distribution to all parts of the country. The few who are using this channel of distribution are pleased with the idea and they are continuing to respond positively in providing newspapers. Some newspaper managers are also promising to join the network whenever their production of newspapers increases; therefore, there are good prospects for the strengthening and growth of this distribution network.

#### **RESULTS**

- Establishment of a coordination unit to collect newspapers and dispatch them to around 70 distribution outlets found in trading centres across the country. These outlets are each composed of a newspaper stand that can display a minimum of ten (10) different newspapers while holding more than 50 copies.
- Establishment of a distribution network across the country for privately owned newspapers
- Purchase of two motorcycles, 1 computer, 1 APC and 1 printer
- A number of people are now manning newspaper stands across the country and this has paid off in terms of getting extra revenue by selling more newspapers than before.

The project has enhanced local newspaper access by the population in rural provinces across Rwanda. However, the sharp increase of global commodity prices have resulted in the project's inability to reach all target regions. As a result fewer newspaper publishers have joined the network than originally planned.



## NATIONAL PROJECT

**SÃO TOME & PRINCIPE: SKILLS REINFORCEMENT AND UPGRADE FOR TVS  
( ELEVISÃO SÃO TOMÉ & PRÍNCIPE) PERSONNEL  
PDC/52STP/02( 354 STP 5071)  
Budget: US\$ 26.700**

### **TYPE OF PROJECT**

This project aim was to improve TVS production through the skills reinforcement of TVS journalist and technicians in the realisation and production of mini documentaries and participative (forum, debate, round table...) TV broadcasts.

### **IMPLEMENTATION**

Libreville Office negotiated a partnership with CFI and RTP together with IPDC contribution. According to the partnership, CFI and RTP are to send respectively one expert for each planned workshop.

Since the signature of the contract with TVS, two workshops have already been organized. The first workshop took place from 21 – 27 November 2008 and was about improving the skill of TVS technicians and journalists in the production of mini documentaries. CFI and RTP sent respectively one expert in Sao Tome at the occasion. 5 technicians (2 women) and 5 journalists from TVS were trained in the design and realization of mini documentaries. During this workshop part of the IPDC funds was used to supply for the production of 4 mini documentaries.

Regarding the second workshop organized from 23 to 25 January 2009, CFI and RTP once again have sent two experts. Moreover, in addition to TVS participants (10), CFI invited 4 (2 women and 2 men) TV representatives from Cape-Verde, Mozambique, Angola and Guinea Bissau. This workshop was the occasion to review mini documentaries produced by TVS and other TV from Portuguese speaking countries in order to identify and share good practices, guidelines for improvement of the quality of future productions. Participants were also introduced to pedagogy techniques they can use when producing mini documentaries.

### **RESULTS**

1. 10 TVS technicians and journalists are now able to conceive, realize and produce mini documentaries.
2. 15 participants received the skills to use pedagogy techniques in the production of mini documentaries.
3. 2 Mini documentaries (Apiculture and HIV/AIDS in Sao Tome) have been produced by TVS and 2 others are under production.

### **CONCLUSION**

The last workshop will be organized from March 20 to April 03 this year. In order to consolidate the achievement of the first workshop, negotiations are on the way to have CFI and RTP send in two experts respectively for this last workshop.

## NATIONAL PROJECT

### **SENEGAL: CAPABILITY UPGRADE FOR RADIO PENC MI**

**Project No: PDC/49 SEN/01 (354 SEN 5051)**

**US\$18 000**

#### **TYPE OF PROJECT**

The community radio Penc Mi FM, based in Fissel Mbadane in the Thies region of the Senegalese department of Mbour. Radio Penc Mi was founded in June 1996 by three farmer associations, namely, Jig Jam, *Union des Groupement de Koulouck* and the *Maison familiale rurale de Kairé*, with support from the UK-based NGO, Oxfam. Penc Mi FM was the first community radio station in Senegal. It currently broadcasts ten hours a day to rural and semi-urban populations in and around the departments of Mbour, Thies, Fatick and Bambey. Programmes are broadcast in three local languages (Serere, Wolof and Pular) as well as in French, Senegal's official language. Radio Penc Mi is staffed by 8 permanent employees (3 female and 5 male) and 12 non-permanent employees (5 female and 7 male).

#### **IMPLEMENTATION**

The project is currently in the implementation phase and the station has already received the first part of the funding enabling the acquisition of a suitcase radio, 4 computers and a power generating unit. Consultants have been selected for the training of the station's staff. The first training module has been produced.

As part of the capability upgrade programme, a four-day seminar involving 18 trainees (presenters and members of the management committee) was conducted at the station's head office in Fissel from 10 to 13 February 2007. The seminar was divided into two modules: an introduction to the MARP and Marketing and social mobilisation around a community radio.

#### **RESULTS**

This first round of training permitted the radio's employees to gain more insight into the production and evaluation of radio programme schedules and the production of programmes addressing gender issues. It also provided an opportunity to conduct a global assessment of the station. The purchase of the suitcase radio enabled Radio Penc Mi to establish a closer relationship with its listeners, thereby fulfilling an old demand. The acquisition of the suitcase radio coincided with the launch of a vast HIV/AIDS awareness programme conducted by Radio Penc Mi in the Mbour and Thies departments. Thus, the suitcase radio is being used within this framework to carry the message even further afield.

#### **CONCLUSION**

The partnership with UNESCO has enabled Radio Penc Mi to upgrade the capabilities of its employees and managerial staff and to better cater to the demands of its listenership through the use of the suitcase radio for the broadcasting of programmes on a range of topics (health, education, culture, HIV/AIDS, the environment, etc...) from various locations.

## NATIONAL PROJECT

**SENEGAL: UPGRADE OF RESOURCES AT THE WOMEN'S RADIO  
STATION, *MANOORE FM*  
PROJET N° PDC/51 SEN/01 (354 SEN 5061)  
US\$ 20 000**

### **TYPE OF PROJECT**

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

By strengthening the capacity of *Manooré FM*, as well as that of other community radios and women's organisations, this project will contribute to greater diversity in the use of communication tools. Its implementation, enabling women and disadvantaged groups in the poor districts of the capital, and in zones covered by the other radios and associations involved in the project to more readily express their views, will therefore contribute to reducing the social exclusion and marginalisation of these groups.

### **IMPLEMENTATION**

Some equipment was bought, since the project started end of last year, and training courses are on-going. The project is expected to be terminated by May 2009

The project is expected to be terminated by May 2009

## NATIONAL PROJECT

**SENEGAL:**  
**REINFORCEMENT OF THE COMMUNITY RADIO , “NDEF LENG FM”**  
**PROJET N° PDC/52 SEN/01 (354 SEN 5071)**  
US\$ 40 100

### TYPE OF PROJECT

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 2nd 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).

### IMPLEMENTATION

Since they received the first payment at the end of last year, *Ndef leng* is still implementing the project. Equipment has been bought and training sessions are on-going. The project is expected to be terminated by May 2009.

The project is expected to be terminated by May 2009

## NATIONAL PROJECT

**SOMALIA: SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION  
PROJECT NO: PDC/49/SOM/02 (354 SOM 5052)  
US\$ 20 000**

### **TYPE OF PROJECT**

The aim of this project is to build capacity for a professional network of Somali journalists and civil society representatives able to promote freedom of expression and safety of journalists in Somalia, through: a) the organization of a session for media professionals and owners aimed at developing a strategy for collectively promoting freedom of expression, b) the organization of a round table for representatives from the political community and the civil society, c) equipping the National Union of Somali Journalists (NUSOJ) central offices with ICT equipment, d) and arranging two advocacy/capacity-building missions campaigning for freedom of expression with local authorities.

### **IMPLEMENTATION**

In September 2006, after consultations with the beneficiary organization, the UNESCO Nairobi Cluster office and the director of UNESCO-PEER, UNESCO's CI/FED Division signed a contract with NUSOJ for the implementation of the project.

### **RESULTS**

- Forty Somali media organizations, civil society and human rights groups have agreed to create the «Somali Forum for Freedom of Expression» (SOFFE).
- Dialogue and consultations on freedom of expression related issues have started among NUSOJ, SOFFE and the Transition Federal Government (TFG) relevant authorities - Ministry of Information.
- SOFFE's initiative was also welcomed by press freedom international advocates such as the International Federation of Journalists and Reporters Without Borders.

### **CONCLUSION:**

The project has been fully implemented. These consultations among media stakeholders and the TFG have contributed to the subsequent development of the Media Law (with UNESCO support).  
The project is terminated

## NATIONAL PROJECT

**SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE  
DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA ;  
PROJECT NO: PDC/51/SOM/01 (354SOM5061)**

**US\$ 25 000**

### **TYPE OF PROJECT**

The aim of this project was to organize media and civil society groups to collectively defend freedom of expression; Develop a nation wide mechanism that monitors, investigates, records and reports on violations of freedom of expression; Arrange specific campaigns against violations of freedom of expression; Organization of an information-sharing system between groups advocating freedom of expression; and Coordination of the work of the free expression advocacy groups to enable them speak in one single voice.

### **IMPLEMENTATION**

The implementation of the project had been overshadowed by the assassination of the Vice President of National Union of Somali Journalists Naste Dahir Farah, who was great pillar in advising and directing the implementation of NUSOJ projects.

The Islamist armed groups were and continue to be very unwilling to listen or to allow a workshop on freedom of expression as they regard as Western philosophy and do not accept men and women sitting in one room to attend workshop. So, it was extremely difficult to hold the workshops as planned originally in areas controlled by Islamists such as Kismayo, Jowhar and Beledweyne. All the same the following activities were carried out:

#### 1. Establishment of the website;

With the assistance of The International Freedom of Expression eXchnage (IFEX) which helped NUSOJ directly in identifying a professional web-designer and gave advise on the content of the website, NUSOJ website ([www.nusoj.org](http://www.nusoj.org)) was established.

The National Union of Somali Journalists (NUSOJ) launched this website on 29<sup>th</sup> May 2008 to give Somali media community, human rights activists, regional free expression organizations, international press freedom advocacy organizations, broader international community and world media rapid access to information about press freedom and free expression situation in Somalia. Since the launch of the NUSOJ website, the subscribers of NUSOJ newsletter have increased from 947 to 1452 who use the website to subscribe to the newsletter online.

#### 2. Workshop on professional ethics, freedom of the press, safety of journalists

NUSOJ organized a 3-day workshop at Hotel Sahafi in Mogadishu on 27-29 July 2008 to discuss the working condition of journalists, press freedom, conflict reporting, journalists' role in peace and democracy. A total of 30 participants most of them in their early 20s, including five women, attended the workshop. They represented different media institutions and drawn from both the electronic and print media.

#### 3. Workshop on Press Freedom, International Instruments and Free Expression

A three-day workshop on press freedom, international instruments and freedom of expression was organized by NUSOJ from August 17 to 19, 2008 at Sahafi hotel in Mogadishu with 36 journalists (4 women) in attendance.

#### 4. Workshop on Freedom of Expression Defense

NUSOJ organised a workshop on “Freedom of Expression Defence” for Somali senior journalists. The workshop was held in Galkayo, Puntland Regional State of Somalia for 3 days, in August<sup>d</sup> 2008 with 38 journalists (6 women) participating.

#### 5. Workshop on Promoting Freedom of Expression

NUSOJ organized a three-day workshop on Promoting Freedom of Expression, from August 2008 in Bossasso town of Bari region. Altogether 31 participants attended , 10 of them women, who were drawn from both print and electronic media, representatives from media managers, the National Union of Somali Journalists and Puntland Ministry of Information.

### **RESULTS**

- A website for the Free Expression Forum ([www.nusoj.org](http://www.nusoj.org)) was established
- Equiped the office and conference hall for free expression forum with 1 computer, 4 tables and 30 chairs.
- 30 journalists (5 women) trained on professional ethics, freedom of the press and safety of journalists
- 36 journalists (4 women) trained on International Instruments and freedom of Expression
- 38 journalists (6 women) trained on Freedom of Expression defence

### **CONCLUSION:**

Somali journalists work under very difficult conditions and they require substantial training, however the ongoing political conflict has prevented fruitful training programmes. The project has been fully implemented The project is terminated

## NATIONAL PROJECT

### **SOMALIA: ESTABLISHMENT OF HARGEISA CAMPUS CMC**

**Project No: PDC/52 SOM/01 (354SOM5071)**

**US\$ 35, 000**

#### **TYPE OF PROJECT**

This project was supported by IPDC to follow-up to the Wantok FM Broadcast( portable) radio equipment received in 2007 from UNESCO Addis Ababa office. The aim of the proposed university campus radio is to provide independent information and knowledge sharing through radio for the university and surrounding communities by offering access to an alternative to state and private media with a diversity of programming and professional and responsible reporting.

The aim is also to improve the quality of training at the Hargeisa School of journalism through the integration of the campus radio which will provide hands-on training opportunities for the students at the university school of journalism.

#### **IMPLEMENTATION**

IPDC awarded the project \$35,000. The project implementation was initially delayed due to slow and erratic funds transfer between UNESCO Nairobi Office and the University. The internal accounting system within the University of Hargeisa further delayed the commencement of project activities until January 2009, when CMC equipment was finally ordered.

#### **RESULTS**

Procurement of the equipment underway

#### **CONCLUSION:**

The project implementation is slightly behind schedule, but is expected to speed-up with the remaining activities. The project is still ongoing.



## NATIONAL PROJECT

### **SOMALIA: STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTs.**

**Project No: PDC/52 SOM/02 (354SOM5072)**

**US\$ 35, 000**

#### **TYPE OF PROJECT**

This project proposes to set up the East African University radio station and the ICT centre. This is a follow-up to the Wantok FM Broadcast( potable) radio Equipment received in 2007 from UNESCO Addis Ababa office. The aim is to strengthen its journalism training in Somalia and to enhance and diversify radio programming in Puntland. It further aims at contributing to the democratization process in Somalia. Another goal is to produce a cadre of well trained journalists in Somalia as well as provide an alternative avenue for public information and development support programming in areas that are of concern to students and the community around the East Africa University.. This is expected to stimulate democratic participation of the communities in Puntland by enabling them to make informed decisions through access to information and knowledge.

#### **IMPLEMENTATION**

IPDC funded this project to the tune of \$35,000. The EA University made available four spacious rooms within the University premises. Six (6) desk top computers have so far been purchased and installed.

The radio has been installed and is on-air since November 2008. Two (2) volunteers from the journalism degree students supervise and are completely responsible for the day to day radio operations. The 2 volunteers were involved from the onset and installed the radio, as well as all the required fittings and did the sound proofing of the studio. Students have started to broadcast the programmes they have prepared.

The EA community radio is still are using the 30 W transmitter and antenna which accompanied the Wantok radio package. With this low transmission power, the radio can only cover a radius of about 12 km thus reaching only audiences living around and inside Bossaso. The University is carrying out the installation of a new transmitter and antenna.

An extra room has been set aside for the journalism library, but still lacks books and/or CDs.

#### **RESULTS**

- The community radio station the “ East Africa University Community Radio” has been established and went on air in November 2008;
- Hands on training for EA University students has started. The Radio is providing an avenue for the journalist to practice gathering and preparation of programmes;
- So far there are 5 staff members that have been hired and paid by the University : 1 Manager who is also the radio technician, 2 correspondents, 1 secretary and a computer technician
- 

The project implementation is on schedule and is still ongoing

## NATIONAL PROJECT

**TANZANIA: ZANZIBAR JOURNALISM TRAINING CENTRE**  
**PROJECT NO: PDC/49 URT/01 (354 URT 5053)**  
**US\$ 30 000 (co-financed by France)**

### **TYPE OF PROJECT:**

The project facilitated the setting up of a journalism and mass communications institute in Zanzibar. The Institute is expected to graduate not less than 30 journalism and mass communication students each year. This project involved the support of IPDC in the provision of equipment and training to the newly established Institute.

### **IMPLEMENTATION**

Implementation of the project was handicapped by public tendering challenges. The public tender was floated twice. The first supplier who won the tenders floated by the Revolutionary Government of Zanzibar supplied sub standard equipment, which was rejected by the project Officer at the Journalism Institute. That necessitated the re-advertisement of the tenders. Appropriate equipment was supplied in the second round of tendering and the equipment was officially handed over and is installed. The training has also started

### **RESULTS**

The project has resulted to a media training institute with modern equipment where more than 30 media professionals will be trained each year. The project has attracted support from the House of Representatives, who have passed a law enacting the institute. The new law passed authorises the Institute to recruit more qualified staff who will be on the government's payroll.

The project reinvigoration and the new law has also necessitated a formal review of the curriculum. The review of the curriculum is currently being undertaken, involving all media stakeholders in Zanzibar.

### **CONCLUSION**

The Zanzibar Journalism training institute will not only take media studies in the islands of Zanzibar, but it will also help Zanzibaris save costs by studying in Zanzibar instead of travelling all the way to Tanzania mainland. The project was also delivered in time, during the period when Zanzibar is reviewing its broadcasting laws and adopting Public Broadcasting and Community Broadcasting.

## NATIONAL PROJECT

**TANZANIA: COMMUNITY RADIO FOR THE KARAGWE DISTRICT**  
**PROJECT NO: PDC/49 URT/02 (354 URT 5051)**  
**US\$ 14 000**

### TYPE OF PROJECT

The project sought to stimulate rural development by facilitating access to and dissemination of information, learning resources and communication technologies in Karagwe district by introducing community radio broadcasting as an effective and cheaper means of disseminating information to a wider farming population in Karagwe district. The community radio reaches and bridges the information gap for the 428,000 people in Karagwe who had very limited access to information. Due to its remote location and great distance from the capital city of Dar es salaam, Karagwe never received national newspapers, radio or television.

### IMPLEMENTATION

The Community Radio is now operational after the delivery of the equipment in December 2007. The equipment however malfunctioned just after a month and had to be returned to the suppliers, (ABU).

There were several regulatory obstacles encountered by FADECO, despite the successful implementation of the project. For instance the Tanzania Communications Regulatory Authority's (TCRA) insistence that FADECO should install anti burglar equipment and air conditioners. Logistical obstacles were also experienced during the implementation period due to the location of Karagwe district. The equipment delivery was delayed due to the unavailability of large aircraft with doors and cargo hold that are wide enough to accommodate the UNESCO Radio in a box.

### RESULTS

The launch of Radio FADECO is being hailed as an exemplary project on bridging the rural-urban communication divide. Farmers in Karagwe district are more empowered to make decisions on managing their produce, more people listen to radio, lifestyles have changed with more people adding radio as another necessity at home. Community participation in campaigns: malaria control/ prevention, HIV+AIDS, sanitation, Nutrition has increased, and the radio promotes local cultural expressions through songs, poems, drama etc. Since the launch, FADECO radio station has been able to enter into partnership with other radio stations. FADECO radio currently re-broadcasts programs from the national radio (TBC). Also it re-broadcasts programs from BBC Swahili and Radio Dutch Welle Swahili services. A formal agreement has been established with Farm Radio International under the Africa Farm radio research Initiative (AFFRI) which is a joint partnership with 5 other radios in Tanzania (Radio Sibuka, Radio maria, Radio Okoronei and TBC) together with the Ministry of Agriculture. FADECO Radio also currently holds the interim post of chairperson of the newly formed Community Media Network of Tanzania, a network that that has been formed with the support of UNESCO cluster office in Dar es Salaam.

### CONCLUSION

The FADECO Community Radio project in Karagwe district is a successful project that has resulted into a rural-based Community Multimedia Centre. The Radio complements the multimedia centre which was already popular amongst the Community in the District. The success of the FADECO Community Radio however sends a very clear message; that inspite of the good intentions of setting up rural broadcasting projects, there may be some challenges which any community have to endure to succeed.

## NATIONAL PROJECT

**TANZANIA: KYELA COMMUNITY INFORMATION ACCESS CENTRE**  
**PROJECT NO: PDC/52 URT/01 (354URT5071)**  
**US\$ 24200**

### **TYPE OF PROJECT:**

Kyela Community Information Access Centre is a community multimedia centre in southern Tanzania. The project seeks to address the information and communication deficit by creating a radio in Kyela district. The radio will contribute to addressing the communication needs of the Kyela District Community. Phase two of the project will involve setting up a Community Multimedia Centre which will provide a digital window through which these disadvantaged rural communities, women and the youth in particular, can use to improve their present situation in their rural setting

### **IMPLEMENTATION**

Kyela Community CMC project is still at the implementation stage, with delays which are a result of changes in the implementation plans by opting for a 300Watts transmitter instead of the previously earmarked 100watts transmitter. The situation was further aggravated by the fact that the Tanzania Communications Regulatory Authority (TCRA) meets only once every quarter to make decisions on broadcasting licences. The changes are seen as a blessing in the long term for Kyela Community because of the Mountainous nature of the district. The radio's potential is also very high especially in Kyela, a district that has an alarmingly high HIV/AIDs prevalence rates of 24%. The premises construction is at the final stages, ready for the equipment to be installed. Community mobilisation for the project is ongoing with the support of Kyela District Council.

### **RESULTS**

The project is still in the implementation stages, but the experiences of the implementation of this project has shed much light on the current Community Radio Legislation in Tanzania and its shortcomings, especially in terms of transmitter power and coverage. For communities living in mountainous regions the requirement for community radios not to have more than 100 watts transmitters has proved to be a challenge.

### **CONCLUSION**

There is much enthusiasm on the positive contribution Kyela Community Radio will have to the social and economic situation of the district and the country in general. This project is being implemented in a District that is among the biggest suppliers of high quality rice in Tanzania, but Kyela is also a district that has among the highest rural urban migration cases for the youth seeking to be employed for domestic work in Tanzanian cities, and also has the highest HIV/AIDs prevalence rates in the Tanzania.

## NATIONAL PROJECT

**TANZANIA: “SPEAK WITH FREEDOM” TV TALK SHOWS**  
**PROJECT NO: PDC/52 URT/02 (354 URT 5072)**  
**US\$ 27 500**

### **TYPE OF PROJECT:**

This project is based at the Television Zanzibar and is intended to train media professionals so that they can encourage a participatory environment where citizens of Zanzibar will collectively break the silence and discuss matters that are a hindrance to development but which are also seen as a taboo. By doing that the media will be a partner in encouraging freedom of expression. Zanzibar, a predominantly Muslim society is just opening up to the realities of the modern world. With tourism which is now contributing a large part of the GDP, there is also an increase of HIV/AIDS, cases of drug abuse as well as cases of pregnancies amongst the youth.

### **IMPLEMENTATION**

The project is currently being implemented. The necessary equipment has been ordered, and a workshop that brought together stakeholders to suggest on the areas for discussions has been held. The construction of the stage to hold the talk shows is currently in progress and the staff training will be complete by the end of February 2009.

### **RESULTS**

This project is still in the implementation stage. There is however a lot of enthusiasm and support from stakeholders, including the parent Ministry for the television.

### **CONCLUSION**

There are high expectations on how this project will contribute towards a more editorial independent of TVZ.

## NATIONAL PROJECT

### **UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT**

**Project No: PDC/51 UGA/ 02(354 UGA 5061)**

**US\$ 26,900.00**

#### **TYPE OF PROJECT**

The main objective of this project was to conduct 4 in house training sessions to raise the capacity of the journalism and radio production skills of staff working in the most disadvantaged radio stations of the post-conflict areas of the North, North-Eastern and North-Western Uganda. This was to benefit 40 Ugandan journalists working in post-conflict areas, 10 of them being women.

#### **IMPLEMENTATION**

Prior to the training in July and August 2007, Uganda Radio Network(URN) conducted a thorough assessment of radio stations in the region to identify partners for the training programme. Particular attention was given to disadvantaged stations in the post-conflict districts to identify training opportunities to build the technical and professional capacity of the media in the region. Three teams of Uganda Radio Network (URN) staff visited the region from April 9-14, 2007 and identified four radio stations – Kitti FM in Kitgum District, Spirit FM in Koboko District, Radio King in Gulu District and All Karamoja FM in Moroto District – as partners for the training.

In February 2007, Consultations commenced with the parent organisation of the Uganda Radio network (The Institute of war and Peace Reporting Africa-Uganda Chapter) after which following tasks which were all carried out:

- Conducted a needs assessment pre-training mission to survey the conditions to organize four in-house trainings to raise the professional capacity of journalistic and radio production staff from disadvantaged radio stations in the post-conflict areas of North, North-eastern, North-western Uganda (Karamoja, West Nile, Gulu and Kitgum);
- Developed tailor-made training materials – the skills’ upgrade training modules to cover subjects such as: professional reporting (news writing, programming, management, team-work, accuracy and impartiality, neutrality and professionalism, field-work, interviewing techniques); digital production techniques for radio; media professionals’ safety; radio station management and evaluation; developing and testing a news/programme exchange network;
- Organized 4 ten-day workshops in four radio stations in different towns (Karamoja, West Nile, Gulu and Kitgum) for 10 participants each who were trained in-house by IWPR trainers - the 40 participants were selected among the professional staff of the targeted radio stations;
- Developed, negotiated and facilitated the signing, where appropriate, of memorandums of understanding among radio stations to join the Uganda Radio Network.

#### **RESULTS**

- Developed tailor-made training materials – the skills’ upgrade training modules to cover subjects such as: professional reporting (news writing, programming, management, team-work, accuracy and impartiality, neutrality and professionalism, field-work, interviewing techniques); digital production techniques for radio; media professionals’ safety; radio station management and evaluation; developing and testing a news/programme exchange network;

- A total of 67 presenters (28 women) from the four radio participating radio stations received two-weeks of in-house training. Namely from: Kitty FM in Kitgum, Radio King in Gulu, Spirit FM in Koboko , All Karamoja FM in Moroto

CONCLUSION:

Uganda has one of the largest and fastest growing media industries in Sub-Saharan Africa. With more than 100 registered radio stations, more than 90 percent of the population of Uganda is reached by radio. Despite these impressive figures, the radio industry in Uganda is largely unprofessional and is managed by passionate, but untrained journalists. This problem is most prevalent in the post-conflict areas of North, Northeast and North-Western parts of Uganda where 20 years of a bloody guerrilla war waged by the Lord's Resistance Army robbed the media of access to markets and training open to the rest of the country.

The project made a contribution to efforts to professionalize radio in these parts of the country, but institutionalized training would be needed to sustain it.

This project is terminated

## NATIONAL PROJECT

### **UGANDA: RURAL WOMEN'S VOICES PROJECT – APAC DISTRICT, NORTHERN UGANDA**

**PROJECT NO. PDC/51 UGA/02 (354 UGA 5062)**

**US\$ 12 500**

#### **PROJECT TYPE**

This project was to strengthen CMC functions between the existing Kubere Information Centre and the Apac Community Radio in Northern Uganda. The initiative was managed by women organizations in the area: the Women's Forum Programme and Women of Uganda Network (WOUGNET). A series of radio productions, debates and live radio talk shows were carried out to highlight women issues in the area. The project also provided additional equipment for information gathering and radio production for Radio Apac.

#### **IMPLEMENTATION**

Implementation commenced with consultative meetings of project stakeholders and the mapping of women groups' initiatives where development issues of concern to women were identified and evaluated to facilitate information gathering and debate. In February 2008, radio talk shows and the production of a series of radio programmes based on the local issues commenced. In April 2008, Wougnet in collaboration with radio Apac conducted the rural Women voices' project that included a research in 15 parishes of Apac district. A synthesis of the research was made and presented to a small team of stakeholders in June 2008. In July 2008, the revised synthesis was presented to a wider section of stakeholders who included district policy makers. The full report with its recommendations was presented to UNESCO and strongly recommended a need for genuine follow-ups to be made on the study findings in a bid to empower women and communities in Apac.

#### **RESULTS**

Activities implemented achieved the following results:

1. Raised awareness among women and communities of their potential to raise issues of concerns regarding their political and community leadership;
2. Provided a bridge between the leaders and the communities( two way communication)- Through radio, both women and men have started demanding for explanations from leaders about their expected services that are not being adequately delivered;
3. Provided a networking platform for different communities in the district.

#### **CONCLUSION:**

This project took advantage of existing community media infrastructure: the Apac Community Radio and the Kubere Information Centre to bring together women groups with the view to highlighting development issues affecting women in the area.

The project has been fully implemented and is terminated



## NATIONAL PROJECT

### **UGANDA: STRENGTHENING JOURNALISM TRAINING AT MAKERERE UNIVERSITY**

**Project No: PDC/52 UGA/01 (354UGA5072)**

**US\$ 36,000**

#### **TYPE OF PROJECT**

Makerere University department of communication was one of the UNESCO identified African potential centre of excellence in journalism training . This project therefore proposes to strengthen the journalism training by technically strengthening the capacity of the department. The aim is to establish a sound and strong training radio station which will provide journalism students and practicing journalist with the knowledge and skills to creatively produce programmes that both inform and engage the public on the development and democratic issues of the day.

The project also hopes to ensure that the journalism curriculum at the University meets the internationally recognised standards as per the UNESCO's "*Model curricula for journalism Education for Developing Countries and emerging Democracies*"

#### **IMPLEMENTATION**

IPDC awarded the project US\$36,000. Despite initial efforts by the University to procure the necessary equipment through a bidding process, a suitable supplier could not be found. As a result in December 2008, the University wrote to UNESCO requesting that UNESCO takes over the procurement process.

The UNESCO Nairobi Office has already identified suitable suppliers and is expected to procure and deliver the equipment before the end of March 2009.

#### **RESULTS**

- UNESCO Nairobi Office has taken responsibility for the procurement and delivery of the radio equipment and has identified suitable suppliers.
- 

The project implementation is slightly behind schedule, but is expected to speed-up when the equipment is delivered. The project is still ongoing.

## **NATIONAL PROJECT**

**ZAMBIA: CAPACITY BUILDING FOR A CHILDREN'S NEWSROOM PROJECT**  
**PDC/49ZAM/01 (354 ZAM 5051)**  
**US\$ 20,000**

### **TYPE OF PROJECT**

The project aims to promote pluralistic media by inviting children's participation in news programming and civil society hence providing them with a voice.

### **IMPLEMENTATION**

Kidsnetwork (Holland) the implementer, in collaboration with the Zambian national Broadcasting Corporation, has implemented the project according to the planned timeframe. The activities executed consist of:

- (1) The organisation of a children's programme producers workshop, which involved 20 Zambian participants;
- (2) Purchase of one camera (DV-Can 400 PI), one DV camcorder, 1 editing suite, accessories, acoustics, cables, and connectors, a computer as well as a second hand car for field production activities.

### **RESULTS**

A core group of 20 producers have been trained in the importance of children's programming as a means of cultivating a culture of freedom of expression. An impact assessment of the intended direct beneficiaries of the project was not undertaken due to budgetary constraints.

### **CONCLUSION**

The project has broken new ground in Zambia and there is professional commitment from Zambian Producers that the project should continue. It is recommended that an impact evaluation of the project be undertaken to determine how the children view the programmes. The project has been completely implemented.

## NATIONAL PROJECT

**ZAMBIA: DIGITAL PROGRAMMES PRODUCTION TECHNIQUES**  
**PDC/ZAM/01 (354 ZAM 5071)**  
**US\$ 22,000**

### **TYPE OF PROJECT**

The principal objective of this project, executed by the Zambian Institute of Mass Communication (ZAMCOM) was to train producers and reporters, in digital programmes production techniques. The participants came from Zambian and Malawian Community Radio Stations.

### **IMPLEMENTATION**

The 37 participants came from Zambian and Malawian Community Radio Stations. Although the project mainly concerned Zambian Radio producers but with UNESCO Harare's support a Radio producer and a reporter from Malawi's Dzimwe Community Radio also attended the training. The training was a hands on activity, the participants were taught how to use digital recorders. For field and studio recording assignments as well as digital mixing consoles for post production activities. Before training in the above areas a review of journalistic practices was undertaken so that the participants should be on the same level of understanding. Importantly journalistic ethics were emphasized given that Community Radios operate in often very poor areas. The chances of the rich and powerful trying to influence content were very high: the participants were reminded of the importance of adhering to their code of ethics and often to strive to attain the highest standards. To enrich the training programme, other areas such as Financial, environmental and sports reporting were covered. Zambia and Malawi being amongst the large number of African countries affected by the HIV/Aids pandemic, a number of sessions were organized on HIV/Aids Reporting..

### **RESULTS**

At the end of the training, the participants were assessed and it was found that most had mastered the use of digital equipment to be able to produce on their own low cost but high quality, culturally relevant, Broadcast quality programmes. To ensure that the participants do not forget the skills and knowledge obtained during the training course, the project provided to each of the participating community radio basic digital equipment which will enable them to go over the different programmes's production techniques learned and to also train others at their respective Radio stations. This was highly appreciated by the participants

### **CONCLUSION**

Digital radio programmes production is an important area that community radios wish to master. Zambia's acceptance to invite Malawian participants should be recorded as a way of optimising UNESCO/IPDC resources. Countries that use the same official languages should be encouraged to emulate Zambia's example. BY training together, the countries could easily start producing joint programmes which will go a long way in addressing the broadcast programmes shortages impacting negatively on the programme schedules of most community radios..

# ARAB STATES

## REGIONAL PROJECT

### **PROMOTION OF MONITORING AND COMMUNICATION FOR THE DEFENSE OF FREEDOM OF EXPRESSION IN MIDDLE EAST AND NORTH AFRICA**

**PDC/52 RAB/01 354 RAB 5071**

**US\$ 27 000**

#### **TYPE OF PROJECT**

A contract was established in July 2008 with CJFE (Canadian Journalist for Free Expression), which manages the International freedom of Expression Exchange (IFEX) Clearing House, and works with IFEX members, the Egyptian Organization for Human Rights (EOHR) and the Arabic Network for Human Rights Information (ANHRI), to raise awareness about human rights issues and free expression violations in the Middle East and North Africa (MENA). EOHR hosts the Arabic Alerts Coordinator, and ANHRI hosts the Arabic website. The project began in August 2008 after the contract was signed and funds were sent to project partners ANHRI and EOHR. The first installment of US\$ 10 000 has been received and allocated to ANHRI and EOHR's work. The immediate objectives of this project are promoting monitoring, campaigning and joint actions, and also increasing translation, communications and information.

#### **IMPLEMENTATION**

To achieve the above-mentioned objectives, CFJE has:

- Created online regional and international network of free expression monitoring and campaigning in English, French and Arabic carried out both in the region by more than a dozen partners and internationally through IFEX members.
- Prepared and translated alerts, updates, joint actions, trial monitoring, and organized events around the following cases.
- Promoted regional and international partnership by providing resources for two regional partners.
- Contributed to an on-line regional and international network of free expression monitoring and campaigning in English, French and Arabic carried out both in the region by more than a dozen partners and internationally through IFEX members.
- Improved the translation, communication and information services offered by IFEX and its two partners in Egypt, with a particular emphasis on improving the French translations to increase the flow not just between the entire region and internationally, but inter-regionally across the Maghreb, Mashreq and the rest of the region.
- Increased the circulation of free expression reported from the region and within the region –in English, Arabic and French.

#### **RESULTS**

- As a direct result of campaigning by IFEX members, already there have been several high profile releases of journalists during this first few months of the project.
- Partners ANHRI and EOHR were involved in the preparation and translation of alerts, updates, joint actions, trial monitoring, and organizing events around the following cases, which had a successful outcome.
- The project partners have been able to achieve these successes through their commitment to joint advocacy and by using their networks of contact in-country, regionally and through the IFEX international membership.

- ANHRI has taken a lead role in campaigning in Egypt , Morocco, Syria , Tunisia and Yemen in particular, including the preceding high profile cases. Because ANHRI covers cases across the region with a network of over 140 contacts in 18 countries, it is well-placed to lead joint activity and campaigns.
- In addition, EOHR is also active in Egypt and other countries, and the IFEX Arabic Alerts Coordinator who also works for EOHR, prepares joint actions and translates them into Arabic for distribution.
  - Most of the important cases of violation of the freedom of expression were featured in the weekly *IFEX communiqué* , which is distributed to over 15000 people in English, French, Spanish, Russian and Arabic. There are 3000 people on the Arabic mailing list for both the weekly *Communiqué* and Arabic alerts.
  - Currently, at least one or two alerts per day are issued regarding free expression violations in the region, including three or four in Arabic each week. Information is circulated via email in English and French, as well as Arabic, and posted online in all three languages, at ifex.org and at anhri.net / ifex in Arabic, hosted by ANHRI.
- In September, there were almost 5000 visitors at the IFEX Arabic website.

### **CONCLUSION**

An amendment to the contract established in July 2008 has just been signed to extend the period until the end of April 2009. A campaigning event is planned for March 2009 to celebrate the 100<sup>th</sup> anniversary of the first street demonstrations by journalists in Egypt. This event will be the culmination of the campaign against the imprisonment of journalists for criminal defamation across the MENA region, which is a particular issue in Egypt, Morocco and Algeria.

CJFE and its partners EOHR and ANHRI have successfully demonstrated their ability to promote press freedom and to raise awareness about human rights issues and free expression violations in the Middle East and North Africa. The organization is respected and acknowledged as serious and efficient.

## NATIONAL PROJECT

**TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S  
AUDIO ARCHIVES  
PDC/51MAU/01 (552MAU5000)  
US\$ 38 600 (financed by Japan)**

### TYPE OF PROJECT

The project was developed to assist Radio Mauritanie in the process of transferring its sound archives to new digital media and improving management and access to the archives. The main activities of the project include the drafting of an audio-archive safeguard plan and an archive administration plan, training in the effective use of digital-sound recording, processing and restoration techniques, and the control of the physical organization, administration and safeguard of the archives with a view to improving the administration of the Radio's audio-archive collections.

### IMPLEMENTATION

- The evaluation mission to draft a sound-archive safeguard plan was successfully carried out on 24-30 September 2007. Memnon (an archiving services company with HQ in Brussels) is currently evaluating the data collected in order to establish the sound-archive safeguard plan. The training session in Mauritania was carried out on 21-23 October 2007. Preparation for the training in Belgium, planned for 17 to 21 December 2007, is also well underway. The different phases of the project are taking place according to schedule and both the partner institution (Radio Mauritanie) and Memnon, who is contracted for the drafting of the sound-archive safeguard plan and the training, are satisfied with the progress made on the project. Radio Mauritania provided the meeting places for the training and identified the trainees for the 2 training sessions on time. The UNESCO Office in Rabat provided the necessary logistical support in the preparation of the planned missions and follow-up action to be carried out.

### RESULTS

The project has thus far carried out the necessary preparatory work to draw up the archive safeguard plan and an archive administration plan. Fourteen members of the archive unit personnel have moreover been trained in audio restoration techniques and archiving of magnetic tapes. The Minister of Culture and Communication and the Director of Radio Mauritania expressed their satisfaction with the progress of the project during the last visit of the Director of the UNESCO Office in Rabat to Nouakchott on 20 November 2007. So far, the immediate objective of training information professionals in the archive unit of Radio Mauritanie has been met and the preparatory work has been carried out to establish mechanisms and tools to ensure the sustainable management of the audio archives. No changes were recorded in the objectives and performance indicators. By the next progress report, the training of 2 employees will have taken place in Brussels and the archive safeguard plan and an archive administration plan will have been finalized.

### CONCLUSION:

The project is being implemented with success thanks to the synergy and very good cooperative efforts between all the stakeholders involved: Radio Mauritania, Memnon and the UNESCO Office in Rabat. Memnon is providing high quality training to the personnel of Radio Mauritanie.

## NATIONAL PROJECT

**TRAINING FOR FEMALE JOURNALISTS (354MAU5071)**  
**PROJECT NO: PDC/52 MAU/01 (354 MAU 5071)**  
**US\$ 11 000**

### TYPE OF PROJECT

This IPDC project intended to build capacities of female journalists of the "Réseau des femmes journalistes en Mauritanie" (Network of female Journalists in Mauritania). The 9 journalist received training in their area of specialization (radio and written press) and obtained experience in media management through their one week internship in Rabat (Morocco). On the basis of the actual approved budget, the project has been reformulated by the network, and additional 13 000 USD was obtained from ISESCO (See Cooperation agreement UNESCO/ISESCO Activity 112). This project helped the women journalists to acquire specialist knowledge and experience in news production techniques. The long term objective of the project includes the promotion of equal involvement of women within the media through dedicated training for the journalists.

The beneficiaries were for 3 groups of women journalists working in the field of radio, television and written press.

### RESULTS

The internships took place from 21 to 25 July 2008 and the training courses from 26 to 30 July 2008. At the end of these sessions nine female journalists trained in news production techniques, the production of audiovisual programmes and the writing of press articles.

### REMARKS

The beneficiaries were satisfied with the training provided in Morocco and will use their newly acquired skills in reinforcing their position in their respective media.



## NATIONAL PROJECT

**MAROC :FORMATION DES MEMBRES DE L'ASSOCIATION  
INTERPROFESSIONNELLE DES RADIOS ET DES TELEVISIONS  
INDEPENDANTES  
PDC/52MOR/01 (354 MOR 5071)  
US\$ 18 000**

### TYPE DE PROJET

Dans le cadre du Programme international pour le développement de la communication (PIDC), l'Unesco a financé une formation spécialisée pour des professionnels des médias du syndicat interprofessionnel marocain des radiodiffuseurs indépendants de radio et de télévision. A travers ce type d'actions, l'Unesco renforce un de ses axes d'opérabilité comme c'est le cas de la lutte en faveur de la liberté d'expression, de la liberté de la presse en tant que droits fondamentaux de l'être humain, ainsi que la promotion du pluralisme des médias.

### IMPLÉMENTATION

Cette formation s'est tenue durant de 5 journées à l'Ecole Supérieure de Journalisme de Casablanca (37 rue Tata, Casablanca, Maroc) du 24 au 28 novembre 2008. A la fin de la formation, les participants auront été formés sur les défis de la convergence de médias, les stratégies les plus efficaces pour vendre la radio, la méthodologie et l'usage de la mesure d'audience radio, la mise en place un site web attractif et, finalement, sur les méthodologies les plus utilisées au niveau international pour réaliser des études éditoriales en radio.

### RESULTATS

Tous les participant(e)s se sont montrés satisfait(e)s ou très satisfait(e)s par rapport à :

- la qualité des exposés théoriques présentés
- la répartition du temps (rythme, progression, alternance, exercices)
- la qualité des outils pédagogiques
- les conditions matérielles d'organisation
- le rythme de progression
- les conditions d'accueil et d'hébergement

D'un autre côté :

- 4 participants sur 17 ont jugés la durée de l'atelier peu satisfaisante
- 1 participant sur 17 a qualifié de peu satisfaisant le contenu de l'atelier
- 1 participant sur 17 a évalué comme peu satisfaisante la qualité et la progression des exercices pratiques.

### OBSERVATIONS

Même si les participants coïncident dans l'idée de qualifier la formation, d'une manière globale, comme très intéressante, pratique, structurée et impartie par un formateur très expérimenté et captivant, ils partagent aussi l'impression de ne pas avoir eu suffisamment de contenu concernant le marché marocain ni l'occasion de plonger dans l'étude de cas concrets.

## NATIONAL PROJECT

**TUNISIA: TRAINING IN THE USE OF MULTIMEDIA TOOLS AND IN WEB-SITE MANAGEMENT**  
**PROJECT PDC/51 TUN/01 (354 TUN 5061)**  
**US\$ 20 000**

### **TYPE OF PROJECT**

The primary objective of the project is to train journalists, documentalists, photographers and computer engineers from the Tunisian Press Agency (TAP) in the use of multimedia tools and website management. The project aims to provide training courses in multimedia copywriting for journalists, classification techniques for documentalists and JavaScript and XML courses for engineers. It is expected that in the long-term, these training courses will highlight the importance of new information and communication technologies (ICTs) in the media for achieving equitable access to sustainable development since they offer communication professionals the means of enriching a media landscape which can be accessed from anywhere and at progressively declining costs.

### **IMPLEMENTATION**

The Centre Africain de Perfectionnement des Journalistes et Communicateurs (CAPJC) has designed, developed and will carry out the training sessions in late January 2008. The training programme will cover such topics as: copywriting, classification techniques and JavaScript and XML development. The training programme will be conducted at the Centre Africain de Perfectionnement des Journalistes et Communicateurs, which has the necessary training facilities. Through technical and journalism training, the Agency's personnel will acquire know-how in the use of new forms of news writing and broadcasting. The project entailing the setting up of production units specializing in digital and multimedia documents emerged following an audit conducted in July 2005 by Agence France-Press (AFP) experts and the resulting action plan.

### **RESULTS**

The training programme expects to train 8 TAP in multimedia copywriting; 5 documentalists in the principles of their profession and 6 engineers in the use of *JavaScript* and *XML*.

### **CONCLUSION:**

The project took some time to be redesigned in order to keep to the reduced budget and find the most competitive training facilities in Tunisia. The training workshop will address a major challenge facing the Tunisian media: to reduce its operating costs while at the same time enriching its output, thereby making the Agency more competitive.

## NATIONAL PROJECT

**PALESTINE: GIVING WOMEN A VOICE**  
**PROJECT NO: PDC/49 PAL/02 (354 PAL 5051)**  
**US\$ 20 000**

### TYPE OF PROJECT

Women's participation in social, political and cultural life in the Hebron area is strikingly low. Gender-based social perceptions considerably reduce their possibility of having an equal and active role in society, public life and decision making. The International Palestinian Youth League (IPYL) aims to give a voice to women in the marginalized communities of the Hebron area by using media production and awareness raising campaigns to express women's concerns to a wider spectrum of the community, to encourage their participation in the decision-making process and in development, and to strengthen their involvement in the promotion of gender equality in all aspects of life.

### IMPLEMENTATION

The project was completed within 7 months between Dec. 12, 2006 and June 30, 2007.

Between January and April 2007, IPDC organized several training workshops for 31 young women and men in the Hebron area in gender and human rights, journalism and community media, photography, public relations campaigns and technical training on media productions. The training programme and media production were conducted in the newly established media resource center in Hebron. A manual was developed and produced to support the workshop and to be used by trainees and visitors of the media center as reference material after the training course. After the training, between April and May 2007, participants produced 9 radio programs and 4 TV programs (duration between 5-20 minutes) focusing on gender issues. The radio and television programs were broadcast by two local television stations and four local radio stations in the Hebron Governorate between June and July 2007. A photo exhibition on women's life in Hebron took place in the Media Center.

### RESULTS

- 31 women and men from marginalized areas of Hebron were trained in media production, awareness raising, campaigning and human rights and gender equality
- 100 copies of a training manual in CD-format were produced and distributed.
- 9 radio programs and 4 TV programs dealing with different topics related to women's rights were produced by the participants.
- The radio and TV programs were broadcast by 6 local stations.
- A photo exhibition on women's situation in the Hebron district was shown to the general public.
- Increase of awareness and public discussion on women's rights and gender issues in local communities and media
- 

### CONCLUSION

The project was completed in July 2007 and an independent evaluation was carried out in September 2007. Reporting between UNESCO and the project coordinator has been comprehensive and timely, and open communication has been maintained throughout the implementation of the project. The impact on media and civil society in the Hebron area of the activities carried out by the Media Resource Center has been very positive, creating new possibilities for community development and the promotion of human rights, democratization and freedom of expression at the grassroots level.

## **NATIONAL PROJECT**

**PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO  
PROJECT NO: PDC/51 PAL/02 (354 PAL 5061)  
US\$ 30,000**

### **TYPE OF PROJECT**

Palestinian Broadcasting Corporation (PBC) Voice of Palestine IPDC project “Digital and Web Radio” has improved PBC’s outreach of Palestinian radio audience and communities living abroad, increased the efficient use of Internet, new media and digital technologies in the radio broadcasting and updated the technical skills of staff to use new digital media and provide audience with more high quality radio programming. The project has established a web site for PB and provided equipment and training courses for PBC media professionals in the digital radio and new media.

### **IMPLEMENTATION**

PBC has completed the capacity building component according to the work plan and has actually organized more in-house training courses that were included in the plan due to a high interest and demand among the staff of Voice of Palestine radio station. The courses included basic and advanced IT skills, use of internet, digital radio broadcasting and media, non linear editing and web design and management. The development of the PBC Web site that include the building and design of the web site, developing the contents and test running has been completed and the site was launched in September 2008.

UNESCO Ramallah office purchased the computers and digital editing equipment according to the technical specifications given by the PBC and the delivery and installation was done in March 2008.

### **RESULTS**

- Training and capacity building of 60 media professionals in the PBC Voice of Palestine on IT skills, digital editing techniques and web radio broadcasting.
- Establishing web site for PBC Voice of Palestine
- Upgrading the digital and web broadcasting capacities of PBC and equipping the radio station with a server, digital editing units and computers
- Increase the local and international audience of PBC and develop more interactive and high quality radio program content in Voice of Palestine

### **CONCLUSION**

Reporting between UNESCO and project contractor has been comprehensive and timely and open communication has been maintained throughout the implementation phase of the project. There have been few delays in the work plan and schedule which have been beyond the control of the project coordinator and participants, mainly due to managerial and organizational changes in the PBC. The impact of the activities to increase the professional and technical capacity has been very positive, increasing the quality of radio programming, digital and web content of the Voice of Palestine and the outreach of the audience inside Palestinian territory and abroad.

## NATIONAL PROJECT

**PALESTINE: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM BY  
THE BIRZEIT UNIVERSITY MEDIA DEVELOPMENT CENTER  
PROJECT NO: PDC/52 PAL/02 (354PAL5071)  
US\$ 22,000**

### TYPE OF PROJECT

The Palestinian journalists and media organizations are lacking professional networks that would enable them to develop and strengthen professionalism in media. In addition the separation between the West Bank and Gaza Strip and mobility restrictions make personal contacts and meetings impossible. The project aims to establish an online platform in order to inform media professionals on various professional issues, provide opportunities for debates and exchanges and serve as data bank of resources, activities and contacts.

### IMPLEMENTATION

A project coordinator/webmaster and web designer has been hired by the Birzeit University Media Development Center and several consultations have been held with Palestinian journalists and other stakeholders to learn more about how the online portal can best serve the local media community. The website which will be in Arabic and English, is currently under construction and regular meetings are held to discuss and give feedback to develop and organize the content and coordinate with other actors in the field.

### RESULTS

- Planning sessions organized with journalists, media NGOs and website designers to develop the content of website
- Building and designing the website
- Database created on the Palestinian journalists, media organizations and trainers
- Material collected and research conducted to develop the website content

### CONCLUSION

The on-going project has received a lot of positive feedback and attention from local media professionals who are appreciating the initiative to collect information and knowledge of media related activities, events, training courses and other professional information and news under one portal. The fact that the platform can serve as a professional discussion forum to contact media professionals in the West Bank and Gaza who are otherwise isolated from each other has proven to be very important element of the project. The project is on-going and is expected to be completed by the end of August 2009.

## NATIONAL PROJECT

**PALESTINE: WOMEN TAKING THE LEAD – ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS BY AMIN MEDIA NETWORK**  
**PROJECT NO: PDC/52 PAL/01 (354PAL5072)**  
**US\$ 20,900**

### **TYPE OF PROJECT**

The project seeks to increase women's participation in media through promoting equal career development opportunities and equal access to decision-making roles in media newsrooms. The project is building the capacity of a group of 15 mid-career women journalists to increase their career development opportunities and will advocate and sensitize media managers to give fair consideration to female staff in terms of assignments, positions, and advancement opportunities in order for women journalists to become more active and prominent members of the Palestinian media and public

### **IMPLEMENTATION**

A project coordinator has been hired and several meetings have been held between AMIN staff, Palestinian media managers and owners and women journalists to ensure solid support and cooperation for the implementation of the project. Focus group meetings have been held to further collect information on the needs and suggested actions needed to promote gender equality in Palestinian media and develop action plan and workshop outline for advancing and advocate the career development of women journalists.

### **RESULTS**

- Agreement achieved between the managers of 10 major Palestinian media outlets and AMIN Media Network to cooperate in advancing the working conditions of women media professionals and in the participation of the programme
- Focus group meetings held with Palestinian women journalists to develop action plan, get critical feedback
- Four one day workshops held on gender sensitization and advocacy in media

### **CONCLUSION**

The project has gained the support of both media owners/managers and women journalists and first rounds of consultations and workshops have been held successfully. The project is on-going and is expected to be completed by the end of August 2009.

