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Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

PART I

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

AFRICA

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# LIBERIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING FOR WOMEN COMMUNITY RADIO JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 LIR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 50 200</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 43 900</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Female Journalists Association of Liberia (FEJAL)</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Monrovia Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Monrovia, Liberia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Siatta Scott-Johnson, Assistant Coordinator, FeJAL</b>  <b>Mr Stevenson Seidi, UNESCO Monrovia</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Studies have proven that women bore the brunt of atrocities committed during the civil war. Since her inception, President Ellen Johnson-Sirleaf has made great strides in bridging the gender divide, but much still needs to be done to minimize the disparity propped-up by centuries of Liberian tradition. Today, women make up the majority of the country's unemployed population and constitute 78% of the illiterate. Furthermore, while women account for nearly 50 percent of the population, they occupy only 17% of the Senate, 12% of the House of Representatives, and 25% of the President's cabinet; women are doing all to ensure that National Legislature **pass a bill** which would call for 30 percent women participation in political representation.

The media sector is no exception. Newspaper entities and radio stations in Monrovia are predominately occupied by males and the editorial decisions made in the newsroom are male biased. A random sample of 30 newspapers published, carried out at a media workshop in 2008, showed that 85% of the stories were about various men issues; the 15% about women were mostly stories about President Ellen Johnson-Sirleaf and female government officials.

Research conducted by various media development organizations has shown that women account for a mere 13 to 16% of the journalists in Liberia. A further survey conducted by Christian Media Center (CMC) showed that women hold a dismal one percent of clout positions in the media. The situation is appalling within community radio stations which are in the 15 political subdivisions of Liberia and provide information for over half of the population of Liberia. Of 20 community radio stations assessed by FeJAL, only River Cess Broadcasting System has a female in a senior management position. Most of the women who work at Community radio stations have received little or no form of journalistic training. They therefore struggle to produce meaningful reports, with women's issues being given very little coverage.

To address this problem, FeJAL will work to develop a comprehensive and inclusive training programme to build the capacity of women working in community radio and develop them to occupy managerial positions. FeJAL will develop the skills of community radio female journalists through a 3-week computer and programme production and presentation training course, two weeks hands-on training in Women Peace and Security and Gender reporting. An internship with Monrovia-based media institutions and training for senior reporters and manager will help to reduce the gender disparities in the newsroom.

### **2. DESCRIPTION OF THE TARGET GROUP:**

Liberian women journalists working with community radio stations and Monrovia based media institutions are the targeted beneficiaries.

### **3. DEVELOPMENT OBJECTIVE:**

This journalism and managerial training project will contribute to promoting women's participation in Liberia's development and promoting women's issues and development through developing the professional capacities of women journalists in the production and presentation of programmes on gender related issues, science and technology, climate change and women peace and security programmes.

### **4. IMMEDIATE OBJECTIVE:**

Ten female journalists from community radio stations will acquire knowledge to compete with their male counterparts and engage their communities, especially women, by sharing information that is cardinal to

women’s development and involvement and disseminate said information within the period of the project, after training.

**5. PROJECT OUTPUTS:**

- Ten female journalists capable of producing quality programmes on women related issues
- A network of female journalists specialized in reporting on science and technology and climate
- Female journalists who can compete with their male counterparts for managerial positions

**6. ACTIVITIES:**

- A three-week intensive training course for ten senior female journalists, from community radio stations in an Introduction to Computers (MS Word, Adobe Audition) and programme production and presentation. To ensure that women’s issues are reported more in the media, the journalists will receive training in gender reporting and women peace and security.
- After a period of monitoring, a two-week intensive specialized and training in climate and science and technology reporting and internship will be conducted. The training shall be followed by an assessment.
- FeJAL shall assess the impact of the training, by gathering stories and programmes produced by the trained journalists during the period of the project.
- A two-week leadership and managerial skill training programs for 10 female senior reporters and producers, will be held in Monrovia to ensure that female journalists are able to ascend to managerial positions in media institutions.

**7. PROJECT INPUTS:**

- The project will utilize the expertise of three associate professors from the Mass Communication Department of the University of Liberia, a media programme and production expert and two computer trainers for the duration of the project.
- Hire of necessary equipment for the computer training component of the project. The project team shall make use of FeJAL field equipment (recorders) during the internship program. A rented projector shall be used for the two weeks managerial and leadership training.

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identify Beneficiaries	■											
Identify trainers	■											
Prepare modules for training programmes	■											
Launch and implement project	■	■	■	■	■	■	■	■	■	■	■	■
Monitoring and Evaluation				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

FeJAL means Female Journalists Association of Liberia. It is an Auxiliary of the Press Union of Liberia (PUL) that was founded in 1996 to ensure the empowerment of female journalists and other women in the media by organizing and conducting professional, consultative, and advisory services, and toward this end liaises with national and international, non-governmental and governmental institutions.

It has since its existence also sought to protect the rights of female journalists and other women in the media, working with other organizations for the protection and promotion of press freedom, free expression and human rights especially those of women in the media. FeJAL seeks to provide professional training, skills development

and capacity building for female journalists as well as other media practitioners and also other media related groups. FEJAL is the oldest women's organization and has within its membership women from community radio stations, the mainstream media and women who are part of the Liberia Women Media Action Committee (LIWOMAC) and Media Women Center for Democracy (MEWOCEDE).<sup>1</sup>

#### **10. SUSTAINABILITY:**

FeJAL is an institution that works for the well being of the media women. The institution will ensure that a separate network be maintained to assess the short term and long term achievements of the women. In doing so, FeJAL will work with the women and report and encourage other women in the association.

With the modules produced, which shall be used for future training, FeJAL intends to conduct short term training for other female journalists, thereby building the capacity of female journalists in professional programming and production so as to efficiently and effectively excel to managerial positions also based on their achievements.

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

FeJAL will ensure that there exists internal and external monitoring that will be implemented, for the duration of the project. As a result of lessons learnt from other organizations and past projects implemented by FeJAL, The Press Union of Liberia (PUL) will conduct monitoring assessments. These exercises will be done for all training sessions. A financial and technical team will pay field visits to every training location.

PUL and UNESCO will carry out external monitoring and evaluation of the project. In addition to project activities and finance, monitoring and evaluation activities will include the review of the project's work-plans and performance status.

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

Based on an assessment conducted by FeJAL the need for an advance capacity building programme was introduced and a proposed approach was selected on the basis of the women's demand in various specialized areas of the media to ensure readiness of trainees in handling and performing their assigned jobs.

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

This Project is designed to build the capacity of female journalists in professional programming and production so as to efficiently and effectively utilize their skills and resources received at the end of the training. Other activities of the training will be basic reading and writing skills.

FeJAL will report on the progress of the project on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report showing the extend to which the objective of the project was achieved. The project report shall be completed and submitted by FeJAL Coordinator, Torwon Sulonteh-Brown.

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<sup>1</sup> Community radio stations are located outside Monrovia and its environs. Mainstream media institutions are the daily newspapers, private media institutions and the government run Liberia Broadcasting System. LIWOMAC and MEWOCEDE are two women organization in Liberia



## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>3-Week Training on ICT for Community Radio Broadcasters</b>	
Participants accommodation and meals (\$50 per day x 10 Participants x 15 days)	7 500
Four Trainers (15 days training at \$100 per day)	6 000
Training materials	1 000
Training Venue (\$500 per day x 15 days)	7 500
Local Travel (\$50 x 10 Participants x 2 ways)	1 000
<b>Sub-Total:</b>	<b>23 000</b>
<b>10-Day Internship Training Programme for Community Radio Broadcasters</b>	
Participants accommodation and meals (\$50 per day x 10 Participants x 10 days)	5 000
Three Trainers (3 days training at \$100 per day)	900
Training materials	1 000
Local Travel (\$50 x 10 Participants x 2 ways)	1 000
<b>Total Training Costs:</b>	<b>7 900</b>
<b>Management and Leadership Training for Senior Reporters</b>	
Participants Transportation and meals (\$30 per day x 10 Participants x 10 days)	3 000
Four Trainers (10 days training at \$100 per day)	4 000
Training materials	1 000
Training Venue (\$500 per day x 10 days)	5 000
<b>Total Training Costs:</b>	<b>13 000</b>
<b>Total</b>	<b>US\$ 43 900</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs (12 months x 3 staff members)	1 800
Project Coordinator (12 months)	1 200
Communication costs (12 months)	500
Local Transport costs	300
Projector rental fee	1 000
Contingencies	1 000
Project reporting	500
<b>Total</b>	<b>US\$ 6 300</b>

# LIBERIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MEDIA DEFENSE AND SAFETY OF JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 LIR/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and Safety Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 19 365</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 17 155</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Press Union of Liberia (PUL) Monrovia, Liberia Tel: (+231) 6529611 E-mail: <a href="mailto:pressunionofliberia@yahoo.com">pressunionofliberia@yahoo.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>Monrovia field office through Paris HQ Contact person: Tarja Turtia, CI Programme Specialist, UNESCO HQ E-mail <a href="mailto:t.turtia@unesco.org">t.turtia@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Monrovia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Peter Quaqua, President of PUL E-mail: <a href="mailto:pqua31@yahoo.com">pqua31@yahoo.com</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Liberian media has grown in terms of numbers, but is left wanting in terms of quality. There are more than thirty daily, weekly, bi-weekly and other sporadically-produced publications on the newsstands; twenty radio stations, six television stations and over fifty community radio stations across the country. This development points to media pluralism, but the problem associated with this growth is building the professional standard and capacity of those who man these institutions to enable them to respond to the needs of the public. There are at least three universities in the country offering mass communication degrees to students (some of whom are journalists), in addition to the dozens of short-term training programmes designed for practicing journalists by various media development groups. The issue of ethics however, remains a challenge.

Article 15 of the Liberian Constitution guarantees freedom of speech, with the recent enactment of the Freedom of Information legislation essentially representing a significant milestone that gives the law effect in the information dissemination infrastructure, but anti-speech laws still exist in the penal code, presenting barriers to free expression. They are criminal libel against the president, sedition and criminal malevolence.

There is an upsurge in the number of intimidating or SLAPP suits against the media by public officials including the President Ellen Johnson-Sirleaf. SLAPP stands for 'Strategic Lawsuit Against Public Participation'. They seek to silence critical voices and force the media into self-censorship. A combined total of US\$7.4 million in damages has been awarded by the courts to three individuals as a result of libel suits. One of these was US\$ 5 million awarded to President Sirleaf.

This presents a potential threat weakening the independence of the media and undermining the free and pluralistic media development in the country. As the only media umbrella group in the country that represents more than five hundred journalists drawn from the various categories of media outlets across Liberia, the Press Union of Liberia (PUL) sees this as a new barrier that should be confronted essentially from within the media itself and then externally. Media practitioners require additional training and awareness-raising on libel/defamation matters so that they are able to avoid law suits.

The purpose of the project is therefore to establish a legal team that would defend and provide safety guides for Liberian journalists against libel suits, and thereby support editorial independence, sound journalistic practice and maintain the integrity of the media. While positioning itself to mount a proper defense of the media, the Union will organize a monthly editors' forum to assess the performance of journalists and identify potential publications or broadcast that could result in lawsuits. Experienced journalists and lawyers will be invited to share their experiences in these discussions. Such a forum will help avert any possible suits.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group for this project is working journalists.

### **3. DEVELOPMENT OBJECTIVE:**

The Project contributes to the safety and self-regulation of the media and enhances the professional output of journalists by placing the principles of good journalism practice at the heart of their work, and promoting practical actions that will improve the content of journalism and strengthen the relationship between media and society, whilst upholding the respect of the media.

**4. IMMEDIATE OBJECTIVE:**

To train 40 Journalists and reporters in upholding ethical standards (understanding Libel and Journalists’ Safety tips) thus enabling them to report effectively whilst avoiding potential lawsuits, and sensitize their colleagues on ethical reporting. This would strengthen The Press Union’s capacity to carry out monthly monitoring and evaluation of journalists through the editors’ forum, while providing legal defense.

**5. PROJECT OUTPUTS:**

- 40 journalists with enhanced understanding in promoting and upholding ethical standards, media freedom and free expression.
- A legal defence team put in place by PUL to represent journalists and media houses in court, as well as the organization of a monthly editors’ forum to conduct self-assessment of journalists’ work.
- Media related lawsuits catalogued and used as a basis for further staunch local and international advocacy.
- Project Coordinator recruited.

**6. ACTIVITIES:**

- One training workshop will be held to bring together 40 journalists to discuss libel issues and the causes for the increased numbers of lawsuits against the media. The workshop will serve as an opportunity for journalists and lawyers (defending the journalists) to share experience and gain understanding of the challenges and opportunities. The workshop will serve as a conduit to enable electronic and print journalists, including those working in community radios to adequately use the knowledge acquired and sensitize their colleagues to follow the same path.
- PUL will hold a monthly editors’ forum to critique the performance of the media, discuss challenges and draw lessons to strengthen the network on ethical issues.
- The PUL will sign an MOU with Media Defence Team, already named in order to spell out the terms of reference for the team.
- Document lawsuits to provide an effective documentation of cases and shortcomings of the media through a monitoring mechanism in order to support in-depth study and tracking of problems.
- Drafting of MOU with lawyers

**7. PROJECT INPUTS:**

PUL will hire one knowledgeable local facilitator. The Union will also make available one laptop for use by the project coordinator.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	1	2	3	4	5	6	7	8	9	10	11	12
Workshop for journalists		■										
Drafting and signing of MOU with lawyers	■											
Recruit project coordinator, trainers and trainees			■									
Put in place other logistical arrangements				■								
Conduct training workshop					■							
Submission of training reports					■							
Follow-up activities of the training workshop	■	■	■	■	■	■	■	■	■	■	■	■
Submission of reports				■				■				■

## **9. INSTITUTIONAL FRAMEWORK:**

The Press Union of Liberia (PUL) was established in September 1964 by a hand ful of journalists following the release of the journalist Stanton Peabody from jail, who wrote an article referring to members of the Legislature as ‘radicals.’ The group was organized to serve as a mouthpiece, mainly engaged in the protection of journalists’ rights and free press. Since its establishment, PUL has grown to a vibrant pro-democracy group that has championed not only media matters, but also issues affecting democratic governance. As a media watchdog, the Union has oversight responsibility in addressing problems arising from the reportage and conduct of over 400 journalists in the country. Membership cuts across print and electronics journalists, including community radio practitioners.

The Union was recently certificated as a trade union organization with the authority to negotiate for improved conditions of service for journalists. The organization is governed by a four elected executives consisting of a president, vice president, secretary-general and assistant secretary-general. Five other permanent committee chairpersons added to the four elected officials, constitute the executive committee (the second highest decision making body next to congress – general assembly).

The PUL receives yearly grant from the National Endowment for Democracy (NED) for some of its operations and programmes. It partners with civil society & private sector local and international groups in carrying out its mandate. It holds membership of the West Africa Journalists Association, the African Federation of Journalists, and the International Federation of journalists, amongst others.

## **10. SUSTAINABILITY:**

The issue of libel suits poses a threat to press freedom, and the Union sees this project as a necessary first step in confronting this threat. A monthly editors’/owners’ forum will therefore be organized to serve as a constant reminder to journalists to avoid legal actions. The lawyers will be used not only for the defense of journalists in case of suit, but as legal advisors. Relations with a network of lawyers will be built over time. These lawyers will offer their services on pro bono basis to extend the mandate of the MOU which will be renewed on an annual basis. The project over time will have built the reputation and prestige of these lawyers as human rights defenders.

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

While welcoming the UNESCO Liberia Country Office to monitor the progress of the project, the Union will use the Liberia Media Centre, which is a creation of the Union to conduct an evaluation of the project.

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

There have been at least four law suits heard in the last two years, with three guilty verdicts. In addition to the suits, the Union has investigated several complaints of ethical breaches against media institutions under its self-regulation regime. The results of those investigations show that there are ethical transgressions that could have ended up in court had the Union not interceded and punished those involved.

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

The PUL will submit reports on the achievement of the objectives during the implementation of the project, at least every four months, together with a final report. The report will be prepared by the Project Coordinator and the Secretariat of the Union headed by the Secretary-General.

## D. BUDGET

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

Training for 40 journalists + 5 lawyers (observers) + 7 PUL Executives, support staff and rapporteur (52 participants x \$20 each x 3 days meals)	3 120
Workshop venue: \$200 x 3days	600
Local travel for participants: \$5 x 50 media participants x 3 days	750
Accommodation for 10 (external) participants at \$20 x 3 nights	600
Two Trainers at \$100 x 3	600
Notepads \$15 per dozen x 5	75
Folders at \$1 x 60	60
Banner \$75 x 2	150
Monthly Editors' Forum: \$500 x 12 (refreshment and transportation for 40 editors)	6 000
Documentation of cases, trends and production/publication bug	5 200
<b>Total</b>	<b>US\$ 17 155</b>

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

Projector	1 050
Laptop	700
Reproduction of materials (photocopies)	Available free
Printer	75
Project Coordinator' Stipend for 12 months	100
Communication consultant	100
Preparation and signing of MOU with lawyers (including refreshments)	150
One Flipchart at \$15	15
One pack of pens at \$20	20
<b>Total</b>	<b>US\$ 2 210</b>

# NIGERIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING COMMUNITY RADIO IN NIGERIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 NIR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 43 215</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 33 215</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	Nigeria Community Radio Coalition (NCRC) (through the Institute for Media and Society) 3, Emina Crescent, off Toyin Street, Ikeja, Lagos Nigeria. Phone: 234-1-8102261,234-8033079828 E-mail:imesoimeso@hotmail.com Contact person: Mr. Akin Akingbulu (Executive Director)
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO, Abuja, Nigeria Contacts: Oluseyi Soremekun (UNESCO Abuja) and Ronald Kayanja (UNESCO Accra Cluster Office)
<b>11.</b>	<b>PROJECT LOCATION</b>	Workshops at: Igbomina (Kwara State), Idoani (Ondo State), Donga (Taraba State), Dawanau (Kano State). Seminars at: Asaba (Delta State), Kaduna (Kaduna State), Ibadan (Oyo State)
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Proposal prepared by Akin Akingbulu, Executive Director, Institute for Media and Society/Coordinator, Nigeria Community Radio Coalition (NCRC) Advice from: Moji Okuribido, Becky Tandoh, UNESCO Accra Office
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This project is designed to make a strategic contribution to the development of community radio in Nigeria through training of grassroots communities and regional awareness raising events. The project builds on over five years of community radio advocacy in Nigeria and meets needs clearly expressed by civil society and community-based organizations to increase awareness of community radio and to build capacity for community radio development.

Nigeria returned to democracy in 1999 after many years of military rule. However the country has been slow to develop a plural broadcasting landscape. The print media landscape in Nigeria is relatively large. There are more than one hundred newspapers and news magazines, but with variable market fortunes – some rather short-lived, others long established. In the broadcasting sub-sector, there are more than 300 licensees and operators in the radio, television and cable TV categories. However Federal and State governments remain the dominant operators controlling more than 70 per cent of broadcasting services. The licensing of non-government broadcasting operators has been more or less restricted to the commercial sector. Community broadcasting, the third sub-sector, has still to emerge. Nigeria remains the only country in the West African sub-region that has not yet licensed any community radio services even though the Nigerian Broadcasting Code recognizes this sector.

Community broadcasting is one of the defining features of a plural and diverse media landscape. Among the characteristics of community radio are that they are owned and managed by communities; carry community-oriented programming; pursue a strictly social development agenda; and use participatory methods in their activities. From different parts of the world, reports attest that community radio gives access and voice to marginalized peoples; empowers them to improve their lives and immediate environment; helps build capacities of societies to hold leaders accountable; helps to tackle poverty, to support conflict resolution, to preserve cultures and promotes sustainable development. There is no doubt these characteristics would also hold true in Nigeria.

Significant progress has been made in Nigeria in gaining policy level and regulatory recognition for community broadcasting. The government announced (in late 2010) approval for the licensing of community radio and the National Broadcasting Commission is to start issuing licences. Alongside the continuing national level advocacy of the Nigeria Community Radio Coalition, support is needed to raise awareness and capacity for implementation at the grassroots.

The purpose of the project is to support four pilot community radio initiatives with planning and start-up workshops in Igbomina (Kwara State); Idoani (Ondo State); Donga (Taraba State); and Dawanau (Kano State) and to raise awareness of community radio among civil society groups through regional knowledge sharing seminars in Asaba (Delta State); Kaduna (Kaduna State); and Ibadan (Oyo State).

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target beneficiaries consist of (a) 200 community members (50 members per community x 4 communities) who live and work in the pilot communities: Igbomina (Kwara State); Idoani (Ondo State); Donga (Taraba State); and Dawanau (Kano State); and (b) 60 representatives of community-based civil society groups (20 members per region x 3 regions) drawn from the regions including and around the following centres: Asaba (Delta State); Kaduna (Kaduna State); and Ibadan (Oyo State).



### 3. DEVELOPMENT OBJECTIVE:

The project will contribute to expanding the plurality and diversity of the media in Nigeria, and enhance the capacities of local communities to use media as a platform for democratic discourse.

### 4. IMMEDIATE OBJECTIVE:

The project will provide grassroots community members with the knowledge and skills necessary to enable them to establish community radio, including practical guidance on planning and starting up, governance and management, community consultation and accountability, sustainability, programming, staffing and volunteer support, sources of finance, licencing and regulatory matters. Civil society members attending the regional seminars will acquire knowledge on the development of community radio and skills in working with grassroots communities to promote and support community radio development.

### 5. PROJECT OUTPUTS:

- Two hundred (200) rural community members located in 4 communities (50 per community) will have acquired knowledge and skills required to set up community stations in four pilot communities.
- Sixty (60) civil society groups will gain knowledge and skills about how to promote and support community radio development and to further disseminate the same knowledge and skills to grassroots communities.

### 6. ACTIVITIES:

- A series of four 2-day development workshops held in rural communities in their community meeting halls – in Igbomina, Idoani, Donga and Dawanau for community members (200 in total).
- A series of three 2-day knowledge sharing seminars held in selected venues (e.g. hotel, seminar halls) in Asaba, Kaduna and Ibadan, for 60 members of community-based civil society groups.

### 7. PROJECT INPUTS:

- Two trainers capable of facilitating the four community workshops
- Two trainers capable of facilitating the three regional seminars
- Set of training equipment comprising: Public Address System (PAS), multimedia projector and screen, a laptop computer, digital still camera, Flip Chart board, Note-pads, pens and Stick-it pads.
- Venues to be hired for the seminars.

### 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Select/contract trainers	■	■										
Preparation of training materials	■	■										
Select/notify workshop participants			■									
Community Workshop No 1				■								
Community Workshop No 2					■							
Community Workshop No 3						■						
Community Workshop No 4							■					
Select/notify seminar participants								■				
Zonal Seminar No 1									■			
Zonal Seminar No 2										■		



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

We undertake to report on project progress on a four-month basis to the UNESCO Office in Abuja and submit a comprehensive final report prepared by Akin Akingbulu, Executive Director, IMS.

#### **D. BUDGET**

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

<b>4 Training Workshop</b>	
4 Flight Travel (Resource Persons): 286\$ x 2 persons x 4 training	2 288
Multimedia Projector 93\$ x 2 days x 4	744
Public Address System 43\$ x 2 days x 4	344
Flipchart System 15\$ x 2 days x 4	120
Accommodation: 40 x 2 persons x 3 nights x 4	960
Banners 40\$ x 3 units x 4	480
Photocopying	100
Stationery/ Printing	215
Honorarium: 93\$ x 2 persons x 2 days x 4 training	1488
<b>3 Regional Seminar</b>	
Local Travel (Participants): 93\$ x 20 persons x 3	5 580
Flight Travel (Resource Persons): 286\$ x 2 persons x 3	1 716
Accommodation: 56\$ x 22 persons x 3 nights x 3	11 088
Catering: 20\$ x 22 persons x 3 days x 3	3 960
Venue Hire: 250\$ x 2 days x 3	1 500
Multimedia Project: 93\$ x 2 days x 3	558
Public Address System 43\$ x 2 days x 3	258
Flipchart System 15\$ x 2 days x 3	90
Banners 40\$ x 3 units x 3	360
Photocopying	95
Stationery	155
Honorarium: 93\$ x 2 persons x 2 days x 3 training	1 116
<b>Total</b>	<b>US\$ 33 215</b>

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

Staff Costs (8 months x 3 Staff members)	4 800
Project Coordinator ( 7 Months)	1 200
Communication Costs(7 months)	1 000
Vehicle maintenance and local transport cost	2 000
Project Reporting	1 000
<b>Total</b>	<b>US\$ 10 000</b>

# SIERRA LEONE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PROMOTING CREDIBLE ELECTION REPORTAGE THROUGH THE INDEPENDENT RADIO NETWORK</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 SIL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression and media pluralism and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment, Training support and Institutional Capacity Building.
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 51 775
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 955
<b>9.</b>	<b>BENEFICIARY BODY</b>	The Independent Radio Network (IRN) 159 Circular Road, Freetown. Tel: 076502769. <a href="mailto:Email-irmsalone@yahoo.com">Email-irmsalone@yahoo.com</a> Contact Person: Ransford Wright, National Coordinator.
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office in Accra
<b>11.</b>	<b>PROJECT LOCATION</b>	Freetown, Sierra Leone
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ransford Wright, National Coordinator.
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

2012 is an election year in post-conflict Sierra Leone. Given the deep scars of the past, peace is fragile and the electoral period could see a relapse into violence if, inter alia, the people feel disenfranchised in any way. Access to credible and objective information is crucial. The country's fledgling democracy still lacks the maturity to handle political tolerance thus the need for a sustained media campaign. The media landscape is generally free as there is no blatant government interference but on the other hand a good number of the media outlets, particularly the print media, are partisan. This is preventing the majority of the public from having access to balanced reporting on the electoral processes. Information disseminated is mostly biased and serves the interest of the political party that the particular media outlet favors.

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

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

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group of this project are the journalists whose skills will be upgraded to report on the electoral process in a credible and professional manner.

### **3. DEVELOPMENT OBJECTIVE:**

To ensure an informed citizenry that will help strengthen democratic development in Sierra Leone through their active participation in and contribution to credible, free, fair and transparent elections.

### **4. IMMEDIATE OBJECTIVE:**

Fifty broadcast journalists and twenty five producers working in twenty five radio stations from all 14 Districts in Sierra Leone will acquire skills and knowledge for political reporting and digital editing techniques after having participated in three sets of one week training.

### **5. PROJECT OUTPUTS:**

- 75 trained broadcast journalist and producers capable of producing high-quality election reporting.
- A robust editorial team comprised of trained producers will be established within the network.
- A weekly elections update program produced by trained broadcast journalists.

**6. ACTIVITIES:**

- Two sets of five-day training course to impart journalistic skills on political and elections reporting held in the Southern Province for 25 journalists from the 25 constituent stations of the Independent Radio Network;
- Four days training course held in the Northern Province to impart production skills for elections programming for 25 radio producers from the 25 constituent stations of IRN;
- Trained journalists and producers producing a 45 minutes program titled “Elections Countdown” for 6 months.

**7. PROJECT INPUTS:**

- Two trainers who will train broadcast journalists in elections and political reporting.
- Two trainers who will train radio producers in production techniques for elections programming.
- Rented hall and accommodation to host the two sets of 5days training.
- Rented hall and accommodation to host training workshop for producers
- Rented project or for training.
- Rented vehicle to transport materials to the training facilities.
- Production CD’s, communication recharge vouchers and other logistics for production
- Fifty portable recorders with accessories to train journalists and for news gathering. Recorders will be retained by the radio station to maintain production of the programme beyond the project period.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainers	■											
Preparation of training materials		■										
Selection and notification of participants		■										
Purchase of recorders (Zoom H1)			■									
Training Course for Journalists 1 <sup>st</sup> set				■								
Training Course for Journalists 2 <sup>nd</sup> set				■								
Training Course for producers				■								
Production and broadcast of programmes					■						■	
Submission of reports				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by IRN. Established in 2002, the Independent Radio Network (IRN) is a membership network of 25 community, independent and private radio stations across Sierra Leone’s 14 districts that collaborate to nationally broadcast trustworthy, impartial news and issue-based radio programs. IRN uses radio to strategically promote inclusive and non-violent democratic governance processes in Sierra Leone. In the groundbreaking 2007 presidential elections, IRN served as a reliable and unbiased source of election reporting and voter education.

The structure of the network includes a General Assembly which is the highest decision making body. The Advisory Board that handles policy matters and provides leadership in line with the vision of the organization. The national Coordinator is the chief executive and works with the team of four national coordinators and their assistants that form the management committee. The daily operations are carried out by the secretariat staff: National Coordinator - who is the chief executive, provides oversight and ensures that policies are implemented

and activities are carried out as planned; Finance/Admin Officer – manages the account of the organization and administrative matters; Senior Producer – responsible for the production of all radio programmes; Admin/Production Assistant – assists the Senior Producer in production of radio programmes and provides administrative assistants as necessary; Office Assistant – Providing general office assistance and support.

The sources of income for the organization are grants from donors and fees for services. The annual income for the organization is approximately one hundred thousand US dollars.

The organization has the capacity to implement the project. The personnel have adequate competencies to manage this type of project.

**10. SUSTAINABILITY:**

At the end of the trainings, the participants would have acquired knowledge and skills that will sharpened their skills. There are programmes that are being produced presently by the intended participants. These programmes will continue to be broadcast but with better production skills. The regular meetings that are being held will be used for refreshers course from time to time and it will also serve as a peer review session.

**11. FRAMEWORK OF MONITORING:**

UNESCO will monitor each event and incorporate lessons learnt to feed into subsequent programmes

- List of participants with detailed contacts
- Site visit by UNESCO field office personnel/focal point appointed,
- Minutes of meetings and follow up on the activities and roll out of the project.

The network suggests that the Independent Media Commission (IMC) also serve as a monitor in ensuring the project is fully implemented.

**12. EVALUATIONS CARRIED OUT:**

The assessment of the current coverage of the elections processes indicates that reporters and producers need more skill and knowledge to be able to produce programmes that are well researched and balanced. It was also discovered that because of inadequate resources, most reporters are unable to support news reports with sound bites. This sometimes gives room for politicians to contest reports and create contention over issues.

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

IRN will provide financial and activity reports to UNESCO and notify them promptly of any significant problems or changes that could affect the successful implementation of the project activities. UNESCO representatives may make on-site visits to observe project implementation and to verify information provided in the periodic reports submitted by the grantee. UNESCO may also conduct its own independent evaluation of the project as part of its oversight function.

**D. BUDGET**

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

<b>Five days Training course for Broadcast Journalists on Elections and political Reporting (1<sup>st</sup> set)</b>	
Participants’ accommodation and meals (\$ 40 per day x 25 participants x five days + 3 Admin staff):	5 600

Two Trainers (five days training at a rate of \$100 per day x 2):	1 000
Training material and rental of training aids (\$65 x five days)	325
Hall Rental ( \$130 x five days)	650
Local travel (\$30 x 25 participants + \$100 for two trainers):	950
Vehicle hire to transport workshop materials and training aids (1x\$100xfive days)	500
Fuel for vehicle to and fro venue (out of city) and internal runs(35 gallons x\$4.7)	165
<b>SUB TOTAL FOR TRAINING COST</b>	<b>9 190</b>
<b>Five days Training Course for Broadcast Journalists on Elections and Political Reporting (2<sup>nd</sup> set)</b>	
Participants' accommodation and meals (\$ 40 per day x 25 participants x five days + 3 Admin staff):	5 600
Two Trainers (five days training at a rate of \$100 per day x 2 ):	1 000
Training material and rental of training aids: (\$65 x five days)	325
Hall Rental ( \$130 x five days)	650
Local travel (\$30 x 25 participants + \$100 for two trainers):	950
Vehicle hire to transport workshop materials and training aids (1x\$100xfive days)	500
Fuel for vehicle to and fro venue (out of city) and internal runs(35 gallons x\$4.7)	165
<b>SUB TOTAL FOR TRAINING COST</b>	<b>9 190</b>
<b>Four days Training course for Producers on Elections programming</b>	
Participants' accommodation and meals (\$ 40 per day x 25 participants x four days +3 Admin Staff):	4 480
Two Trainers (four days training at a rate of \$100 per day)	800
Training material and rental of training aids: (\$65 x four days)	260
Hall Rental ( \$130 x four days)	520
Local travel (\$30 x 25 participants + \$100 for two trainers):	950
Vehicle hire to transport workshop materials and training aids (1x\$100xfour days)	400
Fuel for vehicle to and fro venue (out of city) and internal runs(35 gallons x\$4.7)	165
<b>SUB TOTAL FOR TRAINING COST</b>	<b>7 575</b>
<b>Training Materials for Broadcast Journalists</b>	
Compilation and printing of reporters guide for all Broadcast Journalists trained (50x \$180)	<b>5 000</b>
<b>Total</b>	<b>US\$ 39 955</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs \$1,300 monthly (4 staff x 6months)	7 800
Communication costs (\$120 x 6 months)	720
Contingencies	500
Project reporting	300
Programme production cost (6 months) 700+300+1200+300	2 500
<b>Total beneficiary's contribution</b>	<b>US\$11 820</b>



# DJIBOUTI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>APPUI A LA CREATION DE L'ECOLE SUPERIEURE DE JOURNALISME A L'UNIVERSITE DE DJIBOUTI</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 DJI/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 4 : Développement des capacités professionnelles et soutien aux institutions en vue du renforcement de la liberté d'expression, du pluralisme et de la diversité</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Développement des ressources humaines</b>
<b>5.</b>	<b>PORTEE</b>	<b>Nationale</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Equipement et renforcement de la capacité institutionnelle</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 115 570</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 39 760</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>Université de Djibouti, ESSTIC, Av Georges Clémenceau, Djibouti Contact Person :Dr.Abdulmalick Mohamed</b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Université de Djibouti/ Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication</b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Université de Djibouti, ESSTIC, Av Georges Clémenceau, Djibouti Contact Person :Dr.Abdulmalick Mohamed</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>Bureau de l' UNESCO/Addis Dr. Jean-Pierre Ilboudo ESSTIC, Yaounde, Cameroun Pr.Charles Laurent Assala Boyomo Université de Djibouti, ESSTIC Dr. Abdulmalick Mohamed</b>
<b>DÉCISION DU BUREAU:</b>		

## B. PRESENTATION

### 1. JUSTIFICATION DU PROJET:

Djibouti est un pays ayant une superficie de et une population estimée à 800.000 habitants dont 87% de population urbaine. L'arabe et le français sont les deux principales langues du pays ; Le Somali et l'Afar étant les autres langues populaires du pays. L'anglais est rarement parlé mais de plus en plus, les écoles de la nouvelle génération adoptent l'anglais comme seconde langue. Le régime politique est présidentiel ; le président est élu au suffrage universel pour un mandat de six ans tandis que les 65 députés sont élus pour un mandat de 5 ans ; ils appartiennent tous à la coalition du parti majoritaire, l'Union de la Majorité Présidentielle (UMP) tandis que la coalition de l'opposition « l'Union pour une Alternative Démocratique (UAD) n'est pas représenté au parlement. Etant une jeune Nation, tous les domaines de souveraineté du pays sont dans un état naissant à l'instar de l'école de journalisme à créer.

Le paysage médiatique de Djibouti comprend des médias imprimés et électroniques. Il n'y a pas de quotidiens publiés à Djibouti et les quelques publications qui s'y rapprochent sont des propriétés du gouvernement

La Radiodiffusion Télévision de Djibouti (RTD) reste la seule organisation radiophonique gouvernementale et est sous la tutelle du Ministère de la Culture et de la Communication. La RTD a deux chaînes en FM et deux autres chaînes en AM. En plus de la RTD, un nombre de chaînes de radio et de télévision peuvent être captées à Djibouti ; elles sont généralement en français et en arabe.

L'agence Djiboutienne d' Information (ADI) a été créée en 1978 en tant qu'agence nationale de Djibouti en charge de la collecte et de la diffusion des informations. L'agence a signé des protocoles d' accord avec des agences d'autres pays comme la Chine, l'Ethiopie, le Yemen ; elle n'a pas de correspondants à l' étranger.

Le cadre légal et institutionnel qui gère le secteur de la communication à Djibouti est contenu dans les textes de lois ci-dessous qui édictent les droits et devoirs des journalistes :

- Loi n° 2/AN/92/2eL relative à la liberté de communication (Sept. 1992)
- Loi n° 117/AN/01/4, portant organisation du Ministère de la communication, de la culture, chargé des Postes et des Télécommunications (Jan 2001)
- Loi n° 187/AN/o7/5, portant statut du Personnel de la Presse et de l'Audiovisuel (Mars 2007)

Ce décor planté il est important de souligner que tous médias confondus, la presse Djiboutienne ne dépasse point 150 journalistes et les autres personnels des médias comprennent pigistes, occasionnels, techniciens compris sont au nombre de 90 personnes. Les femmes sont autour de 10% chiffre total des professionnels des médias.

Djibouti est un pays qui n'a aucune structure de formation dans le domaine de la communication et de journalisme. Une mission de l'UNESCO s'y est rendue en juillet-août 2011 et a mené une étude sur les besoins dans le domaine de la formation en journalisme. Il ressort de cette étude que la plupart des professionnels sont formés sur le tas ; par exemple, la presse écrite manque cruellement de formation en journalisme.

Ce projet de création de l'école de journalisme a réjoui la plupart de ces professionnels formés sur le tas ; ce projet va rehausser le niveau de la qualité rédactionnelle.

La mission conjointe UNESCO et le potentiel centre d'excellence pour la formation en journalisme, en l'occurrence l'ESSTIC de l'Université de Yaoundé II, a élaboré un curriculum de formation pour l'école de journalisme, basé sur le modèle de cursus de formation en journalisme de l'UNESCO.

## **2. DESCRIPTION DU GROUPE CIBLE :**

Dix membres du corps d'enseignants de l'Université de Djibouti, deux Associations des professionnels et quatre entreprises des médias ainsi que 90 étudiants.

## **3. OBJECTIF DE DEVELOPPEMENT :**

Le projet doit contribuer à la formation des journalistes et au renforcement des capacités institutionnelles des Médias de Djibouti dans un paysage médiatique favorable au pluralisme des idées, à la diversité culturelle et au débat démocratique et citoyen.

## **4. OBJECTIF IMMÉDIAT :**

Renforcer l'offre de programme de formation en journalisme et les infrastructures de formation de l'Ecole supérieure des sciences et techniques de l'information et de la communication de l'Université de Djibouti renforcées.

## **5. RÉSULTATS ATTENDUS :**

- Les infrastructures de l'ESSTIC (en l'occurrence la salle de documentation) sont renforcées en équipements de production et de réalisation de presse écrite et audiovisuelle ainsi que en bibliographie et matériels pédagogiques.
- Les capacités techniques et professionnelles de l'équipe pédagogique (10 enseignants) de l'ESSTIC sont améliorées.

## **6. ACTIVITÉS :**

- Création de l'Ecole supérieure de journalisme
- Révision du cursus de formation en se basant sur modèle de cursus de l'UNESCO. Elaboration des syllabus et manuels de formation en journalisme pour la 1<sup>ère</sup> et 2<sup>ème</sup> année de journalisme en vue de l'obtention de la Licence en journalisme (Diplôme de 3<sup>ème</sup> année).
- 20 missions de formation de formateurs organisés par le potentiel centre d'excellence ESSTIC de Yaoundé sur des méthodologies pédagogiques en éducation de journalisme.
- Création du centre des ressources documentaires de l'Université de Djibouti au bénéfice de l'Ecole (10 ordinateurs et des livres sur le journalisme).

## **7. INVESTISSEMENTS :**

L'exécution du projet demanderait les apports suivants :

- 20 missions d'enseignement
- 4 rédacteurs des syllabus et des manuels de formation
- Impression des syllabus et des manuels
- 10 ordinateurs
- Internet and Web construction
- Acquisition de livres et de publications diverses

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Création de l'Ecole supérieure de Journalisme / organisation de 30 missions d'enseignement												
Elaboration des syllabus et manuels de formation en journalisme.												
Création du centre des ressources documentaires de l'Université de Djibouti au bénéfice de l'Ecole												

## 9. CADRE INSTITUTIONNEL :

L'école de journalisme sera sous la tutelle du Ministère de l'Enseignement Supérieur ; elle sera abritée dans les locaux de la faculté de Lettres et des Sciences Humaines dont le doyen est Dr. Abdulmalick Mohamed. Elle sera dans la filière JDC (Journalisme Documentation Communication créée par un décret du Gouvernement pris en début d'année 2011.

Les enseignements seront dispensés par quelques professeurs permanents et par une majorité de professeurs missionnaires (missions d'enseignement) qui viennent d'autres universités. Ce projet sera mis en œuvre par la filière JDC de l'Université de Djibouti avec le soutien du potentiel centre d'excellence ESSTIC de Cameroun.

## 10. SUSTAINABILITE:

Le Gouvernement de Djibouti est engagé dans la mise en œuvre de cette école supérieure des Sciences et techniques de l'information et de la communication et notamment dans la mise en œuvre de sa filière journalisme et envisage soumettre à la table ronde des bailleurs de fonds, une requête pour le financement du fonctionnement de l'école, à concurrence de 5 millions de dollars américains ; ce qui lui permettra de prévoir progressivement dans son budget alloué à l'université, les frais inhérents au fonctionnement de l'école

La formation des formateurs, à travers l'ESSTIC de Yaoundé contribuera à remplacer les missions d'enseignement à très long terme et à rendre durable la disponibilité et la présence de personnes ressources qualifiées pour l'enseignement

## 11. SUIVI DU PROJET :

Le comité de suivi du projet ainsi l'université de Djibouti fera un suivi régulier de l'exécution du projet. L'antenne de l'UNESCO à Djibouti et les bureaux de l'UNESCO à Addis et à Nairobi feront des missions de supervision et de suivi évaluation ;

## 12. ÉVALUATIONS EFFECTUÉES :

La mission de mise en œuvre du projet effectué par l'UNESCO et l'ESSTIC a pu évaluer l'existence d'une forte volonté politique des autorités Djiboutiennes quant à lancer et soutenir l'école de journalisme.

Des rapports périodiques seront effectués par l'Université de Djibouti et se focaliseront sur les besoins en formation dans le domaine de journalisme et leur contribution à une plus grande démocratisation de la société. Les rapports vont également évaluer le processus de mise en œuvre du projet et spécifiquement sur l'effectivité et l'efficacité des cours dispensés

### 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Le bénéficiaire, l'école de journalisme de Djibouti doit faire un rapport au bureau de l'UNESCO à Addis Abéba et à Nairobi et ce, sur une base trimestrielle.

#### C. INFORMATIONS COMPLÉMENTAIRES

Il existe un rapport de mission d'identification du projet qui est a disposition.

#### D. BUDGET

##### BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

<b>Missions d'enseignement</b>	
20 missions d'enseignement : $20 \times 7 \times 60 \text{ euros} = 8400 \text{ euros}$ soit 11760 USD	11 760
<b>Création du centre des ressources de l'école</b>	
10 Ordinateurs DELL Optiplex 780 x800 USD	8 000
Internet and Web construction	2 000
Acquisition de livres et de publications diverses sur le journalisme et la Communication	5 000
<b>Elaboration des Syllabus, des manuels et des guides de formation</b>	
4 rédacteurs x 30 jours x US 70 par jour	8 400
Impression (500 copies)	5 000
<b>Total</b>	<b>US\$ 39 760</b>

##### BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Enseignements Djiboutiens en L1 et L2 pour les 3 filières : $5820 \text{ FDJ} \times 930 \text{ (heures de cours)} = 5063400 \text{ FDJ} * 0,0056 = 30310 \text{ USD}$	30 310
Coordination administrative ½ temps : $1821600 \text{ FDJ} : 2 = 910800 \text{ FDJ} * 0,0056 = 5100 \text{ USD}$	5 100
Frais de fonctionnement (électricité, matériel de bureau, connexion internet, etc..) : forfait	10 000
Matériel - Laboratoire technique	30 000
<b>Total</b>	<b>US\$ 75 410</b>

# ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF THE DEPARTMENT OF JOURNALISM AND COMMUNICATION AT MEKELLE UNIVERSITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 ETH/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 52 511</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 36 811</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Mekelle University, Adi-Haki Campus, P.O.Box 451, Mekelle Tigray, Ethiopia.</b>  <b>Email: <a href="mailto:hagosnig@gmail.com">hagosnig@gmail.com</a></b> <b>Mobile: +251914034473</b> <b>Fax: +251344407610</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Addis Ababa Liaison Office to African Union and UNECA</b> <b>Jean Pierre Ilboudo (PhD)</b> <b>Regional Advisor for Communication and Information</b> <b>E-mail: <a href="mailto:jp.ilboudo@unesco.org">jp.ilboudo@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Mekelle University, College of Social Sciences and Languages</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Hagos Nigussie, Head of Dept. of Journalism and Communication, Mekelle University, and Jean Pierre Ilboudo (PhD)</b>

**DECISION OF THE BUREAU:**

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The role played by mass media and press agencies in promoting democracy and the development of any given country is indisputable. As a developing nation, engaged in bringing tangible social and economic change, Ethiopia needs well-qualified journalists and communicators. The country has long been in need of such professionals since until very recently none of its higher institutions offered a Journalism and Communications programme of study.

The Department of Journalism and Communication at Mekelle University is one of ten departments under the College of Social Sciences and Languages. It is forms one of six universities providing journalism and communication education in Ethiopia but is currently suffering compared to the other departments due to a severe of lack of capacity building and equipment. Presently, the Department's sixth batch of students is in its final year, accepting between 120 to 160 students per year assigned to it by the Ministry of Education, a range which may be exceeded in the coming years.

Unlike traditional classroom-based streams, journalism and communication education requires heavy infrastructure and well trained manpower. Today, in the world of globalization, it is compulsory to equip future journalists with hands-on practice of the profession and expose them to the latest technology. However, unlike the relatively vibrant academic members and students it has, the Department of Journalism and Communication at Mekelle University department heavily lacks sound professionals and practical equipment. Hence, this project proposal is prepared in light of keeping the future growth of the department by equipping it with the latest media technology. The long term purpose of this project is aimed at training media professionals who will become strong pillars of democracy, good governance and accountability in Ethiopia.

Specifically, this project will help the Department of Journalism and Communication at Mekelle University turn its theoretical courses into practical, open specializations in print and broadcast streams, and propose postgraduate programmes in line with the UNESCO Model Curricula. Moreover, it shall be instrumental in building the capacity of the department so that it can contribute to the empowerment of the young profession in the country.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries will be 6 lecturers in Broadcast Journalism of the Journalism and Communication Department of Mekelle University. In addition, 60 2<sup>nd</sup> year students will also benefit from improved teaching by the lecturers as well as through the use of equipment furnished for the training during the period of the project. After the project, 120 students will profit from the project results each year.

### **3. DEVELOPMENT OBJECTIVE:**

The project contributes to fostering efficient and constructive professional practices of journalism and communication, in particular radio and television journalism, which promotes good governance and accountability.

### **4. IMMEDIATE OBJECTIVE:**

The Journalism and Communication Department of Mekelle University will be equipped with the infrastructure and capacity to strengthen its undergraduate programme, particularly in press and radio and TV journalism education.

**5. PROJECT OUTPUTS:**

- A well equipped multimedia centre is created for enhancing training in broadcasting and press media
- 60 lecturers capable of teaching Radio and Television Broadcasting
- 60 second year students received quality education on Radio and Television Broadcasting during the period of the project
- Broadcast Journalism programme adapted to the UNESCO Model Curricula.

**6. ACTIVITIES:**

- Purchase of equipment and setting-up the multimedia centre that has equipment for radio and television recording and production.
- 5-day training workshop for lecturers in Broadcast (radio and television) reporting, writing, recording and production and photography within magazines and news papers production.
- 7-day field work for trained lecturers to practice the theoretical aspects learnt in the above workshop in particular prepare and record audio and video material for producing short documentaries.
- 3-day workshop for lecturers to edit, complete and review their audio and video documentaries.
- Incorporation of radio and television broadcasting practical lessons in Second Year Students’ Broadcasting Course, following the UNESCO Model Curricula module “Broadcast Reporting and Writing (Radio and Television).
- 60 print stream students who will take pictures and write stories to be processed using Adobe Photoshop and Adobe In Design software while taking the Publication Layout and Design course for a semester.
- 60 broadcast stream students will capture videos and audios and process them using digital editing while taking broadcast courses for a given semester.

**7. PROJECT INPUTS:**

- One trainer capable of training instructors in newspaper and magazine production techniques.
- One trainer capable of training other instructors in digital production techniques.
- Set of studio equipment, comprising a 6-Chanel AED mixer with telephone inputs, recording facilities comprising 2 Marantz 630 flash recorders and a desktop computer with playlist software, 4 AKG omni directional microphones, cables and stands, a role of cables, a set of 15 assorted connectors (as itemized in the budget) capable of launching live broadcasting talkback programs as a permanent feature of the radio station. The equipment will be retained by the radio station after the completion of the project in order to continue the talk-back programme beyond the project period.

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Purchase of equipment	■											
Identification of resource person	■											
Setting up of the multi-media centre		■										
Preparation of training workshop materials			■									
5-day Training workshop for lecturers in radio and television broadcasting				■								
7-day field work for lecturers to prepare and record audio/video material for documentaries				■								
3-day workshop for lecturers to edit, complete and review their audio and video documentaries				■								
Incorporation of radio and television broadcasting practical lessons in Second Year					■	■	■	■	■	■	■	■





2 Storage Memory	880
5 Mic- wind screen (Historic LPWS5P Lavlier 5 packs)	25
4 Audio mixer (Behringer XENYX X1222USB)	956
2 Mini DV player HDR-40 DV/HDV Recorder	2 590
4 CF CARD Recorder	3 200
5 Recorder Case	675
2 Sony HD camera w. intl microphone & wide angle lenes and battery pack + tripod	10 000
4 External microphone (wired)	780
5 light on camera	275
2 Light with stand (with 100 Watt lights)	1 000
2 Printer (PhotoSmart B9180)	180
3 Anchor Audio CM 1000 dynamic collar microphones	264
2 Photographic Lights with stand (DV Pro44)	3 160
8 Digital SLR camera (D40), NIKON	4 400
2 Lenses (70-300mm), and 2 Lenses 2 (2XTele-converter)	1 294
3 Filter 1 and 3 Filter 2	330
1 Swann SWPRO670CAM-PRO-670 Professional all purpose Security Camera	144
<b>Consultants:</b>	
Fees for 1 resource person who will set up the multi-media centre (\$125 x 2 days)	250
Fees for 2 trainers (facilitating workshops and supervising activities (\$125 x 15days)	3 750
<b>Total</b>	<b>US\$ 43 812</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Contingencies	1 400
Training costs	4 000
Fuel and other logistical support	3 000
Project reporting	300
Installation costs	2 000
Additional equipment costs	5 000
<b>Total</b>	<b>US\$ 15 700</b>

# ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF MEKELLE FM 104.4 IN TIGRAY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 ETH/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 50 315</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 40 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>104.4 FM Radio Mekelle P.O Box 1774 Mekelle, Ethiopia; 251-344406029 251-9-14-704820-/251-9-20-148549</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Addis Ababa</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>104.4 FM Mekelle Radio In Tigray</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>104.4 FM Mekelle Radio In Tigray. Yikum Haile Manager Mekelecity.gov.et Yikumhm@yahoo.com Jean Pierre ILBOUDO, UNESCO Regional Advisor for Communication and Information</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Tigray is one of the largest regions in Ethiopia with a population of 5 million; among these numbers nearly a half million are settled in the capital city, Mekelle. In the past decade, different media institutions in the country have been given autonomous right to establish community based FM stations in their own native language to provide basic information for their community. Due to this, and the significance of the media, Mekelle FM 104.4 was established in 2009 so as to address social and economic issues of the community in Mekelle and surrounding areas. The area coverage of Mekelle FM 104.4 is 100km radius on air distance reaching about 1.8 million people at a time.

Media plays a pivotal role in realizing good governance, overall economic, social and political development of a society. To meet the media's full potential in a society, a well equipped media house and well trained journalists are mandatory. While there have been improvements in the capacity of the technical and administrative staff, there are still huge gaps in both. Due to the lack of materials and resources necessary to provide quality media production, our journalists' capabilities have been hampered.

Mekelle FM 104.4 has been involved in capacity building programs which were conducted by various partner organizations like: Mekelle University, Mekelle Institute Technology, Internews Ethiopia, and Panos Ethiopia. Accordingly, Mekelle FM 104.4 has benefited greatly from the short-term trainings that have been given to journalist and editors by the above mentioned organizations. However, radio journalists in particular need a significant amount of digital recording and editing training.

Furthermore, Mekelle FM 104.4 is the first FM media in our region. According to a survey conducted by Mekelle FM 104.4 in 2010 and 2011, 89% of respondents have a positive image of our program. However, it is due to the lack of resources like access to digital recorders, laptops and supportive training, that our journalists are not motivated to produce more stories. Supporting this project will boost the quality of our media and allow people to stay updated on current events in the region, the country and beyond.

Thus, Mekelle FM 104.4 seeks support to further strengthen the capacity of the institution. Journalists and technicians will need further training on the use of digital media equipments, including editing suites, radio script writing and its methodology.

### **2. DESCRIPTION OF THE TARGET GROUP:**

- 10 working journalists in Mekelle FM 104.4 who still need basic and advanced training in order to provide quality media production.
- 3 working technicians to use digital equipment

### **3. DEVELOPMENT OBJECTIVE:**

Media playing a pivotal role in realizing good governance, overall economic, social and political development of the society through strengthening radio on the service of community

### **4. IMMEDIATE OBJECTIVE:**

A self-sustaining radio station capable of providing educational, informative and entertaining programs to the Mekelle inhabitants, the capital city of the region of Tigray.

**5. PROJECT OUTPUTS:**

- 10 trained radio journalists equipped with the necessary skills in radio production.
- 3 trained technicians with access to advanced audio and video equipment.
- A well-equipped media station capable of producing quality radio services to the community at large.

**6. ACTIVITIES:**

- Twenty (20) days training sessions (5 days x 4 sessions) for 1 FM radio journalists and 1 technicians in Addis Ababa on the use of radio programming skills, radio script, methodology, latest editing suites and advanced audio equipment.
- Eight (8) days of training sessions ( 2 days x 4 sessions) for 9 FM radio journalists and 2 technicians in Mekelle on the use of radio programming skills, radio script, methodology, latest editing suites and advanced audio equipment.
- Purchase of Radio equipment to be used for training and broadcasting purpose.

**7. PROJECT INPUTS:**

- Trainer for 40 journalist and 4 technicians in Addis Ababa.
- Trainer for 40 journalists and 4 technicians in Mekelle
- The following items will be purchased: 10 Toshiba Laptop computer, 8 Desk top computer, 5 Marantz PMD 660 portable hand held compact flash recorders, 2 digital camera 1 advanced hybrid telephone with programmed line button, 1 fax machine, 2 printers, 2 scanners, 2 Toshiba Camera and other listed below. The purpose of purchasing desk top computer is for the replacement of old ones and to create a more efficient work environment. It will be also useful as an archive to save documents and aired programs.

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Launching of the project												
Equipment purchase												
Selection of trainers												
Radio Training												
Technician Training												
Evaluation												

**9. INSTITUTIONAL FRAMEWORK:**

Mekelle FM 104.4 does not stand for profit. It is publicly supported by Mekelle City Administration. Its main activity is to providing educational, informative and entertaining programs to the society. Our organization believes quality information is a right for all and a tool for development. In order to realize its objective Mekelle FM 104.4 has worked for the last two and half years, with civil societies, the media, policy-makers and international agencies on a number of themes.

Mekelle FM 104.4 is registered by the Federal Democratic Republic of Ethiopia Broadcasting Authority. Under Mekelle FM 104.4 there are three major divisions: Radio Program, Technique and Finance and Administration. Similarly under the program there are four departments: News, Education, Information and Entertainment.

Currently 104.4 FM Radio Mekelle has 25 full time and 10 part time staff members. The institution has 20 journalists and 7 technicians 8 administration employees. A 2kw transmitter is working for 18 hours a day. A 40 meter tower is fixed on a hill 2330 meters above sea level. We also have 6 functional desk top computers and access to broadband internet.

**10. SUSTAINABILITY:**

The project will be sustained by Mekelle FM 104.4 as it is part and parcel of its objectives and regular activities. In particular the role of Mekelle City Administration has been the backbone of Mekelle FM 104.4 and will continue to play a crucial role in the sustainability of the project. The project running cost of Mekelle FM 104.4 will be covered by its revenue from advertisements and promotions which are included in the regular budget. The new equipment purchased by the project will be used to achieve Mekelle FM 104.4’s objectives in Tigray.

**11. FRAMEWORK OF MONITORING:**

The project progress will be monitored by the UNESCO office in Addis Ababa in three-month basis.

**12. EVALUATIONS CARRIED OUT:**

Mekelle FM 104.4 has been operating for the last two and a half years. The station has worked with different stakeholders: the Mekelle University, Mekelle Institute of Technology, regional health and education bureaus, social institutions and have a good will. So, once the project is approved by UNESCO, the success of the project is guaranteed.

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

**C. ADDITIONAL INFORMATION**

In June 2011, UNESCO, in collaboration with Panos Ethiopia, had conducted a successful training under the title “Participatory Radio Production Methodology.” 25 journalists from Mekelle FM were given basic training in radio production including techniques and methodology in collecting data, processing data, digital editing, and journalistic ethics. Despite the success of the training, it became clear that the station’s activities have been highly limited due to a lack of the necessary radio production equipment.

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
4 training for 10 FM radio journalists and 4 technicians in Addis Ababa (Accommodation in Addis and DSA in Addis) 44 x \$100	4 400
Transport for 44 trainee journalists to Addis Ababa 44 x \$120	5 280
1 trainer 20 days x \$100	2 000
1 trainer 8 days x \$100	800
Design of manuals for training session	500
PMD 660 Marantz portable Digital Marantz / Tascam HDP2 Time code recorder	3 000
Mac Pro, Power Mac G5.	2 933
Laptop Toshiba Satellite A505-S6025. Memory 4GB DDR2 800 MHz (Max 8GB)	3 650
Desk top, Dual Processor core, Dell, 3GH, 4GB ram, HD160GB, LCD Monitor 19	4 347

Toshiba Camera () x 100 DIGITAL, HD 1080p Video ability, 100 Double as a digital still camera with 10 Mega Pixels, 4GM of internal Memory capture	724
Memory card 8- Sony 8 GB M2 memory card	289
Panasonic KX- T7731 KX T7731	228
Sun Fire X 2200 M2 Server Computer, E.O.L, Quad-Core AMD 2000 Series Processors	4 600
Studio Microphone- Omni direction	195
Photo copy machine	2 173
Fax machine : Canon ,L360	905
Printer HP Leaser jet 2055	1 449
Scanners ,HP Desk Jet ,8300	2 173
UPS	206
LCD projector- Sony VPLD mobile projector	148
<b>Total</b>	<b>US\$ 40 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff cost (6 months)	1789
Studio cost to be covered by 104.4 FM Radio Mekelle	325
Project coordinator (6 months)	1668
Communication cost (6months)	237
Studio cost	589
Vehicle maintenance	72
Fuel cost (2Months)	202
Project reporting	200
Sub Total	4758
Contingencies (10%)	475
<b>Grand Total</b>	<b>US\$ 10 315</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PAN-AFRICAN CONFERENCE ON JOURNALISTS SAFETY AND TACKLING IMPUNITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAF/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression &amp; media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 83 500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 39 910</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Federation of African Journalists 3rd Floor Immeuble Seynabou, lot N°4&amp;6 Sicap Sacré Cœur 3, VDN BP 64257, Dakar Senegal Tel: +221-33 867 95 86/87 E-mail: gabriel.baglo@ifjafrique.org, www.ifjafrique.org</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office in Addis Ababa Jean Pierre Ilboudo, CI Advisor for Communication and Information</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Regional</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Federation of African Journalists (FAJ)</b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In Africa, journalists take great personal and professional risks to collect process and disseminate news and information to the more than 1 billion African citizens in 54 states. But sadly, being a journalist today in many places in Africa can often be a deadly pursuit, particularly for those covering conflict and other dangerous assignments. Conflict areas and post-conflict areas in Africa are predominantly dangerous environments for journalists..

The number of journalists killed in Africa in the line of their duty, deliberately, in crossfire, and combat related circumstances has been increasing year in year out. According to the International News Safety Institute, some 199 journalists and media workers were killed in Africa between 1990 and 2006. In 2009 more journalists and associated media workers were killed than the years before. Other journalists were attacked, arrested, injured, kidnapped or detained. These deadly attacks have brought to light that media houses in Africa do not have adequate policies and resources to protect journalists who are assigned to cover dangerous news assignments on behalf of their news media organizations.

Journalists are murdered not only in conflict zones but also in civilian unrests, political instability and military coups. In other instances, the lives of investigative journalists are also endangered for exposing the truth. Armed non-state actors are also involved in the killings of journalists. But beyond the killings, the most shocking fact is that rarely are the perpetrators of these heinous crimes against journalists investigated, prosecuted and brought to justice.

In war-torn areas where press freedom is not adequately respected, media professionals are targeted by warlords, independent militias, criminal gangs, religious extremists or corrupt elements. While international journalists are often adequately equipped and protected, local African journalists generally do not have the means to protect themselves adequately and they are not accorded the protection they need by some governments.

African journalists need the establishment of enduring and effective safety standards throughout the continent so that they can do their legitimate and much-needed work to keep citizens informed. The protection of journalists engaged in dangerous assignments in armed conflict is a major concern and a key issue for achieving the right to freedom of opinion and expression.

Based on these reflections, and as a regional follow-up of the UN Inter-agency meeting on the Safety of Journalists and The Issue of Impunity that took place in September 2011 in Paris, the Federation of African Journalists intends to work with UNESCO and African Union Commission – Division of Communication and Information - in organising a pan-African conference on journalists' safety and tackling impunity.

The meeting is aiming to sharing experience to having a common strategy to address issue of the safety of journalists. It will address the role of governments in ensuring the safety of journalists, the role of the African Union in promoting and protecting the safety of journalists, the contributions from civil society, and the best practices in legislation, law-enforcement and judicial instruments to ensure the safety of journalists. It will also prepare a common plan of action.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The project will bring together Member States, international organizations such as United Nations and the African Union, professional associations and NGO working on the issue of the safety of journalists.

### 3. **DEVELOPMENT OBJECTIVE:**

The establishment of enduring and effective safety standards throughout the continent so that journalists can do their legitimate and much-needed work to keep citizens informed and therefore promoting freedom of expression in the African region.

### 4. **IMMEDIATE OBJECTIVE:**

Member States international organizations, professional associations and NGO will have a common regional plan of action on the safety of journalists and the issue of impunity.

### 5. **PROJECT OUTPUTS:**

- 50 representatives of African Union officials, African government representatives, UN agencies, programmes and funds, journalists' organisations and the civil society groups participated to the Pan-African Conference on The Safety of Journalists and the Issue of Impunity to design a comprehensive regional Plan of Action to prevent and combat violence against journalists settled up by the conference.
- A network to promote the dissemination of best practices on the safety of journalists and the issue of impunity, representing all mainstream media outlets.

### 6. **ACTIVITIES:**

- Three (3) days conference on the safety of journalists and the issue of impunity for 50 representatives of the journalists' organisations, African Union officials, African government representatives and the civil society groups held in Addis Ababa to design a regional plan of action to address this issue.
- Cooperative preparation by main stakeholders of a comprehensive plan of action on the safety of journalists and the issue of impunity to address the issue of the safety of journalists at regional level.
- Safety dialogue in regional meetings, measures to promote unity and solidarity among journalists at risk and more professional training on risk management sustained.

### 7. **PROJECT INPUTS:**

- One key note address speaker capable to address an overview of the subject
- Four consultants to deal with the major sub topics of the conference theme
- A multilingual interpreter's team to be hired.
- One rented overhead projector and a laptop rented for the three days conference
- Necessary documentation that will be needed for the execution of the project

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

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of the conference (logistics)	■	■	■	■	■							
Preparation of the conference (topics & documentation)	■	■	■	■	■							
Organization of the conference						■						

## **9. INSTITUTIONAL FRAMEWORK:**

The Federation of African Journalists (FAJ), representing over 50,000 members in 38 national journalists' unions and associations in 35 African countries, was launched in 2007 in Nigeria and formally established in Nairobi in 2008. It is the African Regional Organization of the International Federation of Journalists (IFJ).

FAJ, which is legally registered in Senegal, addresses the critical challenges African journalists are facing at the moment, in particular their fight against impunity and staunch efforts of the member unions to improve services to individual and collective members of the unions, and to maintain solidarity and unity.

FAJ has engaged itself in the fights for the freedom of the press, improvement of working and living conditions of African journalists and other media workers, recognition and application of trade union rights, democratic principles, conflict resolution, safety of journalists and other media workers, social justice and gender equality, and the fight for high journalism standards.

Omar Faruk Osman (Somalia) is the FAJ President, Foster Dongozi (Zimbabwe) is FAJ Vice President and Ndey Tapha Sessoh (The Gambia) is Honorary Treasurer of FAJ. The IFJ Africa Office serves as the FAJ Secretariat and its Regional Director Gabriel Baglo is responsible of this project.

Currently there are five staff members working within the secretariat, namely the senior projects officer, programmes officer, communications officer, A financial an administrative officer and a secretary. The annual income of the secretariat stands at €200,000 and funding sources are mostly the IFJ and contributions from the national members.

## **10. SUSTAINABILITY:**

Sustainability in this process will be squarely based on the strategy of participatory approach and hence the stakeholders who are mainly FAJ member unions will quickly develop a sense of belonging concerning the project at national levels. FAJ hopes to make these activities a yearly event by taking up the programs after the project as part of it core programs mostly by raising funds locally through the national unions, member contributions and support from the IFJ and other stronger unions.

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

In relation to the performance monitoring and evaluation plan the FAJ in collaboration with the IFJ will be supervising and monitoring this Project from the regional office in Dakar, Senegal. FAJ/IFJ officials will be involved in the implementation of all the activities and will be mandated to issue comprehensive reports (both narrative and financial) on the core activity. In addition to this, the national unions and associations in the targeted countries who are all affiliated to FAJ will also be involved in the monitoring process. Prior to the implementation process, a detailed implementation plan will be outlined with the dates and venues for the conference in order to ensure that the monitoring process is easily conducted.

Concerning the evaluation plan, participants to the conference will be expected to fill evaluation forms that will be designed in accordance with the expectations of the participants and the expected impact of the conference.

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

There is no definite survey on the safety and security of journalists that has been carried out at the level of the continent. This notwithstanding, there have been numerous assessments that had been done in almost every sub-region. Most especially every year there is the publication of the reports on the "Killed lists" together with

the IFJ, as well as the yearly press freedom reports which gives specific evaluation on the number of journalists attacked, arrested and imprisoned in the continent.

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

The IFJ / FAJ secretariat based in Dakar, Senegal will be responsible for the entire reporting process

#### **D. BUDGET**

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

Airfare + visa fees: 20 tickets African representatives x \$1000	20 000
Accommodations: 20 participants x \$100 x 3days	6 000
Per Diems: 20 participants x \$30 x 3	1 800
Venue: 3 x \$500	1 500
Refreshments: 50 x \$3.50 x 2 x 3	1 050
Lunch: 50 x \$14 x 3	2 100
Interpretation Costs: 3 interpreters x \$600 x 3	5 400
Stationary & Banners	1 000
Communications Costs	1 000
<b>Total</b>	<b>US\$ 39 850</b>

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

Air fares of 30 participants (30 x 1000)	30 000
Accommodations of 30 participants (30 x 101 x 3)	9 090
Per Diems of 30 participants (30 x 50 x 3)	4 500
<b>Total</b>	<b>US\$ 43 590</b>

# BURKINA FASO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>CREATION DU CENTRE MULTIMEDIA COMMUNAUTAIRE DE BONDOUKUY</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 BKF/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 2: Pluralisme et diversité des médias, cadre économique dans lequel tous les acteurs sont en situation d'équité concurrentielle, et transparence de la propriété</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Développement de médias communautaires</b>
<b>5.</b>	<b>PORTEE</b>	<b>Nationale</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Équipements et formation</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 28 083</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 20 733</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>Radio communautaire Wuelo-Ho Contact : COULIBALY Ben Adama Directeur Tél : (00226)50430142 / 70269688 Email : <a href="mailto:coulba@yahoo.fr">coulba@yahoo.fr</a></b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Bureau UNESCO à Bamako – BP E1763 Bamako TEL. (223) 20 23 34 92 Rokia Bâ : <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a></b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Bondokuy - Province du Mouhoun - Région de la Boucle du Mouhoun - Burkina Faso</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>- M. COULIBALY Ben Adama, Directeur de la radio - Ms. Rokia Bâ, Chargée de programme</b>
<b>DÉCISION DU BUREAU:</b>		

## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

Au cours des années 1990, le Burkina Faso connaît un élargissement des espaces de liberté avec l'émergence d'une presse abondante et plurielle. En presse audiovisuelle, le pays compte cent trente-huit (138) radios et vingt (20) télévisions. En presse écrite, on dénombre quatre (04) quotidiens, huit (08) hebdomadaires, un (01) bihebdomadaire, sept (07) mensuels, un (01) bimensuel. Ces médias sont animés par des acteurs dont certains sont issus des structures de formation comme l'Institut des sciences et techniques de l'information et de la communication (ISTIC) et le Département journalisme et communication de l'Université de Ouagadougou. D'autres, et les plus nombreux, ont été formés sur le tas.

L'exercice de la profession de journaliste bénéficie d'un cadre législatif favorable au Burkina. La constitution de 1991 et le code de l'information de 1993 garantissent les libertés d'opinion et de presse. Le respect de cette disposition réglementaire n'était pas effectif dans les faits. Cependant, depuis 1998, le spectre des libertés réelles à l'exercice du métier de journaliste s'est nettement agrandi. Il n'en reste pas moins que les médias burkinabè évoluent dans un environnement économique difficile qui limite leur développement. Cette réalité est tout particulièrement vécue par les radios communautaires dont la principale source de financement provient des souscriptions des membres.

Le présent projet vise à adjoindre un télécentre à la radio (fréquence 103.6 MHz) pour en faire un centre multimédia communautaire (CMC) au profit des populations dont plusieurs élèves.

### **2. DESCRIPTION DU GROUPE CIBLE :**

Radio communautaire WUELO-HO est le principal bénéficiaire du projet, et par extension, les 930 élèves des lycées et collèges du premier et du second cycle de la Commune de Bondoukuy et environs.

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer au développement de la commune grâce à l'accès des populations à l'information et au savoir

### **4. OBJECTIF IMMÉDIAT :**

Doter la radio d'un télécentre afin de créer un centre multimédia communautaire à Bondoukuy.

### **5. RÉSULTATS ATTENDUS :**

- La radio est dotée d'un équipement numérique
- Les populations sont formées et ont accès aux Tics.

### **6. ACTIVITÉS :**

- Acquisition et installation des équipements
- Formation des formateurs
- Formation des populations

### **7. INVESTISSEMENTS :**

- 10 ordinateurs
- 10 casque microphone

- 10 webcam
- 1 onduleur
- 1 imprimante
- 1 scanner
- des accessoires de connexion
- 1 photocopieur
- 2 formateurs

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Achat et installation des équipements	■	■										
Formation des formateurs	■	■	■									
Formation des populations			■	■	■	■	■	■	■	■	■	■
Suivi-Evaluation Rapports à l'Unesco			■					■				■

## 9. CADRE INSTITUTIONNEL :

La radio Wuelo-Ho a été créée par l'Union provinciale des producteurs de coton de Bondoukuy (UDPCB). L'UDPCB est régie par la loi N° 014/99/AN du 15 Avril 1999. Elle est agréée sous le N° 2002-268-arrêté-006-MATD/MHN/BDK du 24/12/2002. Elle a son siège à Bondoukuy. Les organes de fonctionnements de l'Union sont l'assemblée générale, le conseil de gestion et le comité de contrôle.

## 10. VIABILITÉ A LONG TERME :

Les ressources financières de l'UDPCB sont constituées notamment des cotisations des membres, des réserves créées par le prélèvement sur les excellents exercices, des locations de matériels et équipements appartenant à l'UDPCB, des prestations de services faits à des tiers, des emprunts auprès des tiers, dons, legs et autres contributions qui doivent être incorporés dans le patrimoine de l'UDPCB et comptabilisés séparément.

## 11. SUIVI DU PROJET :

Le Bureau de l'UNESCO à Bamako assurera le suivi du projet en collaboration avec la Commission nationale burkinabè pour l'UNESCO.

## 12. ÉVALUATIONS EFFECTUÉES :

L'UDPCB a commandé une étude de faisabilité du CMC qui a fait ressortir les différentes phases de la mise en œuvre du projet.

## 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

La radio communautaire Wuelo-Ho produira tous les quatre mois un rapport sur l'exécution du projet à l'attention du Bureau multipays de l'UNESCO à Bamako.

## D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
<b>Equipements</b>	
Ordinateurs HP 500b, Intel Dual Core, 2Go, DD 500Go	8 000
Webcam Logitech C250- Capteur VGA: 640x480 pixels - Capture vidéo: 800x600 pixels Microphone intégré	650
Casque microphone Logitech H110 - Sensibilité: - 58dbv/μ Réponse casque: 20 à 20 000hz - Réponse micro: 100 à 16 000hz	400
Onduleur MGE 3 KVA	2 300
Scanner HP N9120, Résolution optique: 600ppp Vitesse: 50ppm	5 000
Copieur M1536 HP LaserJet Pro- Impression, copie, scan et fax 25 ppm; Résolution 600x600 ppp- Port USB 2.0 Haut débit, port Ethernet	750
Imprimante HP CP 2025n, Vitesse d'impression: 20ppm. Volume mensuel: 40 000 pages	700
Switch D-Link DGS 1016 - Nombre de ports: 16 Half / full duplex supporté	95
Modem ADSL	150
Clés USB 4Go	168
Câble informatique UTP Catégorie 6	180
Prise Réseau Prise RJ45	150
Rallonge 6 Prises 2P+T	60
Connecteur Connecteur blindé RJ 45	50
Logiciel Cyberlux version 7 Licences 1 serveur - 10 postes clients	400
Kaspersky Antivirus	280
<b>Formation de 2 formateurs pendant 10 jours</b>	
Honoraires du formateur : 1pers x 10jours x100\$	1 000
Déplacement et restauration des participants : 2 pers x 10jours 20\$	400
<b>Total</b>	<b>US\$ 20 733</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Mobilier pour poste client (10), serveur (1), chaises (10)	1 900
Abonnement Internet pendant 12 mois	450
Frais Installation du matériel	1 000
Salaire du gérant du télécentre 100\$ x 12 mois	1 200
Climatiseur Split LG 1,5 CV	1 800
Transport du matériel à Bondoukuy	500
Consommables	500
<b>Total</b>	<b>US\$ 7 350</b>



# MALI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>CREATION D'UNE RADIO COMMUNAUTAIRE DANS LA COMMUNE RURALE DE BOSSOFALA A NEGUELA</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 MLI/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 3: Les médias comme plateforme pour le débat démocratique</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Développement de médias communautaires</b>
<b>5.</b>	<b>PORTEE</b>	<b>National</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Équipement et formation</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 21 960</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 17 460</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>Radio communautaire de Bossofala M. Mamadou Coulibaly Commune rurale de Bossofala Tél : S/C (223) 69 62 37 26 Email :S/C : <a href="mailto:bakarydiomandiakite@yahoo.fr">bakarydiomandiakite@yahoo.fr</a></b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Bureau UNESCO à Bamako – BP E1763 Bamako TÉL. (223) 20 23 34 92 Rokia Bâ : <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a></b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Village de Néguelabougou, Mali</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>- M. Mamadou Coulibaly, Maire - Ms. Rokia Bâ, Chargée de programme</b>
<b>DÉCISION DU BUREAU:</b>		

## B. PRESENTATION

### 1. JUSTIFICATION DU PROJET:

Depuis l'avènement du multipartisme et de la démocratie au Mali en Mars 1991, la garantie des libertés fondamentales, dont celle de la presse, est devenue une réalité. La structure législative et réglementaire du Mali comporte plus d'une vingtaine de textes qui servent à l'élaboration de l'article 7 de la Constitution. Celui qui reconnaît et garantit la liberté est énoncé comme suit : « *La liberté de presse est reconnue et garantie. Elle s'exerce dans les conditions fixées par la loi... L'égal accès pour tous aux médias d'Etat est assuré par un organe indépendant dont le statut est fixé par une loi organique.* »

Le secteur des médias radiophoniques et audiovisuels, jusqu'alors monopole de l'Etat, a donc été ouvert aux initiatives privées.

Les premières journées nationales de réflexion sur l'information et la communication, qui se sont déroulées en décembre 1991, tracent le cadre institutionnel des médias. On assiste dès lors à une explosion médiatique avec près de 300 radios privées de tous types (associative, communautaire, commerciale, confessionnelle), selon l'Union des radios et télévisions libres du Mali (URTEL). Le pays compte également une cinquantaine de journaux. Deux opérateurs hertziens mixte et privé se partagent le marché national. On parle davantage de radio compte tenu de l'analphabétisme des populations.

Il est toutefois à noter que cette floraison des médias est inégalement répartie sur le territoire. Ainsi, on rencontre des localités proches de la capitale qui n'ont pas de radio. C'est le cas de la commune rurale de Bossofala, une des 37 communes du Cercle de Kati, située à environ 70 kilomètres de la capitale. Composée de 17 villages où vivent 18 000 habitants, la commune rurale de Bossofala a comme chef lieu Neguelabougou (4 251 habitants), reliée au Cercle par la voie ferrée et une voie bitumée. La couverture téléphonique est assurée par l'opérateur public (Sotelma).

Les populations ont entamé des démarches officielles qui aboutiront, en juillet 2011, à l'attribution de la fréquence 94.7 MHZ à la radio communautaire « Bossofala FM » avec une puissance autorisée de 20 dbw (décibel watt), soit 100 watts.

La présente requête est adressée à l'Unesco dans le but de concrétiser le projet qui s'inscrit dans la catégorie N°3 « les médias en tant que plateforme pour un débat démocratique » des Indicateurs de développement des médias (IDM).

Une radio renforcera les capacités de communication en direction des collectivités environnantes de la réserve de biosphère de la Boucle du Baoulé, jouxtant la commune.

### 2. DESCRIPTION DU GROUPE CIBLE :

Le groupe cible de ce projet est composé des populations rurales de la commune rurale de Bossofala soit les 18000 habitants des 17 villages de la commune.

### 3. OBJECTIF DE DEVELOPPEMENT :

Contribuer au développement local durable, à la bonne gouvernance locale et renforcer la participation des populations à la protection de leur environnement, à la démocratie et au dialogue social.

#### 4. OBJECTIF IMMÉDIAT :

Créer une radio communautaire dans la commune rurale de Bossofala.

#### 5. RÉSULTATS ATTENDUS :

- Une radio communautaire est installée et émet dans la commune rurale de Bossofala ;
- Des animateurs et animatrices, techniciens et techniciennes sont formé-es aux différents genres radiophoniques et à la gestion technique.
- Les populations sont informées sur leur localité et le pays et prennent la parole.

#### 6. ACTIVITÉS :

- Acquérir les équipements et installer une station de radio communautaire ;
- Former les ressources humaines locales de la radio ;
- Informer les populations sur le développement durable.

#### 7. INVESTISSEMENTS :

- Un (01) émetteur FM de 30 w
- Une antenne
- Des équipements de studio, de production, de reportage
- Une (01) baie vitrée
- Un ingénieur pour l'installation des équipements techniques et la formation technique pendant 10 jours
- Un formateur animateur pendant 10 jours.

#### 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Aménagement des locaux	■	■										
Commande des équipements et transport	■	■										
Installation de l'antenne et des panneaux solaires	■	■	■									
Installation du studio		■	■									
Formation du personnel Rencontre avec la population				■								
Essais				■	■							
Démarrage officiel des programmes de la radio				■	■							
Suivi-Evaluation				■				■				■
Rapports à l'Unesco				■				■				■

#### 9. CADRE INSTITUTIONNEL :

Les 17 villages de la commune rurale de Bossofala ont chacun un chef de village qui gère un conseil composé de représentants des populations. Le maire est élu par les habitants. La sous-préfecture de Neguela est l'entité administrative qui dépend du Cercle. La radio appartient à toute la commune, elle sera dirigée par un comité de gestion composé de représentants de la population.

## 10. VIABILITÉ A LONG TERME :

La radio compte mettre en place des comités villageois de soutien à la radio. Chaque adhérent aura une carte de fidélité qui, moyennant le paiement d'une somme modique (par exemple 100 FCFA soit 15 centimes d'euro) par émission « soutenue », aura droit à un bonjour lors de l'émission qu'il « sponsorise ». Par ailleurs, la proximité de la réserve de biosphère de la Boucle du Baoulé pourrait offrir des opportunités de prise en charge d'émissions de sensibilisation sur l'environnement. La Marie sera sollicitée pour l'inscription d'une ligne budgétaire destinée au fonctionnement de la radio.

## 11. SUIVI DU PROJET :

Le Bureau de l'UNESCO à Bamako assurera le suivi du projet en collaboration avec la Commission nationale malienne pour l'UNESCO.

## 12. ÉVALUATIONS EFFECTUÉES :

Les autorités communales et le chef du village ont sollicité l'appui technique du Bureau de l'Unesco à Bamako pour l'élaboration du projet.

## 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

La radio communautaire produira tous les quatre mois un rapport sur l'exécution du projet à l'attention du Bureau multipays de l'UNESCO à Bamako.

### C. INFORMATIONS COMPLÉMENTAIRES

La réserve de biosphère de la Boucle du Baoulé a été sollicitée pour des animations sur la protection de l'environnement.

### D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
<b>Equipements studio</b>	
1 Mixing Console, 4/5 mono mic 4/3 stereo ( <i>Yamaha MG 12/4</i> )	200
2 Microphone, Condenser Mic 1" capsule ( <i>Behringer TSM 87</i> )	240
1 Monitor Loudspeakers (Pair) w. amplifier ( <i>Behringer Truth B 2031</i> )	300
1 4 Professional headphone ( <i>Behringer HPM 1000</i> )	60
1 4 - way headphone amplifier ( <i>Alto</i> )	144
1 Telephone hybrid 1 ( <i>D&amp;R TH 1</i> )	220
1 Sound card ( <i>Creative Audigy</i> )	100
1 4 way line box ( <i>Behringer Ultra Di Pro</i> )	130
2 Mic stands ( <i>Proel</i> )	90
1 Shielded audio cable 100 m with 30 pieces, XLR male, 30 pieces female and 30 pieces RCA ( <i>Cable Connector</i> )	155
2 PC for audio editing P4 with 80GB HD RAM 512MB 128MB, DVD, CD-WR, 17" TFT Monitor. Win XP ( <i>Dell Dimension 4600</i> )	2 140

1 Disque dur externe	400
1 2 channel compressor/limiter ( <i>Alto</i> )	200
1 UPS 350 VA ( <i>APC CS 350</i> )	100
<b>B – Récepteur</b>	
Digital Receiver ( <i>WorldSpace</i> )	300
Antenna ( <i>WorldSpace</i> )	50
<b>C - Matériel de reportage</b>	
Portable Recorder ( <i>Maycom MP3 Reporter Kit</i> )	1 840
Professional Headphones ( <i>Behringer HPM 1000</i> )	60
Omni interview microphone ( <i>Audio Tech AT 804</i> )	300
<b>D – Emetteur FM Stereo</b>	
30 watt transmitter ( <i>Itel</i> )	1 700
Omni-directional Transmitting antenna ( <i>Itel</i> )	120
Antenna cable 50 meters ( <i>Itel</i> )	300
UPS 350 VA ( <i>APC CS 350</i> )	100
<b>E – Transport et installation</b>	
<b>F - Energie</b>	
4 Panneaux solaires de 230 w 24 volts	2 600
1 Régulateur de charge 25 A	200
1 Convertisseur de 1000 W	1600
4 Batterie 150 W AH	1 000
4 Support panneaux	180
1 Câble 2x4 mm <sup>2</sup>	85
<b>1 . Atelier de formation de 10 personnes (5 femmes et 5 hommes) pendant 5 jours sur les techniques d’animation</b>	
Formateur Honoraires (2 jours de préparation et rapport +5 jours de formation): 1 pers x 7j x 60 Transport	4200
Restauration des participants : 10 pers x 5 j x 20\$	1 000
Matériel pédagogique : 10 pers x 6\$	60
<b>2 - Atelier de formation de 6 personnes (3 femmes et 3 hommes) pendant 5 jours sur la gestion technique</b>	
Formateur (2 jours de préparation et rapport + 5 jours de formation) : 1 pers x 7j x 60\$	420
Restauration des participants : 6 pers x 5 j x 20\$	600
Matériel pédagogique : 6 pers x 6\$	39
<b>Total</b>	<b>US\$ 17 460</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Réaménagement du local et de la baie vitrée	1 500
Fonctionnement	1 000
Primes annuelles de 4 bénévoles	2 000
<b>Total</b>	<b>US\$ 4 500</b>

# MALI

A. PROJECT IDENTIFICATION		
1.	TITRE	RENFORCEMENT DES CAPACITES DE PRODUCTION DE LA RADIO RURALE DE KAYES
2.	NUMÉRO	IPDC/56 MLI/01
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 2 : Pluralisme et diversité des médias, cadre économique dans lequel tous les acteurs sont en situation d'équité concurrentielle, et transparence de la propriété
4.	DOMAINE DE PRIORITÉ DU PIDC	Renforcement des médias Communautaires
5.	PORTEE	National
6.	TYPE D'AIDE DEMANDÉE	Renforcement capacité institutionnelle
7.	COÛT TOTAL DU PROJET	US\$ 32 130
8.	MONTANT DEMANDÉ AU PIDC	US\$ 24 780
9.	BÉNÉFICIAIRE DU PROJET	Radio rurale de Kayes <u>Contact</u> : M. Darrar Ben Azour Maguiraga Directeur exécutif de la Radio rurale de Kayes <u>Tél.</u> : + 223 66 72 61 35 <u>Email</u> : <a href="mailto:darrarou@yahoo.fr">darrarou@yahoo.fr</a>
10.	MAÎTRE D'ŒUVRE	Bureau UNESCO à Bamako – BP E1763 Bamako TÉL. (223) 20 23 34 92 Rokia Bâ : <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>
11.	LOCALISATION	Kayes, Mali
12.	PROJET PRÉPARÉ PAR	- M. M. Darrar Ben Azour Maguiraga, Directeur exécutif - Ms. Rokia Bâ, Chargée de programme
<b>DÉCISION DU BUREAU:</b>		

## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

Le cadre législatif favorable de la République du Mali a permis, depuis 1992, la vitalité d'un secteur médiatique diversifié. Trois cents radios, composées de radios associatives communautaires et commerciales, émettent au Mali, 19 radios dans la seule région de Kayes. La population malienne est principalement rurale avec plus de 85 % de personnes vivant dans les campagnes. Le fort taux d'analphabétisme explique que la radio reste le meilleur moyen de transmission de l'information, de sensibilisation et d'éducation. Elle est aussi capable de concevoir le développement en relation avec les identités culturelles.

Pionnière de toutes les radios du Mali, la radio rurale de Kayes (RRK) a commencé à émettre le 1er août 1988. Dès l'origine, elle a été conçue comme le support du programme d'animation rurale dans un environnement où n'existaient pas d'infrastructures routières ou de moyens de communication comme le téléphone. La majeure partie de la production radiophonique était assurée par des producteurs radiophoniques recrutés au niveau des associations de base, en fonction de leurs capacités de communication et de leur connaissance des thèmes du programme de productions. Aujourd'hui, par manque de moyens, les associations n'arrivent plus à fournir des producteurs à la radio et toute la production radiophonique repose sur les salariés de la radio et les collaborateurs extérieurs. Par ailleurs, l'environnement a fortement évolué (construction des routes, développement de la téléphonie mobile, évolution technologique des équipements de radiodiffusion), nécessitant ainsi une redéfinition du fonctionnement et un réaménagement des missions de la radio. C'est ainsi que, dans le cadre de la coopération décentralisée, la radio a pu trouver auprès de la Région Nord-Pas-de-Calais le financement pour l'automatisation partielle de son antenne et l'installation partielle d'équipements nouveaux.

La mission est donc redéfinie autour d'une radio de territoire, travaillant avec les populations comme avec les collectivités. Ce processus reflète la réappropriation des enjeux communaux par les populations. Parallèlement, les identités locales sont réaffirmées dans cette dynamique liée au développement du territoire car elles en sont une dimension inaliénable et structurante. Le patrimoine culturel est aussi un enjeu dont il faut tenir compte. Traduire cet objectif sur le terrain implique de finaliser le rééquipement de la station pour libérer les capacités de l'équipe et lui donner des moyens de travail adaptés. Il faudra donc aussi former les personnes impliquées. Le montage final des émissions sera entièrement numérique et l'antenne devra pouvoir être délocalisée pour que des émissions de proximité et de bonne qualité puissent être réalisées. Signalons que la RRK est un des 3 CMC pilotes installés en 2008.

### **2. DESCRIPTION DU GROUPE CIBLE :**

Les bénéficiaires de ce projet sont les personnels permanents et bénévoles de la RRK.

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer à l'information des auditeurs en vue de l'émergence d'une conscience du territoire et de ses aménagements, en articulation avec les identités culturelles, linguistiques et paysannes, pour un développement économique et social de la région.

### **4. OBJECTIF IMMÉDIAT :**

Former 4 techniciens, 3 animateurs et 17 collaborateurs de la radio aux TIC afin de maîtriser l'environnement numérique à créer pour améliorer la production radiophonique.

## 5. RÉSULTATS ATTENDUS :

- 17 collaborateurs, 4 techniciens et 3 animateurs permanents sont formés à de nouvelles méthodes de travail et opérationnels dans l'environnement numérique : leurs capacités sont renforcées dans les techniques de reportage, de modération, de montage et de mixage ;
- la radio est dotée d'équipements numériques performants.

## 6. ACTIVITÉS :

- identification des intervenants,
- acquisition des équipements,
- organisation d'un atelier de redéfinition des programmes et de leurs conditions d'exécution,
- formation aux outils numériques : montage, mixage, etc.,
- formation à une méthodologie de collecte, d'archivage et de valorisation du patrimoine oral,
- formation d'un technicien du son.

## 7. INVESTISSEMENTS :

- Honoraires de 2 formateurs et d'un consultant
- Frais de restauration des participants aux ateliers
- 4 ordinateurs équipés de processeurs Pentium, dotés de logiciels pour la radio et autres accessoires 5 (cartes son PCI, enceintes pour PC)
  - 4 enregistreurs numériques Marantz Pmd 620
- 1 enregistreur multipiste sur carte SD
  - lot de cartes SD
  - 2 webcams
  - 2 spots
- 1 encodeur K7 / vinyles / CD à double tiroir, avec sortie USB
- 1 studio mobile RIAB "radio-station-in-a-box"
  - 1 mât haubané de 10 mètres, démontable et transportable,
- 1 groupe électrogène diesel portative

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Recrutement des formateurs et du consultant	■	■										
Acquisition/installation des équipements	■	■										
Atelier de redéfinition des programmes			■									
Formation aux TIC			■	■								
Tests de délocalisation, élaboration de l'habillage de l'antenne			■	■								
Formation du technicien du son					■							
Indicateurs hebdomadaires, suivi, rapport final				■	■	■	■	■	■	■	■	■

## 9. CADRE INSTITUTIONNEL :

La Radio Rurale de Kayes est gérée par l'ARKDR (Association des radiodiffuseurs de Kayes pour le développement rural). Cette association est apolitique, non confessionnelle, non ethnique et sans but lucratif. Elle est composée de quinze associations paysannes et ONG. Elle emploie 12 agents permanents. L'ARKDR, reconnue par l'agrément n° 0089 /GRK-CAB du 08 juin 1993, est dirigée par un conseil d'administration.



La Radio rurale est le fruit d'un projet de coopération initié par deux ONG italiennes : GAO et TERRA NUOVA qui ont permis à l'ARKDR de connaître de nombreux partenariats de coopération locaux et internationaux. L'ASFM, association de solidarité franco-malienne, a soutenu le fonctionnement de la radio par une subvention triennale. Des conventions de production ont été signées avec l'Institut Panos durant quatre années. Le Conseil régional d'Ile de France a alloué des subventions pour financer les deux relais de Yélimané et plus tard, l'antenne de Bountinguissi. Novib a appuyé la formation informatique et la restauration des chambres de location, le Conseil Régional du Nord-Pas-de-Calais a aidé à la construction d'autres chambres d'hébergement et d'un studio école. En 2008, le Conseil régional du Nord-Pas-de-Calais a doté la radio de 6 nouvelles chambres et d'une salle polyvalente. L'UNESCO y a mis en place un CMC. Les Jardins de Cocagne et le CEFP de Bakel ont installé le relais de Tafacirga. Le Directeur de la radio rurale a aussi bénéficié, dans le cadre du projet Plan Afrique du Ministère français des affaires étrangères, d'une formation en management et du diagnostic institutionnel de la radio.

#### **10. VIABILITÉ A LONG TERME :**

La viabilité de la radio est assurée principalement par les cotisations des membres actifs de l'ARKDR (environ 150 000 F CFA par an), ainsi que des recettes provenant des services offerts : annonces, service de messagerie, émissions radiophoniques vendues en téléchargement, retransmissions, publicité. D'autres revenus s'ajoutent : prestations de services générées par le CMC, manifestations socioculturelles promues par la radio. En outre, des appuis de l'État, ainsi que des apports financiers de partenaires extérieurs ou de la part des bailleurs de fonds appuyant les membres actifs, renforcent la sécurité financière. Les ressources mobilisables par la communauté des auditeurs complètent cet ensemble de garanties. A cela s'ajoute les bénéfices attendus du projet.

#### **11. SUIVI DU PROJET :**

Le Bureau de l'UNESCO à Bamako assurera le suivi du projet en collaboration avec la Commission nationale malienne pour l'UNESCO.

#### **12. ÉVALUATIONS EFFECTUÉES :**

Une évaluation a été menée localement à la radio à partir de ces constats : les producteurs de la radio sont recrutés dans les associations de base mais aujourd'hui ces associations n'arrivent plus à fournir des producteurs (« journalistes de brousse »). Or la grille de programme nécessite au moins 79 émissions par semaine. Afin de répondre à sa vocation de façon légitime, la radio rurale devraient redéployer son personnel et le recycler en vue de le former à l'animation et à la production d'information sur le terrain.

#### **13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

L'ARKDR s'engage à produire tous les quatre mois un rapport sur l'exécution du projet à l'attention du Bureau multipays de l'UNESCO à Bamako.

### **C. INFORMATIONS COMPLÉMENTAIRES**

Apport de l'organisme bénéficiaire pendant la durée du projet : L'ARKDR prend en charge l'hébergement et la restauration des formateurs et du consultant couvrant une période totale et continue de trois mois. Elle couvre les coûts de remplacement et de renfort des personnels mobilisés par les ateliers et les frais d'hébergement et de restauration des responsables d'associations, élus, personnalités participant à l'atelier de redéfinition des programmes.

## D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
Honoraires du formateur 1 : 15 jours x 100\$	1 500
Honoraires du formateur 2 : 10 jours x 100\$	1 000
Honoraires du consultant international : 10 jours x 100\$	3 000
Transport aérien du consultant international	1 000
Restauration des participants de l'atelier de redéfinition des programmes : 24 pers x 2 jours x 10\$	480
Restauration des participants de l'atelier de formation aux outils numériques : 10 pers x 2 jours x 10\$	200
Restauration des participants de l'atelier de méthodologie de collecte, d'archivage: 15 pers x 2 jours x 10\$	300
4 ordinateurs équipés de processeurs Pentium et cartes son PCI professionnelles	4 000
4 paires d'enceintes pour postes de montage	400
4 logiciels sous licence Adobe Audition CS5.5 PC	1 800
4 enregistreurs numériques Marantz Pmd 620 à carte SD	1 200
1 enregistreur numérique/interface audio 16 pistes Zoom R16 sur carte SD	350
20 cartes SD 4Go	200
1 encodeur K7 / vinyles / CD avec sortie USB	150
1 valise-radio "radio-station-in-a-box" comprenant: 1 émetteur FM stéréo 500 w, 1 antenne dipôle avec 25 m de câble coaxial, 1 table de mixage, 7 casques, 1 pré-mixage micros, 2 enceintes amplifiées retour studio, 1 ampli tuner, 1 Magi bleu interface GSM, 1 distributeur de casque	7 200
1 mât haubané de 10 mètres, démontable et transportable (fabriqué à Kayes)	1 000
1 groupe électrogène diesel portatif	1 000
<b>Total</b>	<b>US\$ 24 780</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Supports pédagogiques	800
2 webcam studio	350
2 spots studio	200
Réalisation des plans du mât d'antenne portatif	200
Per diem Consultant : 10 jours x \$ 150	1 500
Per diem Consultant 1 : 15 jours x \$ 80	1 200
Per diem Consultant 2 : 10 jours x \$ 80	800
Frais de déplacement	500
Expertises diverses (personnes-ressources)	1 800
<b>Total</b>	<b>US\$ 7 350</b>

# NIGER

A. PROJECT IDENTIFICATION		
1.	TITRE	FORMATION DES FORMATEURS A INSTITUT DE FORMATION AUX TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION (IFTIC)
2.	NUMÉRO	IPDC/56 NER/01
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 4: formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines
5.	PORTEE	National
6.	TYPE D'AIDE DEMANDÉE	Renforcement capacité institutionnelle
7.	COÛT TOTAL DU PROJET	US\$ 35 068
8.	MONTANT DEMANDÉ AU PIDC	US\$ 29 568
9.	BÉNÉFICIAIRE DU PROJET	Institut de Formation aux Techniques de l'Information et de la Communication (IFTIC) <u>Contact</u> : KHAMED Abdoulaye Directeur Général BP: 10701 Niamey-Niger <i>Site Web</i> : <a href="http://www.iftic.net">http://www.iftic.net</a> ; <a href="http://webmail.iftic.net">http://webmail.iftic.net</a> Tél: Niger: +227 96 26 18 25 - 90 95 70 25 - 20 73 37 06
10.	MAÎTRE D'ŒUVRE	Bureau UNESCO à Bamako – BP E1763 Bamako Tél. (223) 20 23 34 92 Rokia Bâ : <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>
11.	LOCALISATION	Corniche, Yantala, Niamey, Niger
12.	PROJET PRÉPARÉ PAR	- M.KHAMED Abdoulaye, DG IFTIC - Ms. Rokia Bâ, Chargée Programme CI
<b>DÉCISION DU BUREAU:</b>		

## B. PRESENTATION

### 1. JUSTIFICATION DU PROJET:

Pays continental situé au cœur de l'Afrique, le Niger s'étend sur une superficie de 1 267 000 km<sup>2</sup>. En raison de l'étendue du pays, du faible taux d'alphabétisation et des particularités linguistiques qui caractérisent chacune des huit régions, la radiodiffusion et la télévision jouent un rôle clé dans la transmission des informations grâce à la mise en place et au développement d'une infrastructure pour la radiodiffusion sonore et la télévision. Bien que la communication télévisuelle et radiophonique couvre près de 85% du territoire national, l'accès total des populations aux médias modernes ne l'est pas pour autant. Pays pionnier en Afrique dans la mise en place de structures d'écoute collective, avec la création en 1962, de l'Association des radios-clubs du Niger (ARCN), le Niger dispose d'une presse libre, plurielle et indépendante, caractérisée selon l'Observatoire National de la Communication, l'instance des régulations des médias, par un quotidien et un hebdomadaire publics, 48 journaux privés, une radio publique, 7 stations régionales publiques, 51 radios privées avec 37 relais, 129 radios communautaires avec 2 relais, 18 télévisions autorisées avec 23 relais dont deux publiques. La majorité des agents travaillant dans ces médias sont formés à l'Institut de Formation aux Techniques de l'Information et de la Communication (IFTIC), qui est l'unique centre régional de formation professionnelle et technique aux métiers de l'audiovisuel, de l'informatique et des sciences de l'information documentaire.

Pour soutenir et pérenniser la mise en œuvre de la Politique Nationale de Communication pour le Développement (PNCD) adoptée par le gouvernement nigérien le 21 mai 2003, l'IFTIC a été érigé comme pôle centralisateur du dispositif national de formation en communication pour le développement. A la lumière de cette nouvelle donne, l'IFTIC maillon important du dispositif nigérien en matière de renforcement des capacités, s'est inscrit dans une dynamique de relever les défis le concernant. Dans cette optique, l'IFTIC a élaboré un programme quinquennal de développement stratégique 2011-2015 qui lui permettra de relever certains défis. En effet, le problème qui entrave le développement des médias libres au Niger est surtout le manque de formation professionnelle, car la plupart des agents des médias privés et communautaires sont des gens formés sur le tas, qui n'ont pas assez de connaissances sur les fondamentaux du journalisme à plus forte raison le respect de l'éthique et de la déontologie.

Pour résoudre ce problème, le Niger a adopté le 04 juin 2010 l'ordonnance N° 2010/35 portant dépenalisation du délit de presse en vue de permettre aux journalistes nigériens de bien exercer leur métier. Par ailleurs, dans le cadre de la PNCD, il est prévu de doter chacune des 216 Communes d'au moins une radio communautaire. En outre, la migration vers la Télévision Numérique Terrestre (TNT), obligatoire pour tous les pays du monde, commande d'avoir des compétences.

Le présent projet vise à renforcer les capacités de l'IFTIC en tant que seul institut sous-régional qui forme depuis 1977 à tous les métiers de l'information, de la communication et des sciences de l'information documentaire, afin de répondre à l'ardente aspiration des 10 pays de la sous région, à accéder à une information de qualité, capable d'impulser une dynamique de développement. Cette formation des formateurs, qui permet à l'IFTIC de disposer de ses propres formateurs de très haut niveau, est rendue nécessaire à un moment où l'institut a commencé à former dans les domaines des masters.

### 2. DESCRIPTION DU GROUPE CIBLE:

Le groupe cible est constitué de huit (8) enseignants permanents de l'IFTIC.

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer à créer une presse professionnelle, responsable, libre, plurielle et indépendante au service de la démocratie et du développement durable.

### **4. OBJECTIF IMMÉDIAT :**

Former huit (8) enseignants permanents de l'IFTIC pour l'amélioration de l'enseignement de journalisme

### **5. RÉSULTATS ATTENDUS :**

- 1 formateur est spécialisé en communication pour le développement
- 1 formateur est spécialisé en prise de son
- 1 formateur est spécialisé en prise de vue
- 1 formateur est spécialisé en montage audio video
- 1 formateur est spécialisé en ingénierie de conception
- 1 formateur est spécialisé en droit des TIC
- 1 formateur est spécialisé en la production/réalisation audiovisuelle
- 1 formateur est spécialisé en sciences de l'information documentaire.

### **6. ACTIVITÉS :**

- Prise de contact avec les structures partenaires de la formation
- Sélection des bénéficiaires
- Formation des formateurs

### **7. INVESTISSEMENTS :**

Frais des voyages d'étude et de formation de 8 enseignants.

### **8. PLAN DE TRAVAIL :**

<b>ACTIVITÉS/MOIS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Communication pour le développement	■											
Prise de son			■									
Prise de vue				■								
Montage audio vidéo					■							
Ingénierie de conception		■										
Réalisateur Web	■											
Production/réalisation audiovisuelle							■					
Information documentaire						■						
Suivi et Rapports				■				■				■

### **9. CADRE INSTITUTIONNEL :**

Le projet sera mis en œuvre par l'Institut de formation aux techniques de l'information et de la communication (IFTIC), créé en 1989 par Ordonnance N°89-25 du 8 décembre 1989. Il a succédé au Centre de formation aux techniques de l'information (CFTI) du Niger, créé par décret N°776166/PMCMS/MFP/T/SEP/IN du 8 décembre 1977 qui était chargé de l'organisation et de la mise en œuvre de programme de formation de longue durée, cours spéciaux, perfectionnement en cours d'emploi.

L'IFTIC est un établissement public à caractère administratif (EPA) dont les missions sont d'assurer ou de faire assurer :

- la formation avant l'emploi, le recyclage et le perfectionnement en cours d'emploi de personnels des services publics, parapublics et privés, nationaux ou étrangers en matière d'information, de communication et de documentation ;
- des recherches sur la création, la production et la diffusion des activités d'information, de communication et des sciences de l'information documentaire.

Les différentes filières enseignées sont : Journalisme radio/TV, presse écrite, production/réalisation Radio/TV; Sciences de l'Information documentaire (documentation, bibliothéconomie, archivistiques); exploitation/maintenance audiovisuelle et informatique; prise de Vue, prise de son, montage audio-vidéo numérique et Master 1 Audiovisuel et documentaire de création.

#### **10. VIABILITÉ A LONG TERME :**

L'apport du PIDC contribuera à donner un enseignement de qualité à l'IFTIC qui attirera beaucoup plus d'apprenants, assurant ainsi la viabilité de l'établissement.

#### **11. SUIVI DU PROJET :**

Le Bureau de l'UNESCO à Bamako assurera le suivi du projet.

#### **12. ÉVALUATIONS EFFECTUÉES :**

L'IFTIC a été identifié parmi 96 écoles sélectionnées et invité à la rencontre des écoles de journalisme francophones en Afrique, tenue à Dakar, du 1<sup>er</sup> au 05 mars 2011. Par ailleurs, l'institut a élaboré un programme stratégique de développement quinquennal 2011-2015.

#### **13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

L'IFTIC produira tous les quatre mois un rapport sur l'exécution du projet à l'attention de l'UNESCO.

### **C. INFORMATIONS COMPLÉMENTAIRES**

L'apport de l'IFTIC, organisme bénéficiaire dans le cadre du présent projet s'élève à **5500** dollars des Etats-Unis (contribution en infrastructures, personnel, frais de fonctionnement).

L'IFTIC n'a sollicité aucun autre partenaire que l'UNESCO.

### **D. BUDGET**

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
Billet Ouagadougou (Burkina Faso) – 3 billets A/R x 600\$	2 800
Billet Dakar (Sénégal)- Paris (France) - 2 billets A/R x 1000\$	
DSA (hébergement, restauration et déplacement) 3 personnes x 150 \$ x 20 jours 1 personne x 250 \$ x 20 jours	14 000
Divers voyage Terminal fare	720

Coût de la formation	12 048
- <u>à l'extérieur</u>	
- Ouagadougou (Burkina Faso)	
- Dakar (Sénégal)	
- Paris (France)	
- <u>à Niamey</u>	
2 pers x 2000\$	
1 pers x 2500\$	
1 pers x 5148\$	
4 pers x 100\$	
<b>Total</b>	<b>US\$ 29 568</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE</b> (en dollars des Etats-Unis)	
Infrastructure	2 800
Formateurs	2 000
Frais de fonctionnement	700
<b>Total</b>	<b>US\$ 5 500</b>

# NIGER

A. PROJECT IDENTIFICATION		
1.	TITRE	DEVELOPPEMENT DES RADIOS COMMUNAUTAIRES DES REGIONS DE DOSSO, NIAMEY ET TILLABERY
2.	NUMÉRO	IPDC/56 NER/02
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 2 : Pluralisme et diversité des médias, cadre économique dans lequel tous les acteurs sont en situation d'équité concurrentielle, et transparence de la propriété
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des médias communautaires
5.	PORTEE	National
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation et à l'équipement
7.	COÛT TOTAL DU PROJET	US\$ 25 000
8.	MONTANT DEMANDÉ AU PIDC	US\$ 22 130
9.	BÉNÉFICIAIRE DU PROJET	Alternative Espaces Citoyens <u>Contact</u> : Mme Chatou Mahamadou Directrice Radio Alternative BP : 10948 – Niamey Niger Tél. : (227) 90 63 39 45 <a href="mailto:machatou@yahoo.fr">machatou@yahoo.fr</a>
10.	MAÎTRE D'ŒUVRE	Bureau UNESCO à Bamako – BP E1763 Bamako Tél. (223) 20 23 34 92 Rokia Bâ : <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>
11.	LOCALISATION	72 RUE CI 47 Cité Poudrière Niamey - Niger
12.	PROJET PRÉPARÉ PAR	- Ms Chatou Mahamadou, Directrice Radio Alternative - Ms. Rokia Bâ, Chargée de programme CI
<b>DÉCISION DU BUREAU:</b>		



## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

Jusqu'au début des années 1990, le Niger ne comptait pour tout média que les organes publics composés de la radio nationale (La Voix du Sahel), la télévision nationale (Télé Sahel), un quotidien gouvernemental (le Sahel) et un hebdomadaire (Sahel-Dimanche). Les changements intervenus dans le pays à la faveur du « vent d'est » et du lancement du processus de démocratisation ont changé la donne. L'instauration de la démocratie dans le pays à partir de 1990 va s'accompagner de la naissance d'une presse plurielle. De Haské, le premier journal privé né en 1990 à cette année 2011, le Niger a vu la création de plusieurs journaux et radios. Le pays compte aujourd'hui 35 stations de radio privées, une radio publique, 127 radios communautaires, 3 chaînes de radios étrangères émettant en FM, 6 chaînes de télévision privées et deux publiques. A cela, il faut ajouter une cinquantaine d'hebdomadaires dont certains paraissent plus ou moins régulièrement. Pour réguler un secteur aussi dynamique, l'Etat a créé une institution indépendante de régulation dénommée Conseil supérieur de la communication (CSC). Plusieurs textes consacrant la liberté de la presse ont vu le jour dont, entre autres, l'Ordonnance n°93-029 du 30 mars 1993 portant régime de la liberté de la presse. Mais dans la pratique, l'exercice de la liberté de la presse a été mis à rude épreuve. Plusieurs journalistes ont été incarcérés sous les 4<sup>e</sup> et 5<sup>e</sup> républiques. Le manque de professionnalisme de certains animateurs de médias ont donné lieu à de nombreuses violations de la liberté de la presse. C'est une des raisons pour lesquelles Alternative travaille au renforcement des capacités des médias afin de contribuer à les rendre plus professionnels.

Le projet cible les animateurs de médias communautaires qui souffrent plus que tout autre du manque de professionnalisme car ils n'ont pour l'essentiel jamais fréquenté une école de journalisme. Il s'agit pour l'essentiel de personnes de bonne volonté, qui se sont mises au service de ces radios afin d'apporter leur soutien aux communautés rurales. Or, avec le processus de décentralisation dans lequel le Niger s'est engagé depuis 2004, les nombreux conflits occasionnés par l'accès aux ressources naturelles dans les régions cibles (Niamey, Dosso, Tillabery) précipitent une demande qui devient précise et forte. Les communautés attendent des médias qu'ils les accompagnent dans l'accomplissement de leurs actions de développement. Pourtant, l'offre est faible. Les médias communautaires ne peuvent jouer ce rôle de façon satisfaisante car ils ne détiennent pas les compétences requises. En mutualisant la formation théorique (genres rédactionnels, éthiques déontologie..), les stages de terrain auprès des professionnels et des coproductions d'émissions avec des radios plus expérimentées, il est possible d'obtenir des résultats dans le sens d'un renforcement des capacités des animateurs de médias communautaires cibles.

### **2. DESCRIPTION DU GROUPE CIBLE:**

Vingt (20) animateurs dont 50% de femmes, issus de 10 radios communautaires des régions de :

- Dosso, des radios suivantes : Tanda, Falwal, Boumba
- Tillabery, des radios suivantes : Dantchandou, Say, Karma, Téra, Simiri, Dolbel
- Niamey, de radio Goudel

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer au développement des médias communautaires par des actions visant à les rendre aptes à accompagner les actions de développement des communautés vivant dans le monde rural.

### **4. OBJECTIF IMMÉDIAT :**

Former vingt (20) animateurs, dont au moins 50% de femmes, issus de dix (10) radios communautaires des régions de Niamey, Dosso et Tillabéry sur les techniques et genres rédactionnels afin qu'ils soient aptes à

produire des émissions d'éducation et de sensibilisation des communautés rurales sur la protection de l'environnement, en particulier, et des sujets relatifs au développement du monde rural, en général, d'ici 2013.

## 5. RÉSULTATS ATTENDUS :

- Les radios communautaires cibles diffusent régulièrement des émissions de sensibilisation sur la gestion pacifique des conflits intervenant dans le monde rural ;
- Au moins 70% des animateurs bénéficiaires des formations ont développé une capacité technique leur permettant de produire des émissions visant à sensibiliser leurs publics cibles sur la nécessité de la protection de l'environnement ;
- Les radios communautaires cibles sont devenues un véritable outil de développement accompagnant toutes les actions de développement du monde rural ;
- Les communautés rurales vivant dans les trois régions sont mieux informées sur les enjeux de développement du monde rural en général et sur la stratégie de développement rural (SDR), en tant que cadre unique d'intervention de tous les acteurs dans le monde rural.

## 6. ACTIVITÉS :

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

## 7. INVESTISSEMENTS :

- Deux journalistes expérimentés, maîtrisant les genres rédactionnels et les questions d'éthique et de déontologie
- Un formateur en Tic, maîtrisant le montage audio
- Des ressources financières pour les formations
- Deux ordinateurs de bureau
- Vingt radios de reportage.

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Formation en éthique et déontologie				■								
Formation sur le format radiophonique						■						
Formation sur les genres rédactionnels		■										
Formation sur la SDR					■							
Formation en TIC			■									
Stage de formation							■		■			
Achat d'équipements	■											

## **9. CADRE INSTITUTIONNEL :**

Alternative Espaces Citoyens (AEC) est une organisation à but non lucratif, dont la mission est d' «œuvrer à l'avènement d'une société fondée sur l'égalité des droits humains et des sexes, soucieuse de la préservation de l'environnement et de la promotion de la jeunesse, et valorisant la solidarité entre les peuples». AEC a été créée en septembre 2001, à l'initiative du Groupe Alternative, coopérative médiatique et culturelle travaillant à l'enracinement de la culture démocratique au Niger depuis 1994. A sa création, cette coopérative travaillait essentiellement dans le domaine de la communication et de l'éducation à la citoyenneté. Aujourd'hui elle a diversifié ses moyens d'action, en utilisant notamment les documentaires vidéo, les technologies de l'information et de la communication. Dans le cadre de ce projet, AEC entend impliquer pleinement les bénéficiaires avec lesquels des réunions régulières seront organisées. Ils auront ainsi leur mot à dire dans la mise en œuvre. Elle impliquera davantage son partenaire, la fédération de paysans Mooriben. Mooriben, « fini la misère » en langue Djerma, a été la première organisation paysanne autonome des structures de l'Etat avant d'être reconnue en 1993. La Fédération des unions des groupements paysans du Niger regroupe 17 unions d'organisations paysannes, 550 groupements paysans, soit 62 000 membres environ, dont 55 % de femmes. Cette fédération collabore déjà avec les radios cibles. Si AEC dispose de l'expertise technique, Mooriben maîtrise mieux le terrain et a aussi une longue tradition de collaboration avec les radios cibles et les autorités locales.

## **10. VIABILITÉ A LONG TERME :**

A la fin de ce projet les médias bénéficiaires seront mis en réseau et collaboreront avec Alternative. Cette collaboration peut se faire, par exemple, par la poursuite des échanges de stagiaires. Cela permettra de renforcer l'acquis. Par ailleurs, le fait que la formation réponde à un besoin exprimé par les bénéficiaires laisse présager de leur mise en pratique par les bénéficiaires. Ainsi, si d'autres formations sont sollicitées à l'avenir, elles viseront plutôt à renforcer des aspects précis des modules enseignés lors des formations organisées par ce projet.

## **11. SUIVI DU PROJET :**

Le Bureau de l'UNESCO à Bamako assurera le suivi du projet.

## **12. ÉVALUATIONS EFFECTUÉES :**

Dans le cadre du présent projet, Alternative espaces citoyens a effectué trois (3) missions d'évaluation et a visité cinq (5) radios concernées par ce projet. Les discussions avec les animateurs des médias concernés, les comités de gestion de ces radios et les clubs d'écoute nous ont permis de conclure que le besoin en matière de formation concerne d'abord la capacité des animateurs de ces radios à produire des émissions de qualité sur les sujets de préoccupation de leurs auditeurs et auditrices. Les techniques de collecte et de traitement de l'information sont mal connues. Certains membres des clubs de ces radios ont émis les vœux de participer à des débats ou tables rondes sur des questions essentielles pour les communautés. Cependant, selon certains animateurs, sur les sujets dit « sensibles », les radios ne souhaitent pas organiser de débats car elles ne sauraient pas les gérer. Quant à l'éthique et la déontologie, elles sont pratiquement ignorées par beaucoup d'animateurs avec lesquels nous avons parlé.

## **13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

Radio Alternative produira tous les quatre mois un rapport sur l'exécution du projet à l'attention du Bureau multipays de l'UNESCO à Bamako.

## D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
<b>Un (1) atelier de formation de 20 personnes pendant 2 jours sur l'éthique et la déontologie</b>	
Transport des participants : 20 pers x 10 \$	200
Hébergement des participants : 20 pers x 3 x 25 \$	1 500
Restauration des participants : 20 pers x 2 j x 10\$	400
Matériel pédagogique : 20 pers x 5\$	100
Honoraires des formateurs (1jours de préparation et rapport + 2jours de formation) : 2 pers x 3j x 100 \$	600
Location de la salle de formation : 2 j x 45\$	90
<b>Deux (2) ateliers de trois (3) jours chacun sur le format radiophonique et les genres journalistiques</b>	
Transport des participants : 20 pers x 10 \$	200
Hébergement des participants : 20 pers x 7 x 25 \$	3 500
Restauration des participants : 20 pers x 6 j x 10\$	1 200
Matériel pédagogique : 20 pers x 5\$	100
Honoraires des formateurs (1 jour de préparation et rapport +2 fois 3 jours de formation) : 2 pers x 7j x 100 \$	1 400
Location salle de formation : 6 j x 45\$	270
<b>Un (1) atelier de formation de 20 personnes pendant 2 jours sur la Stratégie de développement rural</b>	
Transport participants : 20 pers x 10 \$	200
Hébergement participants : 20 pers x 3 25 \$	1 500
Restauration des participants : 20 pers x 2 x 10\$	400
Matériel pédagogique : 20 pers x 5\$	100
Honoraires du formateur (1jour de préparation et rapport +2jours de formation) : 1 pers x 3j x 100 \$	300
Location salle de formation : 2 j x 45\$	90
<b>Un (1) atelier de formation de 20 personnes pendant 4 jours sur le montage numérique</b>	
Transport des participants : 20 pers x 10 \$	200
Hébergement des participants : 20 pers x 5 x 25 \$	2 500
Restauration des participants : 20 pers x 4 j x 10\$	800
Matériel pédagogique : 20 pers x 5\$	100
Ordinateurs + logiciels : 2 x 650\$	1 300
Honoraires du formateur (1jours de préparation et rapport +4jours de formation) : 1 pers x 5j x 100 \$	500
Location de la salle de formation : 4 j x 45\$	180
<b>Deux (2) stages de 10 personnes pendant 3 jours</b>	

Transport des participants : 20 pers x 10 \$	200
Hébergement des participants : 20 pers x 4 nuitées x 25 \$	2 000
Restauration des participants : 20 pers x 3 j x 10\$	600
Matériel pédagogique : radio de reportage : 20 radios x 80\$	1 600
<b>Total</b>	<b>US\$ 22 130</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Frais administratifs	500
Salaires	2 000
Fonctionnement	370
<b>Total</b>	<b>US\$ 2 870</b>

# MADAGASCAR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>APPUI A LA CREATION DU DISPOSITIF DE FORMATION CONTINUE AU JOURNALISME AU SEIN DE L'UNIVERSITE D'ANTANANARIVO</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 MAG/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 4 : Renforcement des capacités professionnelles et soutien aux institutions qui promeuvent la liberté d'expression</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Développement des ressources humaines</b>
<b>5.</b>	<b>PORTEE</b>	<b>Nationale</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Renforcement de la capacité institutionnelle</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 43 472</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 30 572</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>Département Interdisciplinaire et de Formation Professionnelle (DIFP), Faculté des Lettres et Sciences Humaines ; Université d'Antananarivo, Madagascar Tél : (+261) 020 22 235 63, poste 43.</b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Bureau régional de l'UNESCO: Dar ès Salam/Al-Amin Yusuph Chargée de liaison de l'UNESCO : Antananarivo/Irène Ranaivozanany</b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Antananarivo, Madagascar</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>Pr. Rabaovololona Raharinirina Lucie Directrice du DIFP et l'équipe pédagogique « Journalisme économique », avec l'appui technique de Mme Irène Ranaivozanany Chargée de liaison UNESCO (Antananarivo)</b>
<b>DÉCISION DU BUREAU:</b>		

## B. PRESENTATION

### 1. JUSTIFICATION DU PROJET:

La formation au journalisme à Madagascar, interrompue depuis 1974, n'a pu reprendre qu'en 1996, en tant qu'Unité de Formation et de Recherche (UFR) sous l'auspice de la Faculté des Lettres et Sciences Humaines (FLSH) de l'Université d'Antananarivo, au sein du Département Interdisciplinaire et de Formation Professionnelle (DIFP). Avec l'appui de la Banque Mondiale, de 1996 à 2001 l'UFR Journalisme avait formé cinq promotions et a délivré le diplôme de maîtrise spécialisée en Journalisme à une centaine de journalistes. En 2001, une formation en alternance d'une durée de deux ans pour les journalistes en exercice a été expérimentée puis très vite abandonnée.

Depuis 2006, le DIFP a opté pour une formule de trois ans de tronc commun de Licence en Communication à l'issue de laquelle une pré option Communication médiatique permet d'acquérir les connaissances, les méthodes et techniques journalistiques. La spécialité journalistique est approfondie en quatrième année « Communication médiatique ».

Malgré, une amélioration sensible du paysage médiatique malgache avec l'entrée en fonction des jeunes diplômés sortant du DIFP, la profession demeure encore sous l'emprise d'au moins 80% de journalistes qui n'ont pas reçu de formation initiale. Le baromètre des médias 2010, effectué dans le cadre du projet 'médias' de la *Friedrich-Ebert-Stiftung* en Afrique (fesmedia Africa), révèle les problèmes ci-après : (i) la formation au journalisme de l'Université d'Antananarivo ne dispose pas de formation continue ni de programmes de recyclage ; (ii) il n'existe pas de plan de formation interne au sein des organes de presse mais plutôt des formations spontanées ponctuelles. De même, une étude réalisée en 2010 par le *Centre on conflict, development and peace building* souligne que la mauvaise performance des medias malgaches est enracinée entre autres dans « le manque de connaissances thématiques et de compétences journalistiques, ainsi qu'un faible degré de professionnalisme en général ».

Il s'avère ainsi indispensable de remédier à cette situation par le renforcement institutionnel du DIFP en élargissant ses actions à la formation continue des journalistes en exercice. Le projet vise ainsi l'intégration d'un dispositif de formation continue et de recyclage au sein du DIFP afin de permettre aux journalistes en exercice d'acquérir une validation aux normes et standards de la profession et dans la même occasion, de valoriser leurs expériences professionnelles. Des formateurs formés dans le cadre du Projet IPDC/54MAG/01 renforceront l'équipe actuelle du DIFP au sein de ce dispositif. Les modèles de cursus établis par l'UNESCO serviront de référence pour le développement d'un guide de formation destiné aux formateurs. Ce guide de formation sera adaptable pour pouvoir répondre au mieux aux besoins en formation des bénéficiaires potentiels compte-tenu de leurs profils et environnement de travail.

C'est dans cet esprit de régénération du système de formation au journalisme que le DIFP soumet le projet qui porte sur : (i) l'élaboration d'un guide de formation (ii) un complément de matériels et équipements pour les unités de pratique et de simulation technico-pédagogique; (iii) la prise en charge de missions de visite et d'acquisition d'expériences à l'extérieur et (iv) un atelier de travail pour présenter le dispositif aux entités concernées et représentants de bénéficiaires potentiels (organes de presses, représentant d'associations de journalistes, ministères de tutelle..).

### 2. DESCRIPTION DU GROUPE CIBLE :

Le groupe cible est le personnel enseignant du DIFP qui travaillera au sein du dispositif de formation continue et de recyclage (30 personnes).

### 3. OBJECTIF DE DEVELOPPEMENT :

Le projet contribue au renforcement des institutions de formation en journalisme, ce qui permettra le développement professionnel des journalistes tout au long de leur carrière.

### 4. OBJECTIF IMMÉDIAT :

La structure en charge de la formation au journalisme au sein du DIFP aura acquis les moyens d'organiser un parcours continu des professionnels en activité, basé sur le modèle mis au point par l'UNESCO pour la formation en journalisme.

### 5. RÉSULTATS ATTENDUS :

Un dispositif de formation continue et de recyclage des journalistes en activité sera créé au sein du DIFP, à savoir :

- Le cycle de formation continue mis en place officiellement dans les offres de formation du DIFP
- Un guide de formation précis et à jour sur les techniques journalistiques et sur l'environnement du métier (éthique, technologie) élaboré et mis à la disposition des formateurs
- Les équipements audiovisuelle, de presse écrite et *on line* du DIFP renforcés

### 6. ACTIVITÉS :

- Un guide de formation destiné aux formateurs élaboré sur la base d'une documentation détaillée recueillie auprès des bénéficiaires potentiels de formation dans le cadre de leur environnement de travail
- Deux missions de visite et d'acquisition d'expériences réussies dans deux Institutions de formation au journalisme à CESTI Dakar (Sénégal) et à Université de Wits Johannesburg (RSA)
- Le dispositif de formation continue et de recyclage conçu et présenté aux parties prenantes dans le cadre d'un atelier participatif d'une journée
- Un laboratoire équipé d'unités audiovisuelle, de presse écrite et on line.

### 7. INVESTISSEMENTS :

- 12 formateurs capables de conduire les entretiens nécessaires pour l'obtention des informations nécessaires à l'élaboration du guide de formation
- 2 consultants nationaux pour le traitement des informations et l'élaboration du guide
- 2 lots de matériels et équipements pour les unités audiovisuelle- presse écrite et *on line* ;
- Deux missions de visite et d'acquisition d'expériences réussies

### 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Collecte des informations nécessaires à l'élaboration du guide	■	■	■	■								
Élaboration du guide			■	■	■							
Missions de visites et d'acquisition d'expériences à l'extérieur			■									
Conception du dispositif de formation continue		■	■	■	■							
Reproduction du guide de formation et du document de présentation du dispositif						■						
Atelier de présentation du dispositif						■						
Acquisition et installation des matériels et équipements					■	■						
Rédaction des rapports		■		■		■						



## **9. CADRE INSTITUTIONNEL :**

La gestion administrative et financière du projet est confiée à la Faculté des Lettres et Sciences Humaines de l'Université d'Antananarivo, par intermédiaire du Décanat et du Service de la comptabilité. Le DIFP ne s'occupe que des activités de formation. Il y offre une formation en communication menant vers des spécialités dont la communication médiatique comprenant option *journalisme* au niveau de la maîtrise. La formation continue et le recyclage des journalistes, objet de ce projet, s'inscrira dans la formation diplômante du DIFP (pour ceux qui ont la capacité ou aimeraient compléter leur cursus) **et** aussi dans le futur Institut de Journalisme initié avec l'AUF (en cours de mise en place) pour la formation qualifiante de la formation continue. Cela figurera dans la mention « Communication du domaine Arts, Lettres et société de l'Université d'Antananarivo. La procédure d'habilitation au système LMD de ce parcours est déjà mise en route.

## **10. VIABILITE A LONG TERME :**

Le projet sera mené en partenariat avec les différents partenaires du DIFP composés par (i) les différentes associations de journalistes, (ii) Bureau Océan Indien de l'Agence Universitaire de la Francophonie (iii) Ministère de la Communication, (iv) le Centre des Médias de Madagascar et (v) des Institutions de formation au journalisme reconnues en Afrique du Sud.

## **11. SUIVI DU PROJET :**

Le suivi du projet sera assuré par le Bureau de l'UNESCO à Dar ès Salam ou/et la Chargée de liaison de l'UNESCO à Antananarivo avec le représentant mandaté du DIFP.

## **12. ÉVALUATIONS EFFECTUÉES :**

La structure en charge de la formation au journalisme au sein du DIFP a été évaluée par la Banque mondiale et l'UNESCO. Suite à l'évaluation de la Banque Mondiale, elle est admise au réseau Théophraste. Et l'évaluation de l'UNESCO l'a désigné comme Centre de référence en formation en journalisme.

## **13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

Le DIFP fournira tous les 2 mois au Bureau de l'UNESCO à Dar ès Salam un rapport détaillé sur les activités du projet.

### **C. INFORMATIONS COMPLÉMENTAIRES**

L'équipe de formation du DIFP a été deux fois contactée par l'Agence Universitaire de la Francophonie (AUF) –Bureau Océan Indien pour échanger sur un projet de création d'un Institut de Formation au Journalisme qui devrait prendre en charge à la fois la formation initiale et la formation continue. L'AUF a partagé les expériences de trois institutions de formation au journalisme sud africaines qui disposent d'un cursus de formation continue au sein de l'Université. L'AUF a émis d'apporter son appui technique.

Lors de la célébration de la journée mondiale de la liberté de la presse 2011 organisée par le Système des Nations Unies à Madagascar, les participants à la conférence débat ont réitéré la nécessité urgente de mettre en place une structure de formation continue des journalistes en activité. Le projet de code de la communication a aussi bel et bien mentionné l'importance de la formation des journalistes titulaires de la carte professionnelle. Il y est aussi inscrit que le diplôme et/ou certificat délivré par une institution formelle de formation au journalisme et un des critères d'octroi de la carte professionnelle.

## D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
<b>Collecte des informations nécessaires à l'élaboration du guide (12 formateurs pendant 10 jours)</b>	
Frais de déplacement : 12 formateurs x \$50	600
Frais de séjour : 12 formateurs x USD 60 x 10 j	7 200
<b>Elaboration du guide</b>	
Exploitation des données et informations par deux (02) consultants nationaux \$ 60 x 5jx 2 personnes	600
Rédaction du guide par deux (02) consultants nationaux USD60 x 10j x 2 personnes	1 200
<b>Missions de visites et d'acquisition d'expériences à l'extérieur</b>	
Transport aérien Tana-Dakar A/R d'un (01) missionnaire	2 400
Transport aérien Tana –Johannesburg A/R d'un (01) missionnaire	1 800
Transfert Aéroport-Hôtel de 02 missionnaires	400
Séjour et hébergement de 2 missionnaires \$200 x 7 jours	2 800
<b>Reproduction et reliure de documents (guide et présentation du dispositif)</b>	
40 exemplaires (70 pages)	912
<b>Atelier de présentation du dispositif (40 personnes pour 1 journée : 2 pauses-café et un déjeuner et eau minérale)</b>	
\$7x2x40 personnes + \$9x40 personnes + \$1x40 personnes	960
<b>Acquisition d'équipements</b>	
Console de mixage avec insert téléphonique • Tables de Mixage Analogiques Onyx 1640i Mackie • AXEL TECHNOLOGY: Boxtel	3 000
Ordinateur: ASUS ET2700INKS-B014C - Tout en Un 27" Full HD - Intel Core i3-2120M (2.3 Ghz) - RAM 8192 Mo - 2 To - NVIDIA GT 540 - Windows 7 ( Processeur Intel Core i3-2120M (2.3 Ghz) - Disque dur 2 To - Mémoire vive 8192 Mo - Carte graphique NVIDIA GT 540 - Mémoire vidéo 1024 Mo - Lecteur optique Graveur DVD - LAN 10/100/1000 Mbps - Wi-Fi - Port HDMI	3 000
Television: • LG50PW451 - Téléviseur PLASMA 3D - 16/9 - 50" - 127cm - HDTV - TNT HD - 600Hz - 3xHDMI - USB Multimedia	1 200
Camera de video: • Canon Caméscope Haute Définition XHA1S - Capteur (en pixels) : Capteur Tri CCD 1/3" avec décalage horizontal de pixels - Support : Cassette HDV- Ecran LCD : Ecran 16/9 2,8" (7,1 cm) orientable - Zoom optique : 20x	2 500
Lumière store • Daylight 1750/1750 + trépieds • Kit proxistar Daylight 200/200 Pro	500
Matériels interactifs mobiles (2 vidéoprojecteurs avec écran SONY VPL-FX40, 2 tableaux blancs pliables, 4 enregistreuses numérique Olympus DS-2400)	1 500
<b>Total</b>	<b>US\$ 30 572</b>

**BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE**  
**(en dollars des Etats-Unis)**

Coordonnateur (6 mois)	1 200
Personnel (6 mois x 3 collaborateurs)	1 500
Elaboration des guides d'ITV auprès des acteurs des médias	750
Utilisation d'un local de l'Université pour les unités audiovisuelle – presse écrite et on line	5 700
Communications	950
Frais divers imprévus	2 500
Rapports	300
<b>Total</b>	<b>US\$ 12 900</b>

# MAURITIUS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY TELEVISION &amp; AUDIO VISUAL FACILITIES FOR RODRIGUES ISLAND</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 MAR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Technical Assistance, Training and Equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$75 785</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$44 385</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Rodrigues Regional Assembly (RRA)</b> <a href="http://www.rra.mu">www.rra.mu</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Dar es Salaam Office Through the Chief Commissioner's Office, Rodrigues Regional Assembly</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Rodrigues island, Republic of Mauritius</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr Moospooha A Jeetoo Officer in charge, Economic Planning ND Monitoring Unit. Chief Commissioner's Office Rodrigues Regional Assembly</b>  <a href="mailto:chiefcom@intnet.mu">chiefcom@intnet.mu</a> <a href="mailto:mjeetoo@hotmail.com">mjeetoo@hotmail.com</a>  <b>With advice from Al-Amin Yusuph UNESCO Dar es Salaam Cluster Office</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Rodrigues Island forms part of the Republic of Mauritius. Since 2002 a form of political autonomy has been granted to Rodrigues within the Republic of Mauritius, with the establishment of the Rodrigues Regional Assembly (RRA). The RRA is composed of 18 elected members, elected for a five year term, with the majority side forming the Executive Council of Rodrigues, commonly referred to as the Regional Government of Rodrigues. The RRA is responsible for local government matters in Rodrigues such as the management of state land, tourism, youth and sports, agriculture, and environmental issues, etc.

Rodrigues is situated 654 km (353 nautical miles) to the north east of Mauritius. It has a total surface area of 42 square miles (27000 acres). As at 31 December 2009, its population stood at 37,774, with a population density of 363 per square km. The working population is involved in agriculture, livestock breeding, fisheries, handicrafts, working mainly in the public sector. Since 2009 the RRA has embarked on a development process enshrined in the Sustainable Integrated Development Plan for Rodrigues (SIDPR). The report has made a diagnosis of the problems facing the island and proposed a plethora of measures to boost its socio-economic development. The report has identified a shortcoming in the communication of Government policies and programme, and has emphasised the need to disseminate information to the population through the set-up of an Audio Visual Unit.

The island's socio-economic indicators are favourable in certain major areas such as education, health, access to radio and TV, although the level of poverty remains quite high representing a major cause of concern for the Government which is currently implementing a poverty alleviation programme and taking measures to boost private sector-led economic growth. In fact Rodrigues exhibits all the limitations of small islands and is very vulnerable to socio-economic and environmental changes.

Whilst 10,000 households own a TV and radio, as a small island in terms of its land mass and population size, Rodrigues has not undergone extensive development as far as audiovisual communication across the media is concerned. The situation stands as follows:-

**Radio Broadcasting:** There is only one local FM radio station which operates from 5:00 to 7:00 and from 14:00 to 21:00. This Rodrigues radio is run by the Mauritius Broadcasting Corporation (MBC), the Mauritius national television governed by the MBC Act and other media legislation. When this radio is not emitting, radio channels that are broadcasted from Mauritius are received. There is also a permanent broadcast of a second radio channel – the RFI – Radio France International.

**Television Broadcasting:** Rodrigues has a successful, newly set-up infrastructure in terms of television. In 2008, the RRA funded the switching from analogue television to digital television. This change has been completed successfully. There are only a few spots where digital television reception is difficult and technicians are currently working on this issue. With these improvements Rodrigues has shifted from having one local television channel to four (MBC 1, MBC 2, BBC, and TV5). The equipment which has been installed by Multicarrier Mauritius Ltd (MCML - the owner of the retransmission infrastructure on behalf of Government), together with MBC, should be able to cater for additional television channels emitted from Rodrigues.

The content of the channels available at present is good but is of a national and international nature. There is a need to put in place audiovisual facilities locally in order to reflect the local context with aspects on all spheres of life in Rodrigues. There is currently a 30-minute weekly programme on TV made by the MBC. This is only a magazine and is considered insufficient in terms of content and duration. Many important events occur on the island but are not dealt with enough by the national channels. For example there is not enough television

coverage of local parliamentary, governmental, cultural and artistic affairs, etc. The establishment of a local television for Rodrigues is a high priority activity which is also included as item number 7 in the memorandum of understanding between the Rodrigues regional Assembly and the newly elected government of Mauritius, drafted on May 2010.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project will target the entire population of the island. According to one of the latest reports of the Central Statistics Office, there are around 10,000 households in Rodrigues. It is therefore expected that the main target groups for the proposed intervention shall be the approximately 38,000 inhabitants of Rodrigues Island.

## **3. DEVELOPMENT OBJECTIVE:**

This project is in line with categories 2, 3 and 5 of the media development indicators. The overall objective of the project is to improve the living conditions of the population through improved freedom of expression emanating from local content development, and the development of the productive sectors of the economy such as agriculture, tourism, fisheries development and environment conservation.

The development of audiovisual communication on the island is also a priority area. In this respect the wish of the RRA is to develop local capacities in terms of audio visual production on different media support to provide platforms for freedom of expression and the development and social aspirations of the population of Rodrigues. The programmes, to be produced in Rodrigues, will place emphasis on issues such as sensitization on issues relating to sustainable development, education, culture etc. The audiovisual facility will also support the Rodrigues Assembly to sensitize citizens in various development activities. For instance, at the moment the Assembly is facing challenges to convince the citizens of Rodrigues to contribute to water supply services due to the lack of reliable communication mechanisms.

## **4. IMMEDIATE OBJECTIVE:**

- To set-up the Audio Visual Unit, within the Rodrigues Regional Assembly and to equip the Unit with appropriate audio visual equipment

## **5. PROJECT OUTPUTS:**

- Output 1: To establish a fully-fledged Audio Visual Unit with all its staff and equipment to be attached to the Chief Commissioner's Office
- Output 2: To build the capacity of local staff for the continuous production of Local TV programmes

## **6. ACTIVITIES:**

### Output 1:

- Drafting of TOR for the Consultant Technical assistance to make a market survey to confirm the unmet needs of the population
- Calling for bids for the study
- Monitoring of the report preparation
- Completion of the Technical report
- Approval of the project report of the Consultant
- Identification of consultant for the preparation of the Procurement dossier
- Tender publication
- Implementation of procurement
- Identification of requirements in terms of staffing
- Approval of the staffing structure by the relevant Ministry
- Determination of the organisation structure of the Unit

- Staff Recruitment and Training
- Setting-up of the Unit
- Operation of the Unit

Output 2:

- Determination of the responsibilities of the different stakeholders involved in the production
- Drafting of a Strategic Plan
- Setting-up of an Advisory Board representative of the Rodrigues Community to advise on the AV production and to be in compliance with existing legislation

At the end of this process it is expected that regular programmes are produced by the unit which are then retransmitted on the Rodrigues TV (the local TV) or diffused on CDs, etc via the public or specific groups. It is also expected that the Rodrigues FM should be operated on a 24-hour basis. The process will, as far as possible, target sustainable cost recovery.

**7. PROJECT INPUTS:**

Technical assistance:

- A study by a relevant consultant/group of consultants of the project to define the optimal set-up required in terms of personnel (including initial training), equipment, funding etc in the Rodrigues context.
- A technical review of all possibilities being envisaged and determining the best option, taking account of local set-up in terms of audiovisual infrastructure and legal set up.
- An analysis of other possible sources of donor assistance.
- Assistance to set up the unit during the first stages of implementation.

Audio Visual Equipment:

- The audiovisual equipment required for the Audio Visual Unit

Basic Journalism training for the technicians:

- Training is required for the personnel who will gather information from the community and manage the unit on a day-to-day basis

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Drafting of TOR for the Consultant Technical assistance to make a market survey to confirm the unsatisfied needs of the population												
Calling for bids for the study & award												
Monitoring of the report preparation												
Completion of Technical Report												
Approval of the project report of the Consultant												
ID of consultant to prepare Procurement dossier												
Tender publication												
Implementation of procurement												





MCML, the owner of the television retransmission infrastructure on behalf of Government, together with the MBC, should be able to cater for additional television channels emitted from Rodrigues, which will include the proposed Community television.

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

The Rodrigues Assembly undertakes to submit quarterly progress reports and one final report to UNESCO.

<b>D. BUDGET</b>	
<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
1 piece Teleprompter: Autocue/QTV, Starter Series 17", Complete Prompting Package, Hardware & Software 4-in-1 Solution, Compatible with Most Cameras, Icon-Based Software, Flat-Packed & Pre-Assembled	2 000
GY-HM100U ProHD Camcorder, 35Mbps MPEG-2 Encoding, 1080p, 24p, Records to SDHC, Optical Image Stabilization (3 at \$2795 each)	8 385
Benbo, or similar Trekker MK3 Tripod Kit with Ballhead and Carrying Case, For DSLRs & Medium Format Film Cameras, Supports 17 lb (8 kg), Extends to 61" (1.5 m), Folds to 33" (0.84 m), Weighs 4.5 lbs (2 kg), Single Lever Lock/Unlocks Legs, Two Leg, Sections, Includes Ballhead and Case (3 at \$250 each)	750
Misc. microphones (large diaphragm, dynamic etc) with XLR cables where applicable (6 at \$250 – average price per item)	1 500
1 piece TriCaster STUDIO; Multi-camera live switching, Audio mixing, with real-time output to video, Editing capabilities, Video layers, Titling, Slow motion and numerous special effects, Network-style live virtual sets (on most models)	9 000
FSR PFD-4x4-PCA Pathfinder Computer Video & Audio Matrix Switcher or similar	900
Coby or similar TFTV1212 12" Widescreen LCD TV/Monitor, Small Footprint, Accepts DTV Signals Up to 1080i, Full-Range Stereo Speakers (6W), Digital Comb Filter and Noise Reduction, V-Chip Parental Control, Multi-Language On-Screen Display (4 at \$200 each)	800
B&H Photo, Rain Element Pro/Adobe Premiere Pro CS5/Blackmagic DeckLink Studio 2 Turnkey System, 2.66GHz Intel Xeon Quad-Core, 6GB RAM, 500GB System Drive, 4TB (4x1TB) Scratch Drive, DVD Burner, nVIDIA GeForce 9800 GT 1GB Graphics, Windows 7 Professional (64-bit), Adobe Premiere Pro CS5, Blackmagic DeckLink Studio 2, Editing Keyboard	5 000
Califone/Toshiba/Panasonic/similar DVD Recorder/Player (Records to DVD+R/W) Discs	150
One Lights set, supports and switch for ENG	2 500
MacPro (minimum 8 core processing), Two 2.4GHz Quad-Core Intel Xeon E5620 Westmere processors, 512GB solid-state drive, Serial ATA 3Gb/s, 18x SuperDrive with double-layer support (DVD±R DL/DVD±RW/CD-RW)	5 000
Final cut Pro 7 single license	900
Racks-bench, miscellaneous cables, connectors and schemes etc.	4 500
Technician/advisor fees, equivalent of 30 days work at \$100 x 30 days	3 000
In-house training for new staff (Trainer + mentoring at \$250 x 10 days) + (Airfare at	4 000

\$250) + DSA trainer (at \$125 x 10 days)	
<b>Total</b>	<b>US\$ 44 385</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Premises refurbishments and furniture.	10 500
Local transport and communication at \$350 x 10 months	3 500
RRA- nominated Project Manager on part-time basis at \$800 x 10 months	8 000
Monitoring and evaluation lump sum	500
Report writing	500
Air travel Mauritius to Rodrigues return \$700 x 2 trips	1 400
Expert DSA Rodrigues at \$150 per day x 20 days	3 000
Associated costs with in-house training for new staff	4 000
<b>Total</b>	<b>US\$ 31 400</b>

# SEYCHELLES

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>INSTITUTIONAL CAPACITY BUILDING OF THE NEW SEYCHELLES MEDIA COMMISSION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 SEY/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 21 656</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 15 200</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Seychelles Media Commission Victoria, Mahe Seychelles</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Dare es Salaam Cluster Office Contact person: Al-Amin Yusuph <a href="mailto:a.yusuph@unesco.org">a.yusuph@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Victoria, Mahe Seychelles</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr. Ibrahim Afif Chairperson, Seychelles Media Commission <a href="mailto:ibrahimafif@gmail.com">ibrahimafif@gmail.com</a>  Advised by Al-Amin Yusuph, UNESCO Dar es Salaam Cluster Office</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The Seychelles Islands, with an estimated population of 85,000, has a media that is fairly diverse and pluralist, with nine print media houses of which one is state owned. There is only one broadcasting corporation, also state owned, housing one television and two radio stations. The print media consists of two daily newspapers, (one of which is state owned), four weekly newspapers and three monthly magazines. All publications are in English, French and Creole.

The private print media in Seychelles is partisan due to the fact that almost all newspapers are backed by political parties. The existence of this type of media ownership, coupled with the fact that very few journalists in the print media have undergone formal training, has resulted in regular conflicts and misunderstanding, such as the demonstrations in 2006. These conflicts have a negative impact on national cohesion and the role of media in democratic discourse. The print media employs about thirty five journalists, of which - until June 2010 when Media training supported by UNESCO at the Seychelles Institute of Management began - only six had had undergone some form of formal training in journalism.

The Seychelles Media Commission (SMC) was created through an Act of Parliament in January 2011. The proliferation of newspapers and the impending liberalization of the airwaves have prompted the government to create an independent regulatory body, which oversees, promotes and protects media activities in Seychelles. The SMC protects the rights of consumers, as well as the rights of journalists to freedom of expression and their right to access to information. It ensures that media in Seychelles is accountable to the public and that public interests are served in the media as a whole. Since its first sitting in February 2011, the Commission has received complaints related to malicious or false accusations. Concerns have also been raised on the degree of professionalism displayed by some journalists and editors. This issue may be addressed through the establishment of a Code of Conduct. The SMC has been mandated to draw up the Code in consultation with media practitioners.

This project seeks support the Media Commission to organize a minimum of three workshops, each lasting 2-3 days, for all journalists, producers and editors (private & public sectors) that will lead to the drafting of a Code of Conduct for the media in Seychelles and other media-related Guidelines. The new Code of Conduct will promote good ethics, respect for the rights of individuals, maintain a good standard of journalism and preserve freedom of expression. It will be a first step towards fostering a culture of self-regulation for best practice.

### **2. DESCRIPTION OF THE TARGET GROUP:**

This project targets two senior Media Commission members and approximately 50 Media professionals and media owners from the nine print and three electronic media outlets existing in Seychelles.

### **3. DEVELOPMENT OBJECTIVE:**

The project will assist in building the oversight role of the new Media Commission in line with International and regional best practices (in line with Category 1 of the Media development Indicators that point to a system of regulation conducive to freedom of expression, pluralism and diversity of the media).

### **4. IMMEDIATE OBJECTIVE:**

To provide technical support to the Media Commission through international experts, or consultants to support the Commission in managing at least three stakeholders consultations that will lead to the drafting of the code of ethics and other important regulatory guidelines needed by the young SMC.

## 5. **PROJECT OUTPUTS:**

- Technical support provided in organising a minimum of three consultation and advocacy meetings held between the Media Commission and media stakeholders
- A draft code of ethics and other guidelines produced through contributions by media stakeholders.

## 6. **ACTIVITIES:**

- Consultants/experts, each to provide maximum of two weeks support to the new media commission
- At least three Stakeholders consultations (each lasting 3 days max.), related to the drafting of the code of ethics and other regulatory guidelines held.
- Mobilisation activities for the new media commission conducted.

## 7. **PROJECT INPUTS:**

- Consultants/mentors, preferably an expert or with experience, involvement, or who championed to set-up a model Media Commission sourced for at least one week with the Seychelles Media Commission.
- Funding for at least three stakeholders mobilization and consultation meetings.

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Sourcing and engaging consultants	■	■	■	■								
First progress report				■								
Stakeholders mobilization meetings conducted		■			■		■					
Second progress report submitted							■	■				
Final report									■			

## 9. **INSTITUTIONAL FRAMEWORK:**

The Seychelles Media Commission (SMC) is a body established by the Seychelles Media Commission Act 2010, which was approved by the National Assembly of Seychelles on the 21st December 2010. It consists of a Chairperson who is also the Chief Executive Officer, together with seven other members. Five of the members are candidates proposed by the Seychelles Media Association or such other body which may for the time represent journalists and media professionals. These include the National Assembly, the Judiciary, the Department of Information and the Liaison Unit for Non-Governmental Organisations (LUNGOS). The other two members and Chairperson are appointed by the President.

## 10. **SUSTAINABILITY:**

Capacity building of the new Media Commission will ensure a credible, functional organization that will be acceptable by all media stakeholders, which in the long run will create an ethical operational environment for the media in Seychelles.

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

The monitoring aspects of this project's implementation will be included in the Terms of Reference of the International consultants, who will be sought to provide one week's technical support to the Media Commission. Civil society, along with the new Seychelles Journalists Association will also be involved in monitoring.

## 12. EVALUATIONS CARRIED OUT:

The Centre for Rights & Development, in its 2004 Report described Media in Seychelles as being in violation of its basic role of informing, educating and raising public awareness in promoting democratic principles and norms with respect for human dignity and fundamental rights.

Since 2005, IFEX has issued about 5 alerts pertaining to violations of Media Press Freedom, which are partly due to existence of weak ethical practices by the media and weak media arbitration systems that are in place. This project was requested to be resubmitted in 2010 due to the unavailability of the Seychelles media Commission Act to demonstrate the independence of the new Media Commission.

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

The Seychelles Media Commission undertakes to submit two progress reports and one final report. The progress reports will be submitted on a quarterly basis by Mr Ibrahim Afif.

### **D. BUDGET**

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

Air travel Consultant South Africa-Seychelles return (\$1200 x 1 person)	1 200
Consultant fees \$250 x 13 days	3 250
Stakeholders meetings (\$10 x 50 persons x 3 x 3-day meetings)	6 750
Publication of Proceedings	4 000
<b>Total</b>	<b>US\$ 15 200</b>

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

Venue for maximum of nine days (at \$384 per day x 9)	3 456
Logistics, local transportation communication, promotional costs (at \$1000 per event)	3 000
<b>Total</b>	<b>US\$ 6 456</b>

# TANZANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PROMOTING COMMUNITY DIALOGUE THROUGH THE ESTABLISHMENT OF A COMMUNITY RADIO IN SONGEA DISTRICT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 URT/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and Equipment support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 36 174</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 26 774</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Ruvuma Press Club P.O.BOX 1303, Songea Ruvuma, Tanzania Tel: (+255) 71690 9490 E-mail <a href="mailto:ruvumapressclub2@yahoo.com">ruvumapressclub2@yahoo.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Dar es Salaam Contact person: Al-Amin Yusuph E-mail: <a href="mailto:a.yusuph@unesco.org">a.yusuph@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Songea District, Ruvuma Region</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Juma T. Nyumayo Executive Coordinator, Ruvuma Press Club E-mail: <a href="mailto:jnyumayo@yahoo.com">jnyumayo@yahoo.com</a> Mob: (+255) 7554 48177, (+255) 6554 48177  Advised by Al-Amin Yusuph, UNESCO Dar es Salaam</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Tanzania has a total population estimated at 35 million. Radio penetration in the country is estimated at 60% per household ownership. Unfortunately, only 10% of the population is connected to the electric grid, which hinders access to information, especially access to television. Tanzania has 128 registered radio stations, of which about 53 are on-air. Fifty-four television stations are licensed but only 28 are on-air. There are around 11 community radio stations in operation and another 6 are advancing in setting up their operations. In terms of print media, Tanzania has approximately 19 registered daily newspapers, 41 weeklies and 41 other regular print media. The consumption of newspapers is low when compared to other East African countries. For example, the circulation of the five English dailies stands at 50,000, which is a small figure compared to the Daily Nation in Kenya with a daily circulation of about 150,000 copies.

Ruvuma region, in Southern Tanzania, is home to a subsistence population of 1.3 million. It has 7 districts, including Songea, which are poorly served by radio in terms of coverage. Some receive programmes from bordering Malawi and Mozambique, depending on frequency availability. The region has very little access to electronic and print media, most of which are based in Dar es Salaam. There is not a single community radio or television. The main radio coverage in Ruvuma comes from one commercial radio, known as Jogoo FM, which started its operations in December 2010, as well as Radio Free Africa based in Mwanza City. The Tanzania Public Radio also covers Ruvuma, but mostly at night. Other radios covering Ruvuma are faith-based (religious) radios such as Radio Maria FM, based in Dar es Salaam and Imani FM, based in Morogoro region.

In terms of television coverage, all other Television broadcasting is achieved through C band and Ku band satellite dishes, with the exception of Star TV from Mwanza. Print media is also out of reach for most of the residents of Ruvuma. Newspapers have to be transported to Ruvuma for 14 hours, all the way from Dar es Salaam. For the majority in Ruvuma, a 3-day old newspaper provides the latest news.

Developments in ICT are slowly bridging the information and communication gaps. Songea Municipality, for instance, has four internet cafes. The challenge now however is in the availability of electricity, which is intermittently supplied through old thermo powered generators. Generally speaking, the women and youth of Songea have no access to information that is relevant to their livelihood or daily activities. They are marginalized economically and have no social or economic powers which are mostly enjoyed by men. Gender imbalance is also dominant on the political scene, with very few women and youths able to compete for various political posts. In the October 2011 General Elections in Songea Town Constitution for instance, only one Women Councillor out of 21 wards was elected.

This project seeks to influence positive change through the establishment of a community radio, so that the people of Songea can access and benefit from social and economic information. The Community Radio will stimulate democratic discourse amongst the women and youth of Songea district, which is in line with Category three of the media development Indicators (MDIs). Section 2.4.3 of the National Poverty Reduction Strategy of Tanzania (MKUKUTA II) calls for the improvement of the participation of citizens in local Government Institutions and other community groups. This project will also respond to outcome 6, key actions 6.1, 6.2 and 6.3 of the Governance part of the United Nations Development Assistance Framework (UNDAP) for the United Republic of Tanzania. The radio will also enhance the livelihoods of the youth and women through the dissemination of current awareness information, and the dissemination of information and knowledge related to the economy, health, education and science and technology, which currently is not easily accessible.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The project will target more than 50,000 rural women and youth in Songea district.



**3. DEVELOPMENT OBJECTIVE:**

To stimulate democratic discourse amongst the women and youth of Songea district and improve the participation of citizens in local government institutions and other community groups.

**4. IMMEDIATE OBJECTIVE:**

Establish a fully operational community radio that will empower the women and youth in Songea District to participate in democratic discourse.

**5. PROJECT OUTPUTS:**

- A fully-equipped and operational 300 Watts FM Community Radio Station
- Seven trained personnel who are able to manage the community radio ethically and professionally
- An engaged and involved community of women, youth and men in Ruvuma District who will contribute to the programming and sustainability of the Community Radio.

**6. ACTIVITIES:**

- Purchase of a 300 watts broadcasting and production equipment
- Installation of production and 300 watts broadcasting equipment
- Conduct community mobilisation activities on the use of the radio and collecting comments on scheduled programmes.
- Finalise premises refurbishment and building of mast
- One week training in basic journalism skills for community radio practitioners.
- Development of the new radio programmes
- Conduct trial runs of the community radio

**7. PROJECT INPUTS:**

- One national trainer who is qualified to train basic journalism skills to Community Radio practitioners.
- Two additional Personal computers for audio production and editing; specifications should be not less than 2.5Ghz Clock Speed, minimum 2 GB of High Speed Ram, Minimum 320 Gigabyte Hard Disk Drive, DVD-RW (Read write) Drive
- Set of production studio equipment for 300W FM radio station
- Set of transmission equipment for 300W radio station
- Five Olympus VN-6500 digital Voice recorders, with 1 GB storage or equivalent models.
- One external drive for backing up data (Model Transcend, with at least 1 terabyte)
- One 380-399Mhz STL with Yagi antenna to meet the new and controversial Tanzania Communications Regulatory Authority (TCRA) requirements of putting Community Radio antennas in remote sites.

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Community mobilisation activities	■	■	■				■	■				
Content license application and follow up	■			■	■	■						
Equipment purchases			■	■	■							
Premises refurbishment and mast construction				■	■							
Equipment installation						■						
Staff training						■						

Develop radio Programmes														
Trial runs														
Official launch														

**9. INSTITUTIONAL FRAMEWORK:**

This project will be managed by Ruvuma Press Club. A Journalist organization situated in the Ruvuma Region with 44 members, the Ruvuma Press Club was registered on 29 November 1999, with registration number SO. No.10158. Ruvuma Press Club has a mandate to serve five Districts of Ruvuma Region, which includes Songea. Ruvuma Press Club will be in charge of the Project overall, providing the technical and media expertise required, but managing the project in close collaboration with the Ruvuma Network of Civil Society Organisations (RUNECISCO). An advisory Board representing Songea District Community is currently being formed to ensure optimal involvement of the Songea Community right from the beginning of the project.

**10. SUSTAINABILITY:**

The Community, with the help and collaboration with Ruvuma Press Club and the Ruvuma Network of Civil Society Organisations (RUNECISO), will collaborate to ensure that technical support is available, and that relevant development content for broadcasting and funds are mobilized to allow the community radio to operate sustainably. The tripartite partnership between the Community, the Press Club and the Civil Society Organisation will also guarantee optimum community mobilization and involvement to make the project sustainable and a good monitoring and evaluation framework for the project.

The Community Radio will also join the vibrant Community Media Network of Tanzania so as to tap the existing Capacity Building and funding opportunities channeled through the network. Partnerships will be sought with social marketing Companies, UN Agencies, the Songea District Council and other Development Partners in order to develop relevant radio programmes and also to generate income from the partnerships.

**11. FRAMEWORK OF MONITORING:**

Ruvuma Network of Civil Society Organisations (RUNECISO) will have the responsibility of providing Monitoring and evaluation activities for the project

**12. EVALUATIONS CARRIED OUT:**

An assessment by Ruvuma Press Club between August and October 2010 has identified that the available radio channel signals in Songea District do not target the residents of Songea District. There is therefore a need for a radio that will cover Songea appropriately.

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

The project team involving Ruvuma Press Club, RUNECISCO and the Advisory Board representing Ruvuma Community will provide progress reports on quarterly basis to UNESCO. A final report with a detailed financial statement will also be provided at the end of the project.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Community Multimedia Centre Equipment</b>	
1 unit of compact fixed radio station complete -CIF Price; Behringer 1204USB8 channel audio mixer, Numark 102USB MP3/CD Player, M-audio AV20 powered monitor speaker (pair), nanopatch monitor switch, Sennheiser HD 203 headphones (pair), TF(S) 300-300 FM Stereo transmitter and 50 coaxial cable, Trillium telephone hybrid and associated telephone, Dell aspirom 15.6 inch laptop with Win 7 OS, Software for audio editing and playing. Table top rack to install equipment complete with cable harness and custom patch panel.	8 586
1 unit of production studio equipment consisting of: Behringer 1204USB8 channel audio mixer, Numark 102USB MP3/CD Player, M-audio AV20 powered monitor speaker (pair), nanopatch monitor switch, Sennheiser HD 203 headphones (pair), Dell aspirom 15.6 inch laptop with Win 7 OS, Software for audio editing and playing. Table top rack to install equipment complete with cable harness and custom patch panel. with Proel M8USB audio mixer, Denon DN-C615 MP3/CD player, customized patch panel with XLR connectors powered monitor speaker (pair),	5 665
Olympus VN-6500 Digital Voice recorders \$180 x 5 units	900
Dell Optiplex Computers with min. 2.5GB RAM, 2.5 GB Clock Speed, 320 Mb HDD, CD-RW, Min 15 inch Monitor, Win 7, APC UPS Minimum 450 (\$1100 x 2 units)	2 200
RVR PTR 380-399Mhz STL complete with 2 x 9dB gain Yagi antennas and 2 x 20m cables terminated with N type connectors	5 303
Transcend eternal Backup and storage device (1 terrabyte)	100
DSA local trainer (seven days at \$60 per day)	420
Training fees for local trainer (5 x \$100)	500
Transport Local trainer Dar es-Salaam to Songea return (2 x \$50)	100
Transporting equipment DAR to Songea	3 000
<b>Total</b>	<b>US\$ 26 774</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Premises refurbishment and electrification	2 500
Acoustics/Sound proofing broadcasting and production studio (using local materials) (\$1200 x 2)	2 400
Training resources and other inputs for the training, Notebooks, refreshments etc (lumpsum estimates) (\$200 x 5)	1 000
Broadcast licence application and associated costs (transport, DSAs, courier)	1 000
Project Management, Communication & Reporting (monthly costs) (\$250 x 10 months)	2 500
<b>Total</b>	<b>US\$ 9 400</b>

# TANZANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF THE TANZANIA SCIENCE JOURNALISTS ASSOCIATION.</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 URT/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 35 693</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 28 213</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Tanzania Science Journalists Association (TASJA)</b>  <b>C/o Media Council of Tanzania</b>  <b>P.O. Box Dar es Salaam</b></p> <p><b>Contact Person: Greyson Mutembei,</b>  <b>TASJA Chairman and Journalist</b>  <b>E-mail: <a href="mailto:tasja@gmail.com">tasja@gmail.com</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<p><b>UNESCO Dar es Salaam</b>  <b>Contact: Al-Amin Yusuph</b>  <b>Email: <a href="mailto:a.yusuph@unesco.org">a.yusuph@unesco.org</a></b></p>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Dar es Salaam, Tanzania</b> <b>(Training to be held in Bagamoyo District)</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Mr Jacob G. Nduye, Journalist and TASJA Executive Committee Member</b></p> <p><b>With advice from Al-Amin Yusuph, UNESCO Dar es Salaam Office</b></p>

**DECISION OF THE BUREAU:**

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The media industry in Tanzania has grown in terms of strength and reach, with the early 1990s seeing the emergence of several newspapers and radio broadcasting stations. The growth of these independent and pluralistic radio stations and newspapers was characterized by an urgent need to move from top-down, state-driven propaganda to message-driven and participatory forms of dialogue and expression. The number of radio and television stations has continued to increase. Tanzanians have also witnessed a proliferation in the number of daily and weekly newspapers in circulation. Tanzania Communication Regulatory Authority statistics (2006) showed that the number of radio stations had increased to 47 from just one radio station existing in 1992, and in the case of newspapers, from only five state-owned newspapers in 1992 to more than thirty dailies and weeklies in regular circulation.

Despite witnessing these dramatic changes in newspaper, television and radio stations in the country, there are very few programmes aired through radio and TV that focus on educating the society on the issues of Science, Technology and innovation (STI) which could help the Tanzania community and farmers to learn new techniques for agriculture, health care and industry. Moreover, very few articles are published or even given space in newspapers on such matters.

As well as a lack of quantity in terms of coverage, there are notable difficulties experienced by newspapers, radio and television stations due to a lack of well-trained journalists to mass produce good local programmes and information on STI issues.

With the increasing focus of the government being on economic development driven by four key areas (namely agriculture, manufacturing, mining and tourism) and the clear indication in the newly-produced national development strategy (MKUKUTA) that science, technology and innovation will play a key part in driving the growth process in these sectors, it is of crucial importance that journalists follow the trends by being able to report appropriately on the nation's readiness and capacity to achieve the set goals.

In research institutions and universities in which much research is generally conducted, innovations, findings and other STI-related issues have received relatively little coverage, seemingly due to the lack of well trained journalists and the existing gap between scientists and media. Not only that, but also many media houses had no desks to nurture talent of knowledge and skills such as reporting on STIs.

It was against this background that Tanzania Science Journalists Association (TASJA) was formed to mobilize journalists from potentially all media houses, in order to join forces and participate to disseminate information on STIs. TASJA, through its various programmes and in collaboration with different stakeholders, will increase access to such information to the society. However, this situation calls for increased journalists' work and media attention as a whole to improve and raise awareness.

In order to ensure that journalists competently report and write on STIs, there is need for initial capacity building through training. Scientists, researchers, editors and journalists have to sit down together to discuss and devise ways of writing and reporting STIs in simple and understandable language. Such a gathering will create an avenue to bridge the existing gap between scientists and journalists. The intended training courses will help individual journalists to acquire knowledge, skills, experience and inculcate the culture of writing STI.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Tanzania Science Journalists Association (TASJA) registers Journalists from both print and electronic media houses in Tanzania who are interested in reporting and writing about Science, Technologies and Innovations. Therefore, the target group in this case is 30 Journalists from media houses in Tanzania.

## **3. DEVELOPMENT OBJECTIVE:**

This project will lead to enhanced professionalism in Journalism through the improved specialization in Science Technology and Innovation (STI) Reporting. Furthermore the project will provide Journalists with a platform to share knowledge, experiences and discuss challenges they face in accessing and reporting STIs, especially in terms of their impact on the quality of life of the rural and urban Tanzanians, and how they can support the achievement of the national development plans enshrined in the development strategies of the country (the MKUKUTA for Tanzania mainland and MKUZA for Zanzibar). This project is in line with Category 4 of the Media development Indicators, related to Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity, and in particular it is related to the area of the presence of trade unions and professional organisations.

## **4. IMMEDIATE OBJECTIVE:**

- To build the capacity of TASJA members in Science reporting through two training sessions and availability of equipment for the Association's members (to use for investigative reporting).
- To reinforce the Science reporter's network not only in reporting STIs, but also in Organizational Management and leadership skills, Fund mobilization and Marketing and Public Relations
- To reinforce TASJA by creating dialogue with stakeholders such as Scientists, Innovators, researchers, the Private Sector etc. so as to develop a five-year strategic plan.
- To build capacities to report, advocate and monitor the application of science, technology and innovation in the achievement of the national strategies for growth and poverty reduction (MKUKUTA/MKUZA).

## **5. PROJECT OUTPUTS:**

- Capacity of TASJA members in reporting Science Technology and Innovation improved
- TASJA's capacity as a Journalists' Professional Association will be improved through better Institutional/Organizational capacity, leadership, Marketing and Project Design and Management skills. All these skills will lead to better STI reporting, better technical capacity and resources mobilisation, better and objective dissemination of information on Science, Technologies and Innovations (STIs) and recognition of the organization by relevant partners such as Researchers and Scientists.
- Strategic plan written for the years 2012-2017 and passed by TASJA members.

## **6. ACTIVITIES:**

- Recruitment of one local and one International expert to assist in training and mentoring support.
- Purchase of the required equipment to facilitate the hands-on training
- Two practical training sessions (including field work) for a minimum of 15 participants, each lasting five days and focusing on reporting STI-related issues such as agriculture technologies, Climate change and adaptation, industry, Earth System Science (Water, minerals). One of the references to be used will be the UNESCO's "Media as Partners in Education for Sustainable Development: A Training and Resource Kit".
- Two stakeholders meetings, each lasting one day, that will lead to the development of the TASJA's five year Strategic Plan and its implementation plan

- Mentoring and in-house training support to develop Tanzania Science Journalist Association leadership capacity.

## 7. **PROJECT INPUTS:**

- 1PC Camera (Nikon 3100, flash 200m, Lens 150-500mm)
- Video Camera Sony PD 175, 2 Batteries, Bag, Tripod, Boom MC, Boom Stand, DV CAM and 10 Voice Recorders. This equipment will be used by journalists during the training session and finally retained by TASJA for retraining new members and future use, especially for investigative reporting, and/or in instances when use of media house equipment is not possible.
- Free Open Source Software for audio and video non-linear editing
- Multimedia projector which will be kept by TASJA for different training programmes.
- Financial and human resources and time to coordinate capacity building programmes
- Two (one local and one international) facilitators to facilitate training activities and leadership mentoring.
- 1 desktop Computer, Dell OptiPlex 780, Min 320 HDD, 15 inch Monitor, APC 750 UPS, and external Hard drive for backup with Printer to support the development of Strategic plan.
- Hire of venue for training programmes.

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Recruitment of experts	■											
Stakeholders consultations on Strategic Plan		■	■									
Equipment Purchase & software installation			■									
Set 3year TASJA Strategic implementation plan			■	■								
First Progress report				■								
Capacity building /Training events			■			■						
Guidance & Mentoring in Leadership Skills							■	■				
Final report with financial statement									■			

## 9. **INSTITUTIONAL FRAMEWORK:**

Tanzania Science Journalists Association (TASJA) will coordinate and manage all the activities detailed above, in close consultation with UNESCO and the Media Council of Tanzania. TASJA had been operating as a loose network for five years until it received its official registration in August 2011. It is registered as a non-governmental organization in Tanzania under the registration number 00NGO/00004896. TASJA brings together Science reporters from various media outlets (Public and Private) where its members work, such as the Guardian, Channel Ten, Tanzania Broadcasting Corporation, to name but a few. TASJA still works very closely with the Media Council of Tanzania (MCT) as its custodian Organization. MCT became a custodian Institution after supporting TASJA to get formal registration through a support from UN Joint Programme 11. For this reason, the Media Council of Tanzania will be requested to provide advice and quality assurance throughout the project.

## 10. **SUSTAINABILITY:**

The project will be a cornerstone for TASJA to reinforce the old Science Reporters network which is now legally recognized. The project will also build capacity for members in their respective media to report and write issues on Science, Technology and innovation. TASJA viability will also be done through mobilization of

funds to sustain several activities. With better Organization Management achievable through this project, TASJA will be able to generate activities with other National and International stakeholders for sustainability purposes.

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

Monitoring and review is essential to gain an understanding of what is unfolding on the issues at hand. All TASJA activities will be monitored by the Management team and then validated by the executive committee meetings as per the constitution. The Media Council of Tanzania will also be involved in monitoring and evaluation of the project.

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

The media industry in Tanzania has experienced tremendous growth in the past years. The number of journalists has also increased in both print and electronic media houses. Despite this increase of media houses and journalists, specialization in the reporting of science, technology and innovation has remained the major challenge. It was these challenges that provided the stimulus for a small number of journalists to conduct meetings with different stakeholders including UNESCO, the Commission for Science and Technology (COSTECH) and the Media Council of Tanzania (MCT). Through various consultative meetings with these stakeholders, journalists were able to seek the formal recognition and registration of the old informal network of Tanzania Science Journalists (TASJA).

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

TASJA undertakes to produce at least one progress report and one final project report with a detailed financial statement. Mr. Greyson Mutembei, TASJA's Chairperson will be responsible for the submission of the reports to UNESCO.

### **C. ADDITIONAL INFORMATION**

TASJA is formally registered as a non-governmental organization since 15 August 2011 under registration number 00NGO/00004896. Since this date, TASJA has made several meetings to re-advertise and rebrand itself through media outlets, Science Technology and Innovation Stakeholders, Government Ministries and the general public

### **D. BUDGET**

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

Facilitator's airfare (round trip within the region: East Africa or Southern Africa)	800
DSA for International facilitator \$118 x 6 days	708
Facilitation fees for International expert \$200 x 10 days	2 000
Conference package (incl. venue, refreshments, stationery) \$40x2 trainings x 20pax	1 600
Facilitation fees for local expert \$90 x 10 days	900
Round trip local travel local and International experts (\$20x2 pax x 2 trips)	1 200
Participants subsistence \$55 x 30 participants x 2 trainings	3 300
Round trips for participants (\$20 x 30 participants x 2 training courses)	1 200



Digital Voice Recorders at \$350 each x 10 recorders	3 500
Multimedia Projector	1 000
Digital Video Camera	4 850
2 Pc Battery	400
Tripod 1 Pc	460
Boom Microphone	300
Headphones	90
DV Cam	350
Digital Camera ( Nikon)	1 425
Nikon Flash	520
Bag for Nikon	120
External Hard Disk	400
Samsung CLP 315 Laser Printer	300
Laptop Dell Inspiron 5030: 2 pc at \$1100 each	2 200
Round trip Media Council of Tanzania Official – for quality assurance \$20 x 2 trips	40
DSA Media Council of Tanzania official for Quality Assurance \$55x 10 days	550
<b>Total</b>	<b>US\$ 28 213</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION</b> <b>(in US dollars)</b>	
TASJA Executive committee meetings, transport costs, meetings with Media Council of Tanzania on programme implementation (\$120 x 9 months)	1 080
Communication costs during implementation of 3 training programmes (\$133 x 9)	1 200
Regular and periodic monitoring and evaluation and final report of the programme	1 000
Programme advertisements (Print and Electronic media, banners, etc)	1 500
Project Office rent and utilities for the duration of the project \$300 x 9 months	2 700
<b>Total</b>	<b>US\$ 7 480</b>

## BOTSWANA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SUPPORT FOR THE CAMPAIGN ON FREEDOM OF INFORMATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 BOT/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of media</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of freedom of expression and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 31 200</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 23 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Media Institute of Southern Africa (MISA) Botswana Chapter 398 Kgasa Close, Extension 4 Gaborone Tel: (+267) 3971972 E-mail: <a href="mailto:misa@info.bw">misa@info.bw</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Botswana</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Phenyo Butale Director, MISA Botswana E-mail: <a href="mailto:parksmrparks@yahoo.com">parksmrparks@yahoo.com</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media in Botswana has over the years been relatively free, owing to adherence to democratic principles and the freedom of expression which is enshrined in its constitution.

The thriving economy and the country's democratic credentials have made the outside world oblivious of recent events that are regressive and are threatening the image of the country as a shining example of democracy. This has led to most donors seeing no need to assist civil society organizations in the country in facing these disturbing developments.

The media fraternity is dominated by state media which has more reach compared to the less resourced private media, which struggles to reach out to the majority of the nation. The dominance of the state media became obvious during the public sector strike in 2011, during which there was a total media blackout on the impact of the strike on the country's socio-economic wellbeing, while the nation was bombarded with rebuttals of private press reports of stories that the state media had never reported in the first place. In the end, the public servants were forced to retreat after realizing they were losing public support due to government media reports which continuously downplayed the impact.

The political environment in the country has called for greater accountability and transparency in the handling of public funds, hence the need for a freedom of information law that will empower the general citizenry to hold their rulers accountable. Access to information would allow citizens to act in favour of a more transparent government, and as such help fight the issues of corruption and maladministration

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group is the media and information sectors of Botswana, members of the Media Institute of Southern Africa (MISA) and the Botswana society at large.

### **3. DEVELOPMENT OBJECTIVE:**

To contribute to the enactment of Freedom of Information Bill in Botswana, which will help to build an informed society, as envisioned by the country for 2016.

### **4. IMMEDIATE OBJECTIVE:**

The immediate objective is to advocate for the enactment of the Freedom of Information Bill by:

- Creating public debate, awareness and discussions on the Freedom of Information Bill and its importance in a democratic society, and to expose vices such as corruption and abuse of office.
- Creating a critical mass of champions among the political leadership i.e. MPs and Councilors who understand and can influence and lead public discourse on the issue.
- Networking with relevant and important civil society groups and NGOs such as Law Society of Botswana, University of Botswana, BOCONGO, etc.
- Training of University of Botswana media students to carry the message to the general population through their debates and other course related activities.

### **5. PROJECT OUTPUTS:**

- An up-to-date report on the state of freedom of expression, freedom of the media and of freedom of information in Botswana

- A network of politicians and civil society organizations as well as university students, championing advocacy for the enactment of the Freedom of Information Bill in Botswana.
- A locally driven nation-wide campaign for the enactment of the Freedom of Information Bill in Botswana.
- Campaign materials for Freedom of Information
- Public awareness raised on the importance of FOI in Botswana

**6. ACTIVITIES:**

- A situation-specific analysis of the State of Freedom of Expression and Freedom of the media in Botswana; a snapshot survey to provide a good base for discussion and engagement of the public evidence based approach.
- Lobby members of parliament (MPs) to support a motion currently under preparation by an opposition Member of Parliament to enact a Freedom of Information Law (MISA has already facilitated a stakeholder’s workshop to assist the MPs in formulating the draft bill and a committee has been formed to work with the MPs).
- Organize a workshop for champion MPs, media houses and civil society organizations to mobilize them for a nation-wide campaign.
- Organize a workshop to interact and lobby Members of House of Chiefs & Local Authorities and Councilors on the Freedom of Information Bill.
- Networking with relevant stakeholders such as academia, lawyers, civil society and government.

**7. PROJECT INPUTS:**

- Consultant to carry-out the FOI survey
- Workshop facilities for MPs, Members of House of Chiefs & Local Authorities and Councilors
- Workshop facilities for training University of Botswana media students
- Campaign materials
- MISA Botswana officer to coordinate the project activities

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Hire consultant and implement FOI survey	■	■	■									
Workshop for parliamentarians, media, civil society and other stakeholders				■								
Workshop for Members of House of Chiefs and Local Authorities/Councilors + media, civil society and other stakeholderes					■							
Train University of Botswana students in FOI						■						
Prepare & print FOI campaign materials, conduct the nationwide campaign							■	■	■	■	■	■

**9. INSTITUTIONAL FRAMEWORK:**

Since MISA Botswana's formation in 1995, the chapter has established itself as ‘the voice’ for media diversity and pluralism in the country. The chapter has spearheaded efforts to defend freedom of expression and it has on numerous occasions stood up in defense of the country’s democracy. MISA also boasts playing a pivotal role in the establishment of support organs like the Press Council and the Editor’s Forum. The Chapter is currently manned by the National Director who has an extensive experience in the media industry (both Radio and TV) as well as in the NGO sector, as well as a Finance Officer and a Research & Information Officer - both of whom have many years’ experience in MISA and in media campaigns and advocacy work in general.

MISA Botswana Chapter has a wide network of partnerships ranging from international (ZAMCOM/University of Kentucky/AIHA Partnership) to excellent working relationships with major civil society players like BONELA and Ditshwanelo. The Chapter is also part of the regional body (Media Institute of Southern Africa Regional Office, headquartered in Windhoek, Namibia) with chapters in 11 countries, equipped with a wide array of experience and expertise that may be availed to the project if need be.

**10. SUSTAINABILITY:**

The accomplishment of this project would go a long way in securing the future of Botswana and as such MISA Botswana will continue to seek extra-funding from different donors who are committed to the defense of democracy and enhancement of media freedom and freedom of expression. MISA-Botswana has engaged the MISA regional office to assist with the sourcing of resources to sustain the project. MISA-Botswana has also contacted the Open Society Institute of Southern Africa (OSISA) to fund this project. OSISA has promised to assist Botswana Chapter with US\$50,000.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by UNESCO Harare Office

**12. EVALUATIONS CARRIED OUT:**

The background to the project is that currently there is a political will to ensure that freedom of information exists by law in Botswana. This is happening for the first time in the history of the country. The private member of parliament Hon Dumelang Saleshando has since tabled a motion to enact the law. It is for this reason that MISA – Botswana is looking for financial assistance to drive the project forward.

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

MISA – Botswana will brief the monitoring offices on a quarterly basis regarding the activities of the project, and at the end will submit a final report to the UNESCO Harare Office. The report will be prepared and submitted by Phenyio Butale, the National Director.

**C. ADDITIONAL INFORMATION**

At this juncture MISA-Botswana supports the freedom of information draft bill that the private member has prepared. The intention is to share this draft with a diverse and larger populace to get their comments and incorporate them before the sitting of the parliament when the bill will be discussed.

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Hire of a Consultant to carry out survey on FOI (\$100 x 15 days)	1 500
<b>Workshop for Parliamentarians, media, civil society and other stakeholders:</b>	
Workshop venue with public address and LCD display (\$400 x 1 day)	400
Workshop meals and refreshments (\$20 x 60 persons x 1 day)	1 200
Workshop documentation and stationery package (\$20 x 60 persons)	1200
Facilitator from Southern African Litigation Centre (\$200 x 2 days)	400
Facilitator’s air travel	500

Facilitator DSA (\$200 x 3 nights)	600
<b>Sub-total</b>	<b>4 300</b>
<b>Workshop for Members of House of Chiefs &amp; Local Authorities and Councilors:</b>	
Workshop venue with public address and LCD display (\$400 x 1 day)	400
Workshop documentation and stationery package (\$20 x 30 persons)	600
Workshop meals and refreshments (\$20 x 30 persons x 1day)	600
<b>Sub-total</b>	<b>1 600</b>
<b>Workshop of University of Botswana Students on FOI:</b>	
Workshop venue with public address and LCD display (\$400 x 1 day)	400
Workshop documentation and stationery package (\$20 x 30 persons)	600
Workshop meals and refreshments (\$20 x 30 persons x 1day)	600
<b>Sub-total</b>	<b>1 600</b>
<b>Preparation &amp; Printing of FOI Campaign Materials:</b>	
Printing of campaign materials (flyers, t-shirts, banners, etc)	3 000
Campaign publicity costs (e.g. media adverts)	2 000
<b>Sub-total</b>	<b>5 000</b>
<b>Campaign visits around the country:</b>	
Transport to 10 major towns in Botswana (\$400 x 10 days)	4 000
Meals at campaign sites for campaign team (\$20 x 10 persons x 10 days)	2 000
Lodging around Botswana for campaign team (\$30 x 10 persons x 10 days)	3 000
<b>Total</b>	<b>US\$ 23 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Communication costs (e.g. telephone, fax, internet)	1 500
Staff costs for MISA	3 600
Secretariat administration costs (10%)	3 100
<b>Total</b>	<b>US\$ 8 200</b>

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING OF JOURNALISTS IN GENDER-SENSITIVE REPORTING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 MLW/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 20 100</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 18 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Malawi Institute of Journalism P.O. Box 30165, Chichiri Blantyre 3 Phone: +265 01875 154 Fax: +265 01879 343 Email: mij@journalist.com Contact: Ms D Nkunika, Acting Executive Director</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Cluster Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Malawi Institute of Journalism</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>EBZ Kondowe, Acting Deputy Executive Secretary Malawi National Commission for UNESCO</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Media in Malawi has undergone considerable change in recent times. In the electronic media sector, a number of private and community radio stations have emerged, and three television stations are now operational. In the print media sector, aside from newspapers, several general and specialist magazines are now being published.

The implication of these developments is that there has been an increase in the free flow of information and a related increase in the number of male and female journalists working for the various media houses. One of the down sides to these developments however is the lack of training in gender-sensitive reporting. To date, very few courses have been run on gender-sensitive reporting. This is a growing area of concern, especially as more and more and young professionals begin practicing.

The aim of this project is to train 20 journalists (both men and women) on gender-sensitive reporting, so as to promote a more diverse and gender-sensitive media, and at the same time build the general professional capacity of the journalists. The training will be based on the “Gender in Media Training: A Southern African Tool Kit” which was produced by the South African Institute for the Advancement of Journalism (IAJ) and Gender Links (GL), a Southern African NGO committed to the fair representation and portrayal of women in the media. This regional resource was developed collaboratively with inputs from several journalism training schools in Southern Africa, including the Malawi Institute of Journalism (MIJ). The toolkit is freely available on website of the partner institutions and also via the UNESCO website.

The toolkit is designed for short in-service courses, targeting both print and electronic media journalists, and covers topics, such as:

- Key issues in gender and media training
- Media law, ethics and values
- Newsroom leadership and management
- Basic reporting
- Sub-editing
- Human Rights
- HIV/ AIDS
- The Economy, Business and Development
- Elections, Democracy and Governance
- The Arts and Culture

### **2. DESCRIPTION OF THE TARGET GROUP:**

Twenty journalists from the print and broadcast media will be targeted by this project.

### **3. DEVELOPMENT OBJECTIVE:**

The project will increase the awareness of gender issues in media among practicing journalists.

### **4. IMMEDIATE OBJECTIVE:**

The immediate objective is to train twenty journalists in gender-sensitive reporting.



## 5. **PROJECT OUTPUTS:**

- Training materials will be produced based on “Gender in Media Training: A Southern African Tool Kit”
- Twenty journalists acquire skills in gender-sensitive reporting.

## 6. **ACTIVITIES:**

- Selection of trainers and trainees
- Production of training materials based on the “Gender in Media Training: A Southern African Tool Kit”
- Training of 20 journalists for 5 days in gender-sensitive reporting using the toolkit

## 7. **PROJECT INPUTS:**

- Two consultant trainers to produce customized training materials specific to the Malawian context based on the “Gender in Media Training: A Southern African Tool Kit”
- Training facilities for 20 journalists.

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of consultant trainers	■											
Production of training materials		■	■									
Selection of trainees				■								
Conduct training of journalists					■							

## 9. **INSTITUTIONAL FRAMEWORK:**

The Malawi Institute of Journalism (MIJ) is a public institution established in 1995 to improve the quality of journalism in Malawi through the promotion of media independence and professionalism. To that end the MIJ offers non-residential certificate and diploma courses. To date, the MIJ has trained over one hundred journalists under the Diploma in Journalism Programme and over five hundred journalists under its Certificate in Journalism Programme. In addition to these academic programmes, it also offers customized training courses in such emerging social issues as elections, corruption, drug and substance abuse, HIV/Aids and others.

The MIJ has a pool of local trainers in various areas of the journalism courses. These trainers are from the University of Malawi as well as from the media industry. To complement the training, the MIJ runs a commercial radio MIJ FM, which was established as a community radio.

## 10. **SUSTAINABILITY:**

The Malawi Institute of Journalism will be able to incorporate gender-sensitive training into its existing programmes.

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

The UNESCO Harare Office and the Malawi National Commission for UNESCO will be responsible for project monitoring.

## 12. EVALUATIONS CARRIED OUT:

The Malawi National Commission for UNESCO carried out an assessment which showed that there is a lack of training specifically relating to gender-sensitive reporting. Many journalists have not been exposed to it and neither do training institutions deliberately organize such training.

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

The beneficiary agent undertakes to report on project progress on a monthly basis to the UNESCO Harare Cluster Office through the Malawi National Commission for UNESCO, and to submit a comprehensive final report describing the extent to which the immediate objective was achieved. The reports will be prepared and submitted by Mrs D. Nkunika, Acting Executive Director of the MIJ.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
<b>Course materials production</b>	
Consultants' fees course materials preparation (2 persons x 5 days x \$100 each)	1 000
Printing of course materials	1 000
<b>Training workshop</b>	
Air travel for South African trainer (economy class round-trip ticket)	800
Trainers' accommodation and meals (\$100 per day x 2 persons x 6 nights)	1 200
Trainers' fees (\$100 x 2 persons x 5 days)	1 000
Participants' accommodation and meals (\$100 per day x 20 participants x 6 nights)	12 000
Training room	500
Computer and projector hire	500
<b>Total</b>	<b>US\$ 18 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> (in US dollars)	
Staff costs (1 month x 4 staff members)	1 200
Project coordinator (1 month)	150
Communications (1 month)	150
Local transport costs	250
Contingencies	250
Project reporting	100
<b>Total</b>	<b>US\$ 2 100</b>

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF INDEPENDENT PRIVATE RADIO STATIONS IN MALAWI</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 MLW/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 21 530</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 18 130</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>The Malawi Polytechnic P/Bag 308 Blantyre 3. Contact person: McClan Kanyangwa, Head of Department of Journalism and Media Studies</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Harare Cluster Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>The Malawi Polytechnic</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>EBZ Kondowe, Assistant Executive Secretary (Communication and Information), Malawi National Commission for UNESCO E-mail: <a href="mailto:mnatcom@broadbandmw.com">mnatcom@broadbandmw.com</a>  Malawi Polytechnic</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Since 1994, radio broadcasting in Malawi has grown in leaps and bounds. There are currently 7 community stations, 5 private broadcasting stations and 6 religious radio stations. The growth has had significant impact on the free flow and diversity of information in the country.

This free flow of information has been particularly noticeable on programs emanating from independent private broadcasters. Like their counterparts in the private print media before them, they have given the public the much needed alternative view on social, economic, political and developmental issues in Malawi. One private radio station was actually designated by the Independent National Electoral Commission as the only radio station authorized to announce results of the 2009 Parliamentary and Presidential Elections.

Given the role they are playing and are likely to continue playing it is important that those working for the independent private radio broadcasting industry be adequately skilled in order to do their jobs professionally. Training will ensure that the momentum that independent private broadcasters have gathered is maintained.

The project is thus intended to upgrade skill levels of Broadcast media journalists in a number of areas as prescribed in the UNESCO Model Curricula for Journalism Education. These will include theoretical and practical sessions on Broadcast Reporting and Writing. On this theme, participants will be introduced to techniques of gathering, analyzing, and writing news and features for radio audiences (including community broadcasting). Participants will learn to use audio recorders and editing systems in the production of news stories, how to interview for tape, how to write for the ear, and the elements of on-air-performance. Participants will develop story ideas, assign stories, write, edit, set-up and perform newscasts, host, perform tape talks, prepare mini-documentaries and conduct interviews.

A practical session will also be conducted on Multimedia/Online journalism. Participants will be introduced to the latest Internet evolution as a journalistic tool and medium, including social networking, blogging and online news-tracking. They will learn how storytelling can better be transformed by technology, how relationships with audiences can be transformed into more interactive engagement.

To achieve the objectives of this training, the workshop will require radio recorders for gathering news and information as well as computers with audio editing software.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group will be 20 radio presenters working for the private radio broadcasting stations in the country.

### **3. DEVELOPMENT OBJECTIVE:**

To contribute to improving professional standards in radio broadcast media in Malawi.

### **4. IMMEDIATE OBJECTIVE:**

Train radio journalists in private radio stations in broadcast reporting and writing as well as multimedia/online journalism.

**5. PROJECT OUTPUTS:**

- 20 radio presenters trained in professional radio broadcast reporting and writing techniques as well as multimedia/online journalism
- Improved quality of radio programs.

**6. ACTIVITIES:**

- Purchase of professional news and information gathering equipment
- Organization of training workshop in radio broadcast reporting and writing techniques as well as multimedia/ online journalism

**7. PROJECT INPUTS:**

- One trainer in radio broadcast reporting and writing
- One trainer in multimedia/online journalism
- Recording equipment for news and information gathering
- Training workshop facilities.

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Purchase of equipment	■	■										
Preparation/adaptation of training materials			■									
Identification and invitation of trainers and trainees				■								
Training workshop					■							
Final reporting						■						

**9. INSTITUTIONAL FRAMEWORK:**

The Malawi Polytechnic is a constituent college of the University of Malawi. It has a fully-fledged Department of Journalism and Media Studies with a total of 15 full time lecturers. The Department has been a beneficiary of previous assistance from the IPDC (1998-1999).

**10. SUSTAINABILITY:**

The Polytechnic has engaged media houses in the country to explore ways of putting into place regular training for independent private media radio stations which will be paid for by the radio stations themselves.

**11. FRAMEWORK OF MONITORING:**

UNESCO Harare Office and the Malawi National Commission for UNESCO will conduct project monitoring.

**12. EVALUATIONS CARRIED OUT:**

An assessment made by the Malawi National Commission for UNESCO has shown that most journalists working in independent private radio stations lack formal training and appropriate news complete with information gathering equipment.

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

The Malawi Polytechnic (in collaboration with the Malawi National Commission for UNESCO) will prepare and submit project reports as required by UNESCO.

## D. BUDGET

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

Participants' accommodation and meals (\$100 x 20 participants x 6 nights)	12 000
Trainers accommodation and meals (\$100 x 2 trainers x 6 nights)	1 200
Trainers' fees (\$100 x 2 persons x 5 days)	1 000
Training materials	1 000
Local travel (\$15 x 22 participants & trainers)	330
Radio recording equipment (20 recorders x \$30)	600
Hire of 20 PCs (\$10 x 20 PCs x 5 days)	1 000
<b>Total</b>	<b>US\$ 18 130</b>

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

Staff costs (1 month x 3 staff members)	1 800
Workshop venue (at Malawi Polytechnic)	500
Project coordinator (1 month)	300
Communications (1 month)	200
Local transport costs	250
Contingencies	250
Project reporting	100
<b>Total</b>	<b>US\$ 3 400</b>

# ZIMBABWE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>IMPLEMENTING GENDER EQUALITY POLICIES IN SOUTHERN AFRICA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 ZIM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of freedom of expression and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 31 500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 24 500</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Zimbabwe Union of Journalists (ZUJ) 52 Edmonds Road Belvedere Harare, Zimbabwe</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>Zimbabwe Union of Journalists and UNESCO Harare</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Harare, Zimbabwe</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>ZUJ in cooperation with Southern Africa Journalists Association (SAJA) and UNESCO Harare</b>  <b>Contact: Foster Dongozi, Secretary General E-mail: <a href="mailto:admin@zuj.org.zw">admin@zuj.org.zw</a></b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Ever since the Zimbabwe Union of Journalists (ZUJ) took over the leadership of the Southern Africa Journalists Association (SAJA) at the launch in Johannesburg in 2006, gender equality within the media has been a priority. The focus of the Union has been, among other issues, the reduction of sexual harassment cases, enhancement of the status of women journalists, promotion of active participation of women member journalists in union affairs, equal and fair remuneration of journalists, and the safety of journalists, especially female.

Although through ZUJ's leadership, SAJA has held a number of gender-oriented programs and campaigns to attain gender equality, several challenges still deter the development of female journalists and the implementation of gender-oriented programs. For example, findings from a Gender Audit report conducted by SAJA (in collaboration with IFJ) reveal that men are the predominant employees in media houses in Southern Africa (61% men compared to 39% women). Hence, men dominate managerial and decision-making positions in the newsrooms. Furthermore, fewer female journalists enrol for internships and assignments since there are fewer qualified women journalists emerging from universities and tertiary education institutions.

While there are more women in the marketing and sub-editing departments, fewer female practitioners move up the professional ladder due to the fact that they cover less important news items. Moreover, the Gender Audit report discloses how journalists' unions in the region continue to receive an increasing number of complaints of sexual harassment, especially from female journalists. Other persistent challenges include how female media practitioners receive poorer contracts than their male partners in some parts of Southern Africa. 12% of employers in the region do not offer equal pay for equal jobs, a predicament affecting more women than men. In addition, the safety of journalists remains a problematic issue, given the continuous arrests, prosecution, harassment and detentions of journalists in the region especially in Zimbabwe and more recently South Africa and Swaziland.

Research conducted by the International Federation of Journalists (IFJ) has shown that gender disparities are not only evident among practicing journalists but also spread across the entire representation of women in the media. These studies revealed how the media marginalized women during elections in South Africa, Zimbabwe and Zambia. This minimal portrayal of women in the media broadens to nominal participation of adolescent girls and youths in media production and news dissemination.

Representative journalists unions from the Southern Africa Development Community (SADC) who attended the 2011 commemorations of World Press Freedom Day, organized by ZUJ with assistance from UNESCO and SIDA, agreed to broaden the scope of gender campaigns by first adopting a Draft Protocol on Media and Gender. The key actors or think tanks for this Protocol include representatives of Journalists Unions, reporters, editors, media organizations owners, key regional corporate advertisers (for example Coca-Cola and regional Banks), government representatives and officials from SADC's Secretariat on Gender.

In order to capture the gender-cultural concerns of audiences, ZUJ and SAJA member organizations agreed to conduct a survey of adolescent girls, youth and citizens. The findings of this survey will be incorporated for deliberation by the above-mentioned think tanks at a three-day Stakeholder Conference on Media and Gender. This Conference will focus on building synergies within the region in order to come up with a holistic Draft Protocol on Media and Gender, as well as commencing a mentorship program, led by qualified volunteer and professional senior female journalists and gender activists to provide a support system for female journalists. Furthermore, the Conference will endorse a regional Media Gender Council whose task, among other functions includes presenting the Draft Protocol to SADC, engaging with regional governments and policy makers and commencing pilot policy projects in media organizations within the region.



Hence, this project aims to strengthen freedom of expression through building the capacities of journalists to defend their rights and further open space for plurality and diversity of opinions. ZUJ in its capacity as the current leader of SAJA requests IPDC support in its quest to attain gender equality in the treatment of journalists and representation within the media.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The targeted group and beneficiaries of the Stakeholders Conference include representatives of Journalists Unions, reporters, editors, media organizations owners, key regional corporate advertisers, government representatives and officials from SADC secretariat on Gender. The participants will come from Zimbabwe, South Africa, Swaziland, Lesotho, Malawi, Zambia, Botswana, Angola, Mauritius and Namibia.

The final beneficiaries are citizens and people from the SADC region, who will benefit from increased female representation in media organizations, objective reporting on gender issues, and increased coverage of women in traditionally male-dominated fields such as politics, entertainment and sport.

## **3. DEVELOPMENT OBJECTIVE:**

The long-term objective of the project is to attain gender balance in media houses and when representing women within the media. Ideally, media organizations should address gender issues in their editorial policies; legalise equal female representation in the media and guarantee safety of journalists from sexual harassment and prosecution.

## **4. IMMEDIATE OBJECTIVE:**

To conduct a regional Media and Gender Stakeholders Conference, whose actors will include representatives of Journalists Unions, reporters, editors, media organizations owners, key regional corporate advertisers, government representatives and officials from SADC Secretariat on Gender, with the goal of adopting a Draft Protocol on Media and Gender.

The other immediate goal of the Conference is to set-up a regional Gender Council, whose mandate among other tasks includes presenting the Draft Protocol on Media and Gender to SADC, and embarking on pilot projects and collaborative campaigns of gender and sexual harassment policies in media organizations. In addition, the council will engage with governments, policy and legislation players and initiate a mentorship programme for female journalists.

## **5. PROJECT OUTPUTS:**

- Adoption of Draft Protocol on Media and Gender
- A Gender Council whose mandate is to present the Draft Protocol on Media and Gender to SADC; embarking on pilot projects and collaborative campaigns of gender and sexual harassment policies in media organizations.
- Commencement of a Mentorship Programme

## **6. ACTIVITIES:**

- SAJA member associations and unions will carry out surveys among adolescent girls, youths and the general populace in their various countries and compile findings.
- Each association and union will lead deliberations, consultations and interaction among media, gender and policy players to come up with draft resolutions

- ZUJ, in its capacity as SAJA leader will compile the various reports, findings and resolutions to come up with a Conference Paper, the starting port of call for discussion and adoption at the Conference.
- ZUJ will also lead the identification of 30 Conference representatives from the following target groups: Leaders of Journalists Unions; Media Organizations owners; Editors; Reporters; Key Regional Corporate Advertisers; Gender Activists; Government Representatives and SADC Gender officials: One representative (preferably women, where possible) from each of the following countries: South Africa, Swaziland, Lesotho, Malawi, Zambia, Botswana, Angola, Mauritius and Namibia. SADC secretariat from the Gender Protocol, SADC Parliament, Federation of African Journalists (FAJ) and International Federation of Journalists (IFJ), and then 2 regional media owners, and 2 key corporate advertisers. Zimbabwe (as host) will have several representatives from the media sector and other relevant bodies.
- A three day All Stakeholders Conference on “Media and Gender: Implementing Gender Equality Policies in Southern Africa”. At the Conference, participants will deliberate and adopt the Draft Protocol on Media and Gender, setting up an executive regional Media and Gender Council to spearhead the statutes mandated to them
- Rolling out a campaign strategy and drafting the Advocacy Paper

**7. PROJECT INPUTS:**

- One set of a revised Gender Audit report in Southern Africa
- Draft Protocol on Media and Gender, preceded by surveys, researches and data capturing in all sectors of the media.
- A background paper
- An Advocacy Paper
- Two consultative meetings with SADC and regional government officials

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Deliberations, compiling data, ID of participants	■	■	■	■								
Draft Protocol on Media and Gender developed and published					■							
Preparation and printing of Advocacy Paper					■							
Stakeholders Conference on Media and Gender						■						
Campaigns and advocacy activities						■	■	■	■	■	■	■
Pilot projects and collaborative campaigns of gender and sexual harassment policies						■	■	■	■	■	■	■
Commencement of Mentorship Programme						■	■	■	■	■	■	■
Preparation and submission of final report											■	■

**9. INSTITUTIONAL FRAMEWORK:**

The Zimbabwe Union of Journalists (ZUJ) is one of the oldest unions in Southern Africa, having been actively involved in protecting and advocating for journalists’ rights since 1984. It is run by a ten-member executive, management committee and a Secretary General, with a constitutional mandate to administer the Union’s affairs on a full time basis. ZUJ has a staff quota of 20 qualified personnel and recently opened a satellite regional office. The Union manages a budget of over US\$500 000 sourced from 1000 members’ subscriptions, donations and partnerships with organizations such as UNESCO, SIDA, INSI and SAFAIDS. ZUJ Secretary General, Foster Dongozi, was an influential figure in re-launching the Southern Africa Journalists Association (SAJA),

and was subsequently unanimously voted to become the regional body's president. SAJA's affiliate unions and associations include those in the following countries Zimbabwe, South Africa, Swaziland, Lesotho, Malawi, Zambia, Botswana, Angola, Mauritius and Namibia.

It is under the leadership of ZUJ and its secretariat that regional integration to address challenges that journalists face was forged. It is from this background that the union has carried out projects that encompass the region. If approved, this project will be under the supervision of the experienced ZUJ staff members who are already involved in training, outreach and workshop programmes in the region.

#### **10. SUSTAINABILITY:**

The Gender Council, formed at the Conference will be responsible for collaborative campaigns and presentation of the Draft Protocol on Media and Gender. ZUJ, working in collaboration with SAJA, will seek additional funding and other partners to conduct further consultative meetings with Gender ministries, publishers, SADC and other government officials. ZUJ has recently increased sources of income through engaging the corporate world. Recently the union secured a deal to set-up a resource centre through corporate partnership.

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

Its members, the executive management committee, and other media organizations in the country monitor ZUJ activities internally. For the purpose of this project, each journalists' union represented by SAJA should present a report that will be used for evaluation. Moreover, the delegates from FAJ and IFJ will also provide monitoring support

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

The Union worked with BISTANDSNAMND in producing a comprehensive Gender Audit Report of Southern Africa. ZUJ has worked with SafAIDS and has conducted training programmes that include paralegal and development of community media in collaboration with INSI and DFID. The Union has also previously joined forces with UNESCO and SIDA in commemorating World Press Freedom Day celebrations in the region.

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

ZUJ will submit progress reports as well as the final report. The Secretary General, Foster Dongozi, will be responsible for project implementation, while the Union's National Coordinator, Chakanyuka Bosha, will submit projects reports with the help of Programes Officer, Nigel Nyamutumbu.

### **D. BUDGET**

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

Venue for 30 participants (3 days at \$300 per day)	900
Lunch and refreshments for 30 participants (30 persons x 3days x \$20 per person)	1 800
<b>Subtotal: Conference Venue</b>	<b>2 700</b>
<b>Return Trip Economy Class Air fares for 13 regional participants:</b>	
South Africa (1 x \$600)	600
Swaziland (1 x \$1200)	1 200
Lesotho (1 x \$1200)	1 200

Malawi (1 x \$600)	600
Zambia (1 x \$400)	400
Botswana (1 x \$600)	600
Angola (1 x \$1500)	1 500
Mauritius (1 x \$1500)	1 500
Namibia (1 x \$1500)	1 500
1 representative from SADC secretariat/Gender Protocol, 1 representative from SADC Parliament (2 persons x \$600)	1 200
1 representative from FAJ and 1 representative from IFJ (2 persons x \$1000)	2 000
<b>Sub-total: Air tickets</b>	<b>12 300</b>
Accommodation/DSA for 13 regional participants (13 x 5 nights at \$100 per night)	6 500
Conference stationery package, reproduction of background materials material	2 500
Internet and telephone expenses	500
<b>Total</b>	<b>US\$ 24 500</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Consultative Meetings	2 000
Staff Costs (including project coordinator)	3 500
Communication and Transport Cost	1 500
<b>Total</b>	<b>US\$ 7 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY-BUILDING FOR GENDER BALANCED CONTENT PRODUCTION IN SOUTH EAST AFRICA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAF/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 39 350</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 25 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Commonwealth Broadcasting Association</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO, Harare Office CI Advisor: Hezekiel Dlamini Email: <a href="mailto:h.dlamini@unesco.org">h.dlamini@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Malawi</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Jasmine Dhariwal, Training Director Commonwealth Broadcasting Association 17 Fleet Street London EC4Y 1AA</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

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

This project will specifically address the third Millennium Development Goal to “Promote gender equality and empower women”. There are widespread misconceptions around the notion of gender issues and women’s empowerment. These notions have generated programming in mainstream media that rather than challenge gender inequalities and act to reinforce narrow roles for women and girls as well as for men and boys. It is still rare to find quality media content that challenges gender stereotypes and highlights unequal social relations between men and women.

A great deal has already been accomplished by NGOs working with women in South East Africa to build media literacy and content production skills. But the voices of women are still too rarely heard in mainstream media institutions and organizations throughout South East Africa. With a committed membership of mainstream broadcasters in South East Africa, the CBA has the unique ability to lever change by implementing this project.

Via this project, the CBA aims to facilitate a greater engagement between the NGOs working with women in the communication for development sector and the mainstream broadcasters in South East Africa. By bringing together women from CBA broadcaster members and the women from the C4D media sector, this project will strategically promote a new approach to gender in the mainstream media via a number of different interventions: Firstly, the roles of senior women managers in member organizations will be empowered; Secondly, at a time when there is an increased demand for content, the potential for content production by and for women who have until now been regarded as ‘passive’ audience will be recognized; and Thirdly, the project will facilitate media content production and sharing between women’s NGOs and mainstream media throughout South East Africa on an initial and sustainable basis.

The initial phase of the project will be a two-day workshop to train female senior employees from CBA member broadcasters in South East Africa. This training will enable them to support and oversee the project over its duration, and will create regional ‘project managers’ from within the broadcasting organizations themselves. These regional project managers will be key in delivering the outputs by maintaining and developing the relationship between their own broadcasting organizations and the Women NGOs in terms of media content production. This workshop will be followed by a two-day seminar for broadcasters and NGOs. These seminars will involve content producers/journalists /project managers and media organizations from across South East Africa and local partner NGOs working in the field of women and media.

The project will seek to build capacity and willingness in the mainstream media to broadcast quality gender-sensitive content by facilitating content production. It will bring together and involve local women’s NGOs, programme makers, presenters, CBOs (Community-based organizations) and gender activists in South East Africa with a view to increasing the visibility of women’s voices, gender concerns as well concerns of the poor, including service delivery issues in broadcasting.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of this workshop will be broadcasters and the local women's NGOs who will be involved in the planning stages and content of the project. Broadcasters and NGOs will take ownership of this project to produce content and lasting relationships for future collaboration.

## **3. DEVELOPMENT OBJECTIVE:**

To build a strong, engaged and collaborative approach for producing balanced gender content, and broaden the network of current CBA members and Women's media/development NGOs in South East Africa.

## **4. IMMEDIATE OBJECTIVE:**

The project will train and equip mainstream broadcasters, Women's NGOs to produce gender-sensitive content enabling them to create and transmit a balanced and more accurate portrayal of women and girls in society.

## **5. PROJECT OUTPUTS:**

8 representatives from Women's NGO and CBOs: 8 Broadcasters and 2 regional project managers (from CBA member broadcasters) trained from South East Africa and capacitated to work on producing content with broadcasters and women's NGOs in their countries.

## **6. ACTIVITIES:**

- Two-day round table debate between media producers and selected women's NGOs on how media can be used to address women's issues.
- A two-day Training Production Workshop where broadcasters and NGOs are trained in programme co-production (including versions in different languages). The workshop will also facilitate collaboration between broadcast professionals and NGOs to produce content that will that serve to educate the public and raise awareness about gender and women's issues.
- The collaboration of members of local women's NGOs, and broadcast professionals and managers to produce Radio, TV and Web content for existing magazine and discussion programmes; as well as new content and formats.
- By including a discussion of the role and potential of advertising female targeted products in the broadcast media.
- A two-week web-based follow-up mentoring course for NGOs and broadcasters on gender representation, good practices and content guidelines.
- The use of new digital platforms such as CBA's 'Your Worldview' (film makers can upload content for others to view for free) will be explained and explored for NGOs and content producers to upload their own programmes around gender issues.

The project is conceptualized as a 9 month project, to be implemented during 2012 in South East Africa.

## **7. PROJECT INPUTS:**

- Facilitator (x1)
- Broadcasters/Local Women's NGOs
- Select regional trainers to manage projects in Malawi/Zambia/Botswana (senior women in CBA member organisations)
- Production materials and manuals
- Rental of training rooms/equipment
- Project Manager (x1)
- Researcher (x1)

- Airfares (x18 people from neighbouring countries): NGOs, regional project managers & broadcasters
- Air tickets from UK (x2) and hotel for the workshop facilitator, and project manager
- Accommodation for participants attending from outside Malawi, Botswana & Zambia
- Refreshments and lunches

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of consultants	■											
Logistics for workshop/research/selection of participating broadcasters/NGOs/participants	■	■										
Selection of regional trainers to manage projects		■	■									
Workshop				■								
Enactment of agreement by local Project Managers: supporting/overseeing projects				■	■	■	■	■				
Distance learning/monitoring						■	■					
Submission of implementation reports									■			

## 9. INSTITUTIONAL FRAMEWORK:

The Commonwealth Broadcasting Association (CBA) is the largest global association of public service broadcasters. Its members are the broadcasters that communicate daily with the 2 billion citizens of the Commonwealth. Research shows that the websites of these broadcasters are increasingly the most frequently used portals for Commonwealth citizens to access information and share their views experiences and opinions.

The CBA continues to support and facilitate high standards of media production and broadcasting, including the promotion of arts, science and diversity, throughout the Commonwealth. However, digital media technology has created a new opportunity for the CBA to work with members as they ‘Go Digital’. Broadcasting is no longer ‘top down’, and is interactive rather than passive. Broadcasters have the capacity to engage audiences in new ways. How this new interactive relationship between broadcasters and audiences develops and is managed is crucial to citizen engagement throughout the Commonwealth. Broadcasting organizations now have the potential to engage Commonwealth citizens in debate about all areas of governance and policy.

We work closely with our funders and partners when developing and implementing training and in South East Africa we would draw upon support from CBA member stations to implement the project.

## 10. SUSTAINABILITY:

The project is designed to build ongoing relationships between South East African mainstream broadcasters and local/regional women’s organizations. Media organizations and women’s NGOs will be involved in the planning, production, monitoring and evaluation of the project. Close collaboration with relevant South East African NGOs is essential to the implementation of this project as they are one of the main mechanisms by which women’s needs, experiences and aspirations are voiced to Governments. This project will enable them to influence the mainstream media on content production which will empower and bring about change for women.

## 11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO Harare office.



## 12. EVALUATIONS CARRIED OUT:

Despite the progress achieved in promoting gender equality and narrowing gender gaps over recent decades, the persistent under-representation and negative representation of women in public life and decision-making remains one of the most important threats to gender equity. Media is undoubtedly central to the representation of women in society, through the ways it reports and reflects them, their roles and their lives. Women also make up at least half of the potential audience of any mainstream broadcaster and therefore the need for producing the right type of content and working with Women's NGOs is crucial to broadcasters.

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

Ms. Jasmine Dhariwal, the CBA's Director of Training will ensure that accounts and reports, describing the extent to which the objectives were achieved, are submitted within three months of the completion of the project.

### C. ADDITIONAL INFORMATION

Previous IPDC-supported projects carried out by the CBA:

- Media Supporting Democracy workshop for Caribbean Broadcasters (US\$ 20 000, Period 2010-2011)
- Media Self-Regulation Training in East Africa (US\$ 20 000, Period 2009-2010)
- Building the Knowledge Base of Broadcasting Regulators to ensure Public Service (US\$ 20 000, Period 2009-2010)

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
Workshop and Seminar Airfares for 2x Regional Project Managers, 8 Broadcasters, 8 persons from Women's NGOs, all from Botswana and Zambia (18 x \$400 per person)	7 200
Workshop and Seminar Accommodation (18 persons x 5 nights at \$100 per night)	9 000
Per Diems for regional PMs, Broadcasters, NGOs (18 persons x 5 nights at \$20 each)	1 800
NGO's content research costs	500
Meals (25 participants x 4 days x \$20 refreshments and lunch for workshop/seminar)	2 000
<b>Sub-Total Participant Costs</b>	<b>20 500</b>
Online mentoring course (course materials development/adaptation)	2 000
Workshop and seminar materials (text for participants) Printing, binding, shipping of CBA publications	900
Room hire (4 days at \$200 per day)	800
AV hire (screen and projector (\$200 x 4 days)	800
<b>Total</b>	<b>US\$ 25 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> (in US dollars)	
Airfare: 1 international Consultant	1 000
Fee: 1 consultant x 8 days (including preparation) at \$250 per day	2 000
Fee for online course tutor	750
Set up forum for participants to network	1 000
Technical support	1 000
Accommodation: 1 trainer x 7 nights x \$120	840
Meals: 1 trainer per diems 7 x \$30 per day	210
Expenses (taxi, phone, visa, inoculations, etc.)	350
Communication costs	500
Project coordinator (8 months)	4 000
2 Regional project managers' expenses during project (2 x 24 days x \$25 per day)	1 200
Researcher (6 months)	1 500
Content production costs with Broadcasters	CBA member stations in Kind.
<b>Total</b>	<b>US\$ 14 350</b>

# RÉPUBLIQUE DU CONGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>APPUI A LA CREATION DE L'INSTITUT DE FORMATION AU JOURNALISME ET A LA COMMUNICATION</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 PRC/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, du pluralisme et de la diversité</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Développement des ressources humaines</b>
<b>5.</b>	<b>PORTEE</b>	<b>National</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Aide à la formation et renforcement des capacités institutionnelle</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 629 855</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 25 355</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>Ministère de la Communication M. Guy Paulin Dibakala, Conseiller aux reformes. Tél. 00242-06 655 12 19, E-mail: <a href="mailto:guypaulindfr@yahoo.fr">guypaulindfr@yahoo.fr</a></b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Bureau de l'UNESCO à Libreville M. Elvis Michel Kenmoe (CI Officer)</b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Brazzaville, Congo</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>M. Guy Paulin Dibakala, en collaboration avec M. Elvis Michel Kenmoe (UNESCO Libreville)</b>
<b>DÉCISION DU BUREAU:</b>		

## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

En République du Congo, la liberté de la presse est garantie par plusieurs textes<sup>2</sup>. De manière générale ces instruments sont favorables, entre autres, au pluralisme des médias, à la dépenalisation des délits de presse, au libre accès aux sources d'information, à la régulation du secteur par une entité indépendante – le CSLC créée en 2003.

Alors que ce cadre règlementaire a favorisé la multiplication des organes de presse, le secteur de la formation des journalistes et des professionnels de la communication connaît encore quelques insuffisances. En effet, la principale structure de formation des journalistes et des professionnels de la communication au Congo est le Département des sciences et techniques de la communication (DSTC) de l'Université Marien-Ngouabi à Brazzaville. Bien que créée depuis 1980, cette structure n'a malheureusement pas pu se développer ni se moderniser au fil des années. Ses programmes sont demeurés théoriques faute d'équipements, de personnels qualifiés et d'infrastructures nécessaires à l'intégration des formations pratiques et professionnalisantes.

Cette situation a longtemps été une source de préoccupation pour le Ministère de la communication qui créa, en 1998 le Centre de formation et de perfectionnement des personnels de l'information et de la communication (CFPPIC) pour répondre aux besoins en formation pratique. Le Centre dispose d'une direction générale et de trois services (service pédagogique, service de la scolarité et service administratif et financier). Toutefois, depuis sa création, le centre organise des sessions ponctuelles de formation pratique pour le staff et suivant les besoins du Ministère et des structures de communication sous sa tutelle. Depuis l'année 2010, le Ministère de la communication s'est engagé à créer, avec le Ministère de l'enseignement supérieur, un institut supérieur de formation au journalisme et à la communication par transformation du CFPPIC en une entité de formation pratique et professionnelle équipée d'outils nécessaires au développement des métiers de l'information et de la communication. L'Institut dispensera des formations de niveau universitaire en journalisme et communication et délivrera des diplômes à partir de la licence. Par cette démarche, le Ministère de la communication aspire aussi à l'obtention du label UNESCO de centre d'excellence ou centre de référence de formation au journalisme pour ce nouvel institut.

Une telle entreprise impliquant, entre autres, la redéfinition des cursus, la réorganisation des programmes de formation et l'acquisition des équipements modernes (studios radio et télévision, salle multimédia, bibliothèque spécialisée, équipements de reportage, etc.), le présent projet vise à soutenir l'initiative gouvernementale à travers la définition de cursus de formation au journalisme suivant le modèle proposé par l'UNESCO, la création d'une bibliothèque à l'institut et l'élaboration d'un plan d'action permettant à terme au nouvel institut de satisfaire aux critères d'obtention du label de centre d'excellence ou centre de référence de l'UNESCO.

### **2. DESCRIPTION DU GROUPE CIBLE :**

Le principal groupe cible est le corps enseignant du Centre de formation et de perfectionnement des personnels de l'information et de la communication et du Département des sciences et techniques de la communication.

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer au développement des institutions de formation et de renforcement des capacités des professionnels des médias en République du Congo.

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<sup>2</sup> La constitution du 20 janvier 2002, la Loi n°30/96 du 2 juillet 1996 sur la liberté de la presse, la Loi n°8-2001 du 12 novembre sur la liberté de l'information et de la communication, la Loi n°15-2001 du 31 décembre 2001 relative au pluralisme dans l'audiovisuel public et la loi organique n°4-2003 du 18 janvier 2003 relative au Conseil Supérieur de la Liberté de Communication (CSLC)

#### 4. **OBJECTIF IMMÉDIAT :**

Développer et appliquer, au sein de l'institut nouvellement créé, un cursus de formation au journalisme basé sur le modèle de l'UNESCO et un plan d'action pour l'obtention du label de centre d'excellence ou centre de référence de l'UNESCO.

#### 5. **RÉSULTATS ATTENDUS :**

- Cursus de formation au journalisme adapté au modèle proposé par l'UNESCO disponible et appliqué par l'institut ;
- L'institut a développé et applique un plan d'action permettant de satisfaire aux critères des institutions de qualité de formation au journalisme.
- L'institut utilise des équipements et supports didactiques appropriés pour l'organisation de certains cours pratiques en journalisme.

#### 6. **ACTIVITÉS :**

- Sélection du (de la) consultant(e), mise en place de l'équipe locale d'organisation des travaux et d'élaboration du cursus ;
- Sélection de l'expert(e) pour l'élaboration du plan d'action du développement de l'institut en vue de satisfaire les critères d'excellence de l'UNESCO ;
- Sélection des fournisseurs et acquisition des équipements et supports didactiques pour la mise en place d'une bibliothèque.

#### 7. **INVESTISSEMENTS :**

- Expert(e) (01) international ayant une excellente connaissance des critères de qualité proposés par l'UNESCO pour les institutions de formation au journalisme et capable d'élaborer un plan d'action.
- Consultant(e) (01) spécialiste des cursus universitaires et capable de conduire les travaux d'adaptation des cursus modèles de formation au journalisme de l'UNESCO.
- Equipements informatiques (voir budget pour détail), 10 kits de reportage audio numérique, 200 ouvrages spécialisés sur le journalisme et la communication.

#### 8. **PLAN DE TRAVAIL :**

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Sélection de l'expert et du consultant	■	■										
Organisation des travaux et élaboration du cursus de formation au journalisme			■	■								
Travaux d'élaboration du plan de travail pour l'obtention du label de l'UNESCO			■	■								
Rapport sur l'élaboration du cursus et du plan d'action			■	■								
Sélection des fournisseurs et acquisition des équipements		■	■	■	■	■	■					
Elaboration du rapport final							■	■				

## 9. CADRE INSTITUTIONNEL :

Le Ministère de la communication et des relations avec le Parlement est chargé de concevoir et mettre en œuvre la politique du Gouvernement de la République du Congo en matière de développement du secteur de la communication. Le ministère est organisé en divers départements techniques.

## 10. VIABILITÉ A LONG TERME :

La création d'un nouvel institut dédié à la formation des journalistes et des professionnels de la communication et doté d'une autonomie de gestion, des infrastructures adéquates et du personnel qualifié devrait permettre de garantir la pérennité des acquis de ce projet.

## 11. SUIVI DU PROJET :

La mise en œuvre de ce projet sera coordonnée par un comité technique composé des structures suivantes : Bureau de l'UNESCO à Brazzaville, Ministère de la communication et des relations avec le Parlement, et Ministère de l'enseignement supérieur.

## 12. ÉVALUATIONS EFFECTUÉES :

La décision de créer un Institut supérieur de formation des journalistes et professionnels de la communication découle de plusieurs évaluations faites par le Ministère de la Communication, lesquelles ont permis de mettre en exergue entre autres les besoins et difficultés exprimés dans ce projet.

## 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Deux rapports seront soumis au Bureau de l'UNESCO. Le premier sera élaboré cinq mois après le lancement du projet et le second à la fin du projet.

### D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
Honoraires Expert(e) international (6 jours x US\$ 250.00)	1 500
Transport Expert(e) international (A/R à US\$1000.00) et hébergement (6 nuits à US\$150.00)	1 900
Honoraires consultant(e) (14jrs de travail à 120.00/jr)	1 680
Logistique et fournitures pour des sessions (03) de travail d'élaboration du cursus (papier, bloc notes, location photocopieur, reprographie, etc.)	900
10 x Kit de reportage audionumérique Zoom H2N + Acc. (Zoom APH-2N)	3 300
2 x Ecran téléviseur 32"	1 400
2 x Lecteur CD/DVD Multizone	200
1 Lecteur enregistreur DVD et TV	375
2 Vidéoprojecteur + accessoires	1 600
Livres (200) sur journalisme et communication (en français) + journaux + films + documentaires TV	5 000

5 Ordinateur de bureau + 3Go RAM + 500Go DD + écran 19" + clavier + souris	6 000
Transport des ouvrages	1 500
<b>Total</b>	<b>US\$ 25 355</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Réorganisation administratif du Centre de formation en Institut supérieur	100 000
Réhabilitation des locaux du centre et création des différents studios, centres multimédias, etc.	400 000
Personnel d'appui pour le suivi du projet (3prs)	4 000
Elaboration rapport	500
Mise en œuvre du plan d'action d'obtention label de l'UNESCO	100 000
<b>Total</b>	<b>US\$ 604 500</b>

# GABON

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>REVISION ET SENSIBILISATION AU RESPECT DES CODES D'ETHIQUE ET DE DEONTOLOGIE</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 GAB/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 3: Les médias comme plateforme pour le débat démocratique</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Liberté d'expression</b>
<b>5.</b>	<b>PORTEE</b>	<b>National</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Renforcement de la capacité institutionnelle</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 19 690</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 18 340</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>Observatoire gabonais des médias (OGAM)</b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Bureau multi-pays de l'UNESCO à Libreville Elvis Michel Kenmoe (Administrateur du programme de communication)</b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Libreville (Gabon)</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>Norbert Ngwa Mezui, Secrétaire Exécutif OGAM avec l'appui d'Elvis Michel Kenmoe (UNESCO/Libreville)</b>
<b>DÉCISION DU BUREAU:</b>		



## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

De nos jours, l'environnement des médias au Gabon est caractérisé par une multitude d'organes et de titres. On dénombre, par exemple, 32 stations de télévision, 53 stations de radio, 40 titres de presse écrite, et près de 5 titres de presse en ligne. Sur le plan associatif, le secteur de la communication compte plusieurs associations des professionnels de la communication plus ou moins dynamiques. Concernant la régulation des médias, le Conseil national de la communication est le principal organe de régulation des médias. La loi 12/2001 portant Code de la communication, bien qu'obsolète en divers points, sert de cadre législatif à la régulation des médias. Le domaine de l'autorégulation reste encore à développer car bien que l'Observatoire gabonais des médias (organe d'autorégulation) ait vu le jour en 2004, l'absence d'instruments d'autorégulation, communément approuvés par les professionnels, entrave encore son fonctionnement effectif.

Au début des années 90, après la libéralisation du paysage médiatique (presse, radio et télévision), les journalistes avaient décidé d'élaborer et d'adopter, en 1995, une « Charte des devoirs et des droits des journalistes du Gabon » afin de protéger la profession contre les abus de toutes parts. Les promoteurs espéraient le développement d'une culture du respect des codes d'éthique journalistique et de déontologie au sein de la corporation. Malheureusement ce ne fut pas le cas, car, jusqu'à ce jour, la quasi majorité des mises en demeure et autres décisions prononcées par le Conseil national de la communication contre les médias trouvent leur origine dans le non-respect de l'éthique et de la déontologie. En effet, l'absence de structure organisationnelle suffisamment représentative des professionnels et qui serait dynamique dans la sensibilisation des professionnels au respect des dispositions de la charte, ont eu pour conséquences, entre autres, la méconnaissance de la charte par les professionnels, la persistance des manquements au respect de l'éthique journalistique (ce d'autant plus que plusieurs de ceux et celles qui intègrent la corporation n'ont pas reçu de formation adéquate ou sont formé(e)s sur le tas) et l'obsolescence de certaines dispositions de ladite charte.

Le présent projet se propose donc, au regard de l'importance capitale du respect de l'éthique et de la déontologie par les professionnels de la communication, de réviser et valider, par un processus participatif et au cours d'un atelier national de trois (03) jours, l'actuelle Charte des devoirs et des droits des journalistes du Gabon ainsi que d'organiser, à travers les différentes provinces du Gabon, des activités de sensibilisation des journalistes au respect de la charte révisée. Il est entendu que par la révision de l'actuelle charte, l'Observatoire gabonais des médias disposera désormais d'un instrument de suivi et d'autorégulation des médias communément approuvé par tous les professionnels.

### **2. DESCRIPTION DU GROUPE CIBLE :**

Le principal groupe cible est l'ensemble des professionnels de la communication en activité dans le secteur de la communication au Gabon.

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer au développement d'un environnement favorable à l'exercice de l'autorégulation des médias au Gabon.

### **4. OBJECTIF IMMÉDIAT :**

Réviser et actualiser la Charte des devoirs et des droits des journalistes du Gabon de 1995 pour en faire le principal instrument d'autorégulation des médias et de protection du droit du public à être informé.

## 5. RÉSULTATS ATTENDUS :

- Une nouveau code éthique des journalistes est adopté par au moins 70% des représentants des associations et syndicats des professionnels de la communication et la société civile.
- L'Observatoire gabonais des médias utilise le nouvel code éthique comme instrument de référence pour l'autorégulation des médias.

## 6. ACTIVITÉS :

- Organisation à Libreville d'un atelier de trois (03) jours, avec la participation de 30 personnes dont les représentants des associations et syndicats des professionnels de la communication, les responsables des organes de presse et des organisations de la société civile, de la capitale et de l'intérieur du pays, pour réviser et adopter une Charte des droits et devoirs des journalistes du Gabon.
- Organisation à Libreville d'une formation de deux (02) jours en faveur des 8 membres du Bureau de l'OGAM sur la mise en œuvre des mécanismes d'autorégulation des médias.
- Organisation, par l'OGAM, dans au moins 5 provinces (1 jour par province), d'une tournée de sensibilisation des responsables d'organe de presse en vue de signer la Charte et des journalistes, en vue du respect de la Charte.

## 7. INVESTISSEMENTS :

- Un (01) formateur international ayant une excellente connaissance des mécanismes d'autorégulation des médias pour animer le séminaire sur la mise en œuvre des mécanismes d'autorégulation.
- Un (01) expert spécialisé sur les questions de code d'éthique et de déontologie du journaliste pour faciliter la révision de la charte des journalistes.
- Deux ordinateurs de Bureau pour le *reporting* pendant l'atelier. Ils seront conservés par l'OGAM pour les besoins de son fonctionnement.

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Préparation de l'atelier de révision et validation de la Charte	■	■	■									
Organisation atelier de révision et validation de la charte à Libreville				■								
Organisation des cours de formation sur les mécanismes d'autorégulation				■								
Elaboration et soumission du rapport à l'atelier et séminaire				■								
Tournée provinciale [5 provinces] pour la sensibilisation des journalistes						■	■					
Elaboration du rapport et tournées de sensibilisation							■	■				
Elaboration du rapport final								■	■			

## 9. CADRE INSTITUTIONNEL :

L'Observatoire gabonais des médias a été créé, en 2004, par la volonté des professionnels de la communication du Gabon en vue d'instaurer un mécanisme d'autorégulation. Cette entité est officiellement reconnue par le Ministère de l'Intérieur et est souvent consulté par le Conseil national de la communication, le système des Nations Unies au Gabon, le Ministère de la communication sur des questions relatives au secteur de la communication. L'OGAM compte principalement deux organes dont l'assemblée générale et le bureau exécutif. Les objectifs de l'OGAM sont : veiller au strict respect des règles d'éthique et de déontologie ; veiller à la

protection de la liberté d'expression et au droit du public à l'information ; défendre le droit d'accès aux sources d'information ; et défendre les intérêts économiques des médias.

#### **10. VIABILITÉ A LONG TERME :**

En dotant l'OGAM, instance d'autorégulation, des capacités nécessaires à son bon fonctionnement ainsi que de l'outil de référence pour l'autorégulation, le projet garantit ainsi la pérennisation de ses acquis. En effet, l'OGAM pourra désormais fonctionner comme toutes les autres instances d'autorégulation des médias.

#### **11. SUIVI DU PROJET :**

La mise en œuvre de ce projet sera suivie par le Bureau de l'UNESCO à Libreville, en collaboration avec le Bureau de l'OGAM.

#### **12. ÉVALUATIONS EFFECTUÉES :**

Le pré-rapport sur l'évaluation du développement des médias au Gabon commandité par l'UNESCO (Bureau de Libreville) en 2011 a mis en exergue plusieurs insuffisances dans le secteur des médias parmi lesquelles : l'absence de mécanisme ou dispositif d'autorégulation des médias, la non-existence de cadre de concertation entre les professionnels et association de professionnels de la communication.

#### **13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

Le bureau de l'Observatoire gabonais des médias élaborera deux rapports au cours de la mise en œuvre du présent projet. Le premier rapport interviendra quatre mois après le lancement du projet ou juste après la fin de l'atelier de révision et de validation de la charte des devoirs des journalistes. Le deuxième rapport sera élaboré à la fin du projet. Les deux rapports seront soumis au Bureau de l'UNESCO à Libreville.

### **D. BUDGET**

#### **BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des États-Unis)**

<b>Atelier 3 jours</b>	
Hébergement et subsistance des participants de l'intérieur (8pers. x US\$100 x 4jrs)	3 200
Facilitateur de l'atelier : (1jr préparation + 3jrs atelier à US\$100/j)	400
Déplacement des participants de l'intérieur (3pers. x US\$100.00 + 3pers. x US\$150.00 + 2pers. x US\$200.00)	1 150
Reprographie et fourniture de bureau	500
Restauration et rafraichissement (30pers. x 3jrs x US\$25)	2 250
Location des locaux pour l'organisation de l'atelier (3jrs x US\$400.00)	1 200
<b>Séminaire 2 jours</b>	
Formateur : (1jr préparation + 2jrs séminaire à US\$200/jour)	600
Transport du formateur : 1 billet A/R (Côte d'Ivoire) à US\$950	950
Hébergement du formateur : 3jrs à US\$80.00/jour	240
Rafraichissement et restauration des participants (10pers. x 2jrs x US\$25)	500
<b>Tournées provinciale</b>	
Reprographie de la charte (200 exemplaires x US\$10)	2000

Frais de transport pour cinq (05) missions de sensibilisation (5 tickets x US\$150 x 2pers.)	1500
Hébergement et restauration pendant la tournée (2pers. x 5jrs x US\$110)	1100
<b>Equipements</b>	
2 x ordinateurs de Bureau Pentium IV – 3Ghz + DD de 320Go + RAM 3Go + Moniteur 19"	2400
Imprimante laser de bureau 24p/min	350
<b>Total</b>	<b>US\$ 18 340</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Elaboration de l'atelier	500
Suivi et coordination du projet (US\$50 x 11mois)	550
Communication	300
<b>Total</b>	<b>US\$ 1 350</b>

# GUINEE EQUATORIALE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>APPUI A LA CREATION D'UN CENTRE DE RESSOURCES PEDAGOGIQUES AU DEPARTEMENT DE LA COMMUNICATION DE L'UNIVERSITE NATIONALE DE GUINEE EQUATORIALE (UNGE)</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 EQG/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	<b>Catégorie 4: Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité</b>
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	<b>Développement des ressources humaines</b>
<b>5.</b>	<b>PORTEE</b>	<b>National</b>
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	<b>Aide à la formation</b>
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	<b>US\$ 32 125</b>
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	<b>US\$ 18 575</b>
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	<b>l'Université nationale de Guinée équatoriale (UNGE) Mme Teresa Avaro N. Ebana, Doyenne FLSS. UNGE. Apdo. 661 Malabo, GE. <a href="mailto:avoro_nguema@yahoo.es">avoro_nguema@yahoo.es</a></b>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	<b>Bureau de l'UNESCO à Libreville Michel Kenmoe, CI Officer</b>
<b>11.</b>	<b>LOCALISATION</b>	<b>Université Nationale de Guinée Equatoriale (UNGE) Malabo (Guinée Equatoriale)</b>
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	<b>Mme Teresa Avaro N. Ebana avec l'appui de Michel Kenmoe, CI Officer</b>
<b>DÉCISION DU BUREAU:</b>		

## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

En Guinée équatoriale, l'environnement des médias est régi par la loi sur les médias adoptée en 1997 (*Ley de Prensa, Imprenta y Medios Audiovisuales*, Loi n°6/1997). Cette loi, quelque peu généraliste, n'a connu aucune révision depuis lors. En conséquence, certaines de ses dispositions sont en inadéquation avec l'évolution que le secteur a connue au cours de ces dernières années.

Sur le plan de la formation des professionnels des médias, l'Université nationale de Guinée équatoriale (UNGE) est la seule et principale institution du pays qui offre un programme de formation au bénéfice des professionnels de la communication. Dans une démarche de conformation de ses offres de formation aux standards internationaux, elle procède, depuis 2011, grâce à un appui précédent du PIDC, à la révision de son cursus de formation au journalisme suivant le cursus modèle proposé par l'UNESCO. Toutefois, le manque de ressources pédagogiques pour accompagner l'intégration effective du nouveau cursus reste un problème majeur pour le dit département. En effet, l'Université ne dispose pas de bibliothèques spécialisées (classiques ou en ligne), encore moins de matériels pédagogiques tels que les équipements de lecture et projection vidéo nécessaires pour l'organisation de certains cours pratiques. Si ces besoins ne sont pas comblés, le Département ne saurait satisfaire aux critères de qualité liés à l'enseignement au journalisme.

Le présent projet se propose donc de créer, au sein du département de la communication de l'UNGE, un centre de ressources pédagogiques comprenant une bibliothèque spécialisée sur les sujets de la communication et du journalisme ainsi que des équipements de lecture et diffusion audio et vidéo. Ce centre de ressources bénéficiera à environ 200 étudiants.

### **2. DESCRIPTION DU GROUPE CIBLE :**

Les étudiants (environ 200) du Département de la communication de l'Université nationale de Guinée équatoriale sont le groupe cible de ce projet.

### **3. OBJECTIF DE DEVELOPPEMENT :**

Contribuer au renforcement des institutions de formation des professionnels de la communication et à l'amélioration de la formation au journalisme en Guinée équatoriale.

### **4. OBJECTIF IMMÉDIAT :**

Créer un centre de ressources pédagogiques en journalisme et communication capable de servir 200 étudiants au Département de la communication

### **5. RÉSULTATS ATTENDUS :**

- 250 ouvrages relatifs au journalisme et à la communication ainsi que des journaux, films et documentaires sont disponibles et consultés par les étudiants du Département de la communication.
- 3 personnes maîtrisent et appliquent les techniques de gestion d'un centre de ressources pédagogiques.

### **6. ACTIVITÉS :**

- Acquisition et mise en place des ouvrages (250), journaux, films et documentaires TV.

- Organisation des cours de formation (3 jours) sur les techniques de gestion d'un Centre de ressources à l'intention de 3 membres du personnel du Département de la communication.

## 7. INVESTISSEMENTS :

- Un (01) formateur (ou formatrice) capable de dispenser des cours sur la gestion d'un centre de ressources pédagogiques.
- Equipements de lecture et diffusion vidéo : trois (03) lecteurs DVD/BD, deux (02) vidéo projecteurs avec écran de projection, deux (02) postes téléviseur écran plat avec meuble de protection.
- Ouvrages : Environ 250 livres (principalement en espagnol) suivant titres arrêtés par le Département de la Communication.
- Equipement informatique : Un (01) ordinateur de bureau contenant le système informatique de gestion du Centre de ressource et un (01) appareil de reprographie N/B des documents.

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Préparation de la liste des ouvrages, films, journaux et documentaires	■	■	■									
Sélection des prestataires et acquisition d'ouvrages, films, journaux et autres documentaires.				■	■	■						
Elaboration et soumission du rapport d'étape						■						
Sélection du formateur et désignation des personnes à former							■					
Organisation de la formation sur les techniques de gestion d'un centre de ressource.							■					
Organisation de l'ouverture officielle du centre de ressource							■					
Elaboration et soumission du rapport final								■	■			

## 9. CADRE INSTITUTIONNEL :

Le Département de la communication est une entité dépendant de la Faculté des lettres et des sciences sociales de l'Université nationale de Guinée équatoriale. L'Université nationale de Guinée équatoriale est la première et actuellement la seule université détenue par l'Etat en Guinée équatoriale.

## 10. VIABILITÉ A LONG TERME :

Les acquis de ce projet seront détenus par le Département de la communication qui assurera désormais la tutelle du centre de ressources. Il mettra à sa disposition non seulement le personnel nécessaire pour sa gestion mais inscrira aussi une ligne de crédit supplémentaire sur son budget pour garantir le fonctionnement continu du centre.

## 11. SUIVI DU PROJET :

Le projet sera coordonné par le décanat de la Faculté des lettres et des sciences sociales de l'UNGE en collaboration avec le Commission nationale de Guinée équatoriale pour l'UNESCO sous la supervision effective du Bureau de l'UNESCO à Libreville.

## 12. ÉVALUATIONS EFFECTUÉES :

Le présent projet vient à la suite de l'évaluation faite par l'Université pour l'amélioration globale de ses offres de formation dans le cadre de son arrimage au système Licence-Master-Doctorat.

### 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Deux rapports d'activités seront élaborés au cours du projet (voir plan de travail) et soumis au Bureau de l'UNESCO à Libreville. Chacun des rapports portera sur l'évolution de la mise en œuvre du projet.

#### C. INFORMATIONS COMPLÉMENTAIRES

Le PIDC a apporté son appui au Département de la communication (2011) pour l'harmonisation de l'actuel cursus de formation au journalisme avec le cursus modèle de l'UNESCO pour la formation au journalisme.

L'UNGE est affilié à des bibliothèques numériques et dispose d'une direction chargée de la bibliothèque

#### D. BUDGET

##### BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

<b>Formations</b>	
Formateur (3jrs formation + 2jrs préparation à US\$100/jr)	500
Matériel de formation	100
Restauration et déplacements participants (3prs. x 3jrs x US\$25.00)	225
<b>Equipement</b>	
3 Lecteur DVD/BD multizone	450
2 Vidéoprojecteur + écran de projection avec support sur pied	1600
2 Poste téléviseur écran plat LED 32"	1300
Ordinateur de bureau 3Ghz + 3Go RAM + 500Go DD + Ecran 19" + clavier + souris + lecteur DVD	1200
Appareil de photocopie N/B	4200
Ouvrages, DVD de films, DVD/BD de documentaires, journaux	6500
Transport/Fret des ouvrages	2500
<b>Total</b>	<b>US\$ 18 575</b>

##### BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Personnel de gestion du centre de ressource (3 à 50\$US/mois)	1350
Aménagement et mise en conditionnement de la salle du centre de ressources	12 000
Elaboration et soumission du rapport	200
<b>Total</b>	<b>US\$ 13 550</b>



## BURUNDI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>REPORTING ON CHILDREN AND WOMEN'S RIGHTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 BUR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 29 323</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 25 323</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Burundian Association of Communicators for the Promotion and Defense of Child and Woman Rights (ACPDEF)</b></p> <p><b>Contact: Mrs Laetitsia Ntavyohanyuma</b>  <a href="mailto:ntaleati@yahoo.fr">ntaleati@yahoo.fr</a>            Tel: (+257) 799 24901</p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nairobi Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Bujumbura, Burundi</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Mrs Laetitsia Ntavyohanyuma</b></p> <p><b>Lydia Gachungi- Kiniti</b>  <b>UNESCO CI Advisor in Nairobi</b>            Email <a href="mailto:l.gachungi@unesco.org">l.gachungi@unesco.org</a></p>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Burundi is one of the smallest countries on the African continent, with a land mass of 27,830 km<sup>2</sup>, only slightly larger than neighboring Rwanda with which it has much in common. Like twins, these two countries share the pain of a bloody decade marked by genocide and "hate media".

In 1960, Burundi had only one National Radio, one daily newspaper (Le Renouveau) and only one private newspaper, "Ndongozi", of the Catholic church, published in Kirundi. The advent of multipartism in 1990 introduced different private radios, TV and newspapers. Burundi currently has 15 radio stations, 5 TV stations, online media and more than 15 newspapers as well as news agencies.

Radio in particular has been singled out among the most powerful public communication systems and is still the dominant mass-medium in Africa in terms of audience numbers (BBC AMDI Report 2007). Radio is a key means of providing access to information in Burundi, where the majority are largely illiterate and with very low incomes even to purchase newspapers and television sets. The analysis of media output in Burundi however reveals inconsistent coverage of children and women's cases, both in terms of quantity and quality. There are glaring weaknesses in reporting, mainly due to limited knowledge about legal texts guaranteeing children and women's rights, but also as a result of inadequate professional skills in terms of information gathering, processing and presentation. In terms of quantity, Burundi has very few specialized magazines, programmes or sections dedicated to women and children. This is unfortunate for a media sector that is required to play a very important role in the country's development.

Burundi has no journalism programmes at any college or university. The major journalism training programme in Burundi is hosted by *Maison de la Presse* (Press House)<sup>3</sup>, which with support from international donor organizations, offers short seminars and certificate courses.<sup>4</sup> Burundi's School of Journalism, which was created in 1982, unfortunately closed in 2000. In total there are three professional journalists' associations in Burundi, namely The Burundian Association of Women Journalists, Burundi's Journalists' Union and Press House, as well as The Burundian Association of Communicators for the Promotion and Defense of Child and Woman Rights (ACPDEF).

The Burundian ACPDEF, whose mandate includes strengthening the capacities of journalists and communicators on the rights and duties of children and women, proposes via this project, to collaborate with various partners such as the Ministry of higher education and gender, UNICEF, lawyers from Burundi Bar association, Human rights activists and the other media associations in order to design relevant course modules to deliver practical radio training in Burundi on the following issues; Human rights reporting with a special focus on issues related to children and women's rights; News reporting (radio); Legal instruments to protect children and women in the laws of Burundi, Universal declaration of human rights (December 10, 1948), Children's rights declaration (November 20, 1959) Declaration on the elimination of discrimination against women (November 7, 1967), Convention on the elimination of discrimination against women (December 18, 1979) and the Convention on the rights of the child (1989). Reference will be made to the UNESCO model curriculum.

A one day sensitization/advocacy meeting is also proposed for the various radio station managers in Burundi to emphasize the importance of increasing the coverage of issues concerning children and women both in quality and quantity. Journalists trained will set up a network covering human rights issues and a website to act as a resource for the media established.

<sup>3</sup> The Burundi Press House was set up with support from UNESCO.

<sup>4</sup> Stakeholders in Burundi are still pushing for the establishment of a university-based journalism school.

## **2. DESCRIPTION OF THE TARGET GROUP:**

50 public & private radio journalists operating in the radio sector are the principal beneficiaries (30% women).

## **3. DEVELOPMENT OBJECTIVE:**

Contribution to professional capacity building and support to institutions that underpin freedom of expression, pluralism and diversity and advocates for human rights in Burundi

## **4. IMMEDIATE OBJECTIVE:**

- Equip 50 journalists with skills and knowledge on human rights reporting with a special focus on coverage of children and women's rights issues in Burundi
- Sensitization of radio stations in Burundi on the importance of increasing the coverage of issues concerning children and women both in quality and quantity

## **5. PROJECT OUTPUTS:**

- 50 men and women journalists trained and capable of producing high-quality news stories/items on children and women's rights issues in Burundi
- 1 training module on human rights reporting: promotion and defence of child and woman rights to be produced in close collaboration and consultation with the media training institutions in Burundi. This module will also be utilised for future training and popularised for adoption at the university level
- 1 network of journalists reporting on human rights issues with particular focus on promotion and defence of children and women rights established.
- 1 website as a resource for the members of the journalist's network

## **6. ACTIVITIES:**

- Advocacy and sensitization of the various Burundi radio stations on their role in coverage and promotion of children and human rights issues. This will be a one day event with top managers (2 from each of the 15 radio stations in Burundi)
- Selection and invitation of journalists (trainees) in close consultation with the media houses in Burundi
- Sourcing of the training venue and identification and invitation of trainers
- Design and production of the module on Human rights for the training. Reference will be made to the UNESCO model curriculum with a view to adapting the relevant materials. The training will be carried out in French (being the main language of communication in Burundi)
- Organization of the 4-day training course and distribution of the training modules to various radio stations and the other journalists associations for further in-house training.
- Establishment of a website and a network of journalists reporting on Human rights issues with specific focus on children and women. The module will also be made available online as a resource for the media writing on children and women rights
- Writing and production of the activity report

## **7. PROJECT INPUTS:**

- 4 Trainers: Expertise drawn from the Burundi Bar association, Union of Burundian journalists and Human rights activists/experts to address the following topics:
  - Human rights reporting with a special focus on issues related to children and women rights
  - Professional standards and ethics in news reporting on children and women
  - Investigative journalism and content-generation on abuses of rights of children and women in Burundi
  - Legal human rights instruments to protect children and women in the laws of Burundi, such as the Elimination of discrimination against women, as per the 7 November 1967 and 18 December 1979

Conventions on the Elimination of discrimination against women and the [Convention on the rights of the child \(1989\)](#)

- Cost of accommodation, transport, training venue, hire of training equipment and other logistics for the 50 trainees
- Cost of the website design, 1PC as a server, equipment for supporting the network including at least 2 PCs, printer, and cabling
- 1 consultant/expert to facilitate the design of the training module in close consultation with the various partners such as the Ministry of higher education and gender, UNICEF, lawyers from Burundi Bar association, Human rights activists and the other media associations
- Cost of 1 day advocacy and sensitization meeting for the various Burundi radio stations on their role to cover and promote children’s and human rights issues

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Advocacy and sensitization of station managers	■											
Consultation with partners		■	■									
Identification of trainers				■								
Selection of trainees and sourcing of venue and training equipment				■								
Organization of training					■							
Establishment of the network and website						■						
Monitoring and reporting				■			■		■			

## 9. INSTITUTIONAL FRAMEWORK:

The Burundian Association of Communicators for the Promotion and Defense of Child and Woman Rights was created in February 2010 by Act M.466/2010 in Bujumbura with the following specific mandate:

- To strengthen the capacities of journalists and communicators on the rights/duties of children & women
- To educate and raise the awareness of children and women on their rights and duties, on the fight against violence against them and the fight against various diseases that make them vulnerable
- Conduct research and studies to identify problems faced by children and women and make recommendations to the authorities and persons authorized to improve the conditions of the targeted groups (article 3).

This project will be jointly carried out with the Ministries of Higher Education and Gender and also with lawyers from the Burundi Bar association, Union of Burundian journalists and Human rights activists.

## 10. SUSTAINABILITY:

The training module produced will be popularized and distributed to various radio stations and the other journalists associations for further in-house training. The major journalism training programme in Burundi hosted by *Maison de la Presse* (Press House) will be part of the design process of the training module to ensure that they eventually adopt it as one of their journalism courses offered. Journalists who will acquire the skills will also be expected to train other journalists in the media houses they will be drawn from. The network and website established will be a rich resource in terms of content generation and exchange of ideas.

## 11. FRAMEWORK OF MONITORING:

The Burundian ACPDEF will ensure the effective implementation of the project with support of both the UNESCO Office in Burundi and the Regional Office of the UNESCO (CI) located in Nairobi. Quarterly reports will be submitted to the two offices as required.

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

After the disbursement of funds the Burundian ACPDEF is committed to submit quarterly reports to UNESCO Nairobi Office, the Burundi National Commission for UNESCO, as well as UNESCO Burundi.

### D. BUDGET

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

1 day advocacy/sensitization meeting (room hire, 2 teas, lunch, water, writing pads and pens, flip charts at \$25 per person plus hire of projector and microphones at \$250)	1 000
1 expert/consultant to design training module (airfare, accommodation, terminal fares)	3 499
Room rental 4 days at \$150 per day	600
Trainers fees at \$139 x 4 trainers x 4 days	2 224
Lunch, teas & water at \$25 x 50 participants x 4 days)	5 000
Local transport at \$10 x 50 participants x 4 days)	2 000
Hire of recorders & editing equipment at \$500 per day	2 000
Hire of a projector and microphones for 4 days	1 000
Stationery (flip charts, pens, notebooks, markers)	500
Photocopying of training module and binding	500
Website establishment (web design and cost of 1PC as a server)	1 500
2 PCs and a printer for journalists network activities	2 200
Local area network of IT equipment (cabling and wiring)	800
Logistical costs	500
Monitoring and evaluation	2 000
<b>Total</b>	<b>US\$ 25 323</b>

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

Coordination and staff salaries	2 400
Preparation and reports of activities	1 000
Communication and overhead costs	500
<b>Total</b>	<b>3 900</b>

# RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNICATING FOR DEVELOPMENT: CAPACITY BUILDING OF WOMEN RADIO JOURNALISTS IN RWANDA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RWA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and equipment support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 27 090</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 22 090</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Association of Rwandan Women in the Media (ARFEM)</b>  <b>B.P. 83 Kigali.</b>  <a href="mailto:arfeminrwanda@gmail.com">arfeminrwanda@gmail.com</a></p> <p><b>Contact: President Ms Faith Mbabazi</b>  <a href="mailto:faithmbabazi.orinfor@gmail.com">faithmbabazi.orinfor@gmail.com</a>  <b>Tel: (+250) 07884 45988</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nairobi Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Kigali, Rwanda</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Ms Faith Mbabazi, Chairperson of ARFEM &amp; Lydia Gachungi- Kiniti, UNESCO Nairobi Office</b>  <b>E-mail: <a href="mailto:l.gachungi@unesco.org">l.gachungi@unesco.org</a></b></p>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The 1994 genocide in Rwanda provides a telling case study of the role the media can play in a conflict situation. The genocide was among the most appalling catastrophes of the 20th century and media, especially the radio, played a significant part both nationally and internationally. Prior to the genocide, radio stations and newspapers in Rwanda were carefully used by the conspirators to dehumanize the potential victims, particularly Rwanda's Tutsi minority, rather than address the plight and development of what was viewed as the minority in the society. Currently the majority of radio stations in Rwanda still fail in communicating for development due to a lack of quality programmes focusing on matters which generally contribute to the development of a country. This project therefore seeks to contribute to media capacity in Rwanda, to play its role in communicating for development and specially focusing on empowering women journalists to produce programmes that address the plight of women and children in Rwanda.

According to the census of 2010 carried out by Media High Council of Rwanda, Rwanda's journalists comprise 70.81% males and 29.19% of females, thus demonstrating an indication of imbalance in the field of journalism. With regard to media capacity, there are three schools of journalism where skills can be upgraded or training can be done in journalism for the first time. These include the School of Journalism and Communication at the University of Rwanda whereby, since its inception in 1996, only around 250 students have graduated. The second is the Great Lakes Media Center, whose annual enrolment is fixed at 30 since its establishment in 2008, and lastly the Catholic Institute of Kabgayi with an enrolment of 160. None of these institutions have modules that address the plight of women and children, and the enrolment of women on such training programmes is extremely low, thus translating to dominance of male journalist who give little or no attention to addressing women and children's issues in Rwanda.

The reason for the above gap is due to the fact that media training institutions in Rwanda currently lack the resources to develop an adequate learning environment that addresses such needs. This includes a lack of adequate qualified and experienced trainers, and inadequate training equipment, leading to proliferation of media houses that have no trained professionals with the liberalization of media sector in 2002. Although there is an improved infrastructure in ICTs which has opened up more opportunities for development of the country, there is an urgent need for trained media personnel to address development issues. With Rwanda's entry into the East Africa Community, more training of media personnel in line with the development demands is required. Due to the fact that the media plays a key role in development and in realizing Rwanda's Vision 2020, there is urgent need to train media personnel to learn how to communicate for development.

The Association of Rwandan Women in the Media (ARFEM), which currently has around 50 active members, proposes to carry out a 3-day capacity building workshop for its members working in radio stations who are lacking skills in the design, production and broadcasting of programmes that specifically address women and children's issues in the following areas: (i) Adolescent reproductive health, (ii) Girl education in Rwanda, (iii) Women and culture (marriage, dowry, polygamy, status, etc), (iv) Rights and duties of women and children, (v) National policy of family and gender, (vi) Women and poverty eradication, (vii) Violence against women and children, (viii) The role of women in decision-making bodies, (ix) Prostitution and its social and cultural impact, (x) Family health (nutrition, hygiene, vaccines).

ARFEM will carry out this training in conjunction with the School of Communication and Journalism of Catholic University of Kabgayi to benefit from the expertise of their lectures in terms of journalism skills. A training module addressing the above issues will be developed in close collaboration with the school of journalism, and guidance will also be sought from the relevant line ministries addressing the plight of women and children in Rwanda. UNESCO's Model Curriculum will be the main reference guide, especially in how to

produce modules under communication for development aspects. The finalization of the training module will be done in close consultation with UNESCO Communication office in Nairobi and the Rwanda National Commission for UNESCO. Advocacy will be carried out and support will be sought from the government, development partners in Rwanda and from various media houses (radio) to ensure that the trained women journalists produce programmes on the above topics, and that the programmes are aired regularly by the various radio stations in Rwanda.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project targets 30 female radio journalists who are also members of the Association of Rwandan Women in Media (ARFEM). These members of ARFEM are from different Rwandan media outlets (Radio), from both private and public media.

## **3. DEVELOPMENT OBJECTIVE:**

The project contributes to building the media's capacity to produce and air radio programmes that address the plight of women and children in Rwanda.

## **4. IMMEDIATE OBJECTIVE:**

Members (30) of the Association of Rwandan Women Journalists will acquire skills and knowledge for designing, producing and reporting programmes that address the plight of women and children.

## **5. PROJECT OUTPUTS:**

- 30 female journalists will be trained and capable of producing high-quality radio programmes on the aforementioned themes
- A mailing list of female radio journalists reporting on women and children's issues developed
- A website for ARFEM with a section dedicated to local content development on women and children's issues established

## **6. ACTIVITIES:**

- Identification and invitation of trainees and trainers
- Production of training materials in collaboration with Catholic University School of Journalism, relevant line ministries and in consultation with UNESCO Nairobi office and the Rwanda NATCOM
- Purchasing stationery and hiring of Radio mini recorders
- Purchase of a laptop and a projector for this workshop and subsequent training
- Training of trainers for 30 members of the Association of Rwandan Women in the Media on design and production of radio programmes.
- Visits to Catholic University school of journalism and communication for practical experience
- Design, production of programmes on the following topics:
  - Adolescent Reproductive Health
  - Girl education in Rwanda
  - Women and culture (marriage, dowry, polygamy, status, etc.)
  - Rights and duties of women and children
  - National policy of family and gender
  - Women and poverty eradication
  - Violence against women and children
  - The role of women in decision-making bodies



- Prostitution and its social and cultural impact
- Family health (nutrition, hygiene, vaccines)
- Advocacy and lobbying for the support of production and airing the programmes on the above topics
- Establishment of a mailing list for the trainees for the purpose of networking, information exchange and sharing of ideas on radio programme content.
- Establishment of a website for the ARFEM and content development on the above topics

**7. PROJECT INPUTS:**

- Trainers (2)
- Coordinator (1)
- 1 day consultation with the various stakeholders on the production of the 3-day training module
- 1 laptop and 1 projector
- Purchasing stationery and hiring of mini recorders
- 3 days training of 30 members of the Association of Rwandan Women in the Media
- Support to establishment of a website and content development

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
1 day stakeholders consultative meeting on module production												
ID and invitation of trainees and trainers												
Purchase/hire of training equipment												
Training and establishment of mailing list												
Advocacy and lobbying for the support of production and airing of programmes												
Set up of website and content development												
Reporting												

**9. INSTITUTIONAL FRAMEWORK:**

The Rwanda Association of Media Women (ARFEM) is an association established on May, 2000. The Association has benefited from a partnership with IREX in its institutional strengthening project of the national associations. The vision of ARFEM is "A nation where there is a culture of respect for the rights and obligations of women in media." ARFEM currently has around 50 active members and operates its activities across the country. Its organs are: The General Assembly: the supreme organ of the association, which meets once a year in ordinary meeting and, whenever the need arises, in a meeting extraordinary. The Executive Committee, responsible for the administration and management of the association, usually meets once every quarter and, if necessary, and whenever necessary. Its Audit Office is composed of three auditors responsible for monitoring and regular accounts of the association and financial and administrative management, and it also comprises Counselors, responsible for providing advice on the issues brought to attention.

The Association of Rwandan Women in the Media will carry out this project in conjunction with the School of Communication and Journalism of Catholic University of Kabgayi, in order to benefit from the expertise of their lecturers in terms of journalistic skills. The relevant line ministries and UNESCO will also be consulted in the training module production.

## 10. SUSTAINABILITY:

Women Journalists trained will replicate the experience to train their colleagues in the various media houses, and the module produced will be used for future training in collaboration with the journalism training schools in Rwanda.

## 11. FRAMEWORK OF MONITORING:

Monitoring will be conducted by the Communication Office of UNESCO in Nairobi in collaboration with Natcom CI Rwanda.

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

ARFEM will produce the report of activities and submit to UNESCO office in Nairobi on a quarterly basis.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
One day Stakeholders consultative meeting on training module production	500
Room hiring for 3 days (\$200 x 3 days)	600
2 Trainers for three days (2 x \$150 x 3) + one coordinator (\$120 x 3 days).	1 260
Production, printing of training materials (\$1000), purchase of stationery (\$500)	1 500
Local transport of participants to and from meeting (\$15 x 2 x 30 persons)	900
Training equipment (Laptop and projector)	1 850
Trainees' half board accommodation (\$50 x 4 x 30 persons)	6 000
Coffee breaks and lunch (\$20 x 30 persons + 2 trainers and 1 coordinator x 3 days)	1 980
1 day field visit to Catholic University at Kabyagi's school of journalism	1 000
Rental of Reporting Radios Mini Recorders) (\$30 radio recorder x 3days x 30)	2 700
ARFEM Website development and content production	1 800
Monitoring and evaluation	2 000
<b>Total</b>	<b>US\$ 22 090</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff, communication and overhead costs	5 000
<b>Total</b>	<b>US\$ 5 000</b>

# RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>EMPOWERING THE RWANDAN PEACE AND DEMOCRACY JOURNALISTS NETWORK</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RWA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Freedom of expression, pluralism and diversity</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Professional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 44 826</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 29 726</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>ETOILE.COM Press Agency P.O.BOX 4538 Kigali Rwanda</b>  <b>Tel: (+250) 788 564 259, (+250) 722 564 259 E-mail: <a href="mailto:etoilecom_rw@yahoo.fr">etoilecom_rw@yahoo.fr</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nairobi Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Kigali, Rwanda</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Patrice Nsengiyumva Executive Director, ETOILE.COM</b>  <b>With input of Lydia Gachungi-Kiniti, UNESCO, Nairobi E-mail: <a href="mailto:l.gachungi@unesco.org">l.gachungi@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Since the end of 1994 genocide in which “hate” media played a major role both before and during the events, and following the liberalization of the airwaves in the late 2000s, Rwanda’s media landscape has seen tremendous change in terms of the number of media houses and the quality of the programmes. From over-reliance on a single state owned media and a few government-controlled print media, the nation today boasts over 20 FM stations and one public TV channel, as well as over 40 newspapers, thanks to new laws on press issues, in particular law N°22/2009 of 12/08/2009 on Media. The plurality of the media however, in terms of content and orientation, leaves much room for improvement. Rwandan media still appears on the verge of a cultural and professional renaissance. The initial political, educational and professional steps have been taken to expend and to improve the media environment, if capital resources allow.

Despite the novelty of independence, growth and flourishing of media houses in Rwanda, potential is lacking in promoting democracy and governance, peace building and bridging the information gap between rural and urban dwellers. To face this challenge, ETOILE.COM Press Agency, supported by UNESCO and Irish TROCAIRE in Rwanda has established since 2010 a Network of journalists from different local media houses engaged in promoting peace and democracy in Rwanda. The network’s members consist of 15 journalists, who are trained (in partnership with trainers from National University of Rwanda (NUR) / Great Lakes Media Center and the Catholic University of Kabgayi) are coordinated by the Agency in matters concerning peace and democracy. There is a need to increase the number of members in line with the number of local media houses. The Network participates in all initiatives in public and private sector or civil society activities relating to peace and non violence, democracy and good governance, since these represent the main keys for sustainable development and peace not only in Rwanda but in all under developed countries.

Low-revenue generation, untrained members and staff, weaknesses in Rwandan journalists’ associations, lack of modern equipment and lack of permanent staff and staff-based activities, are some challenges that confront not only the coordination and running of the Rwandan Peace and Democracy Journalists Network (RPDJN) but also many of the national media houses by threatening their ability to provide the much-needed social service. Independent media houses are in principle expected to be owned, managed and supported by community members. However, a lack of understanding and appreciation of the concept of independent media makes this principle of community ownership and management unrealistic. Levels of community support are equally non-existent, because paying for information is an entirely new concept to Rwandans in general. Besides, levels of poverty in areas like Rwanda’s villages make community support a no-go area when it comes to considering options for the financial sustainability of local media houses.

It is for these reasons and many others that ETOILE.COM Agency is seeking support from IPDC to strengthen and empower the Rwandan Peace and Democracy Journalists Network (RPDJN) to do better on its core mandate of providing information on governance, democracy, peace building, unity and reconciliation, sanitation, health, environment or agriculture, as well as bringing media close to the people as a way of democratizing the media landscape in Great lakes region. For increased success of this project, the collaboration with the National University of Rwanda (NUR) / Great Lakes Media Centre (GLMC) as a training agency will be necessary.

Based on UNESCO’s Model Curricula for Journalism education and in collaboration with NUR/GLMC, a team of 25 journalists will be trained on issues relating to democracy, good governance and peace, in order to improve their media professional role effectively and efficiently. The project also seeks to procure a production unit for the Rwandan Peace and Democracy Journalists Network (RPDJN) for the production of programmes on

peace, democracy and good governance, to be distributed to the various media outlets (especially the 20 FM stations in the country). A website for the RPDJN network will also be established.

## **2. DESCRIPTION OF THE TARGET GROUP:**

This project concerns the Rwandan Peace and Democracy Journalists Network, targeting journalists and the rural people of Rwanda, which is mostly made up of farmers (85%) who form the main consumers of all kinds of media information. The journalists' network, strengthened and equipped, will help the rural people to be informed, to overcome, to face positively their problems and to encourage their active participation in public discourse, in issues concerning democracy, leadership peace building, unity and reconciliation.

## **3. DEVELOPMENT OBJECTIVE:**

To strengthen the professional capacity of journalists in Rwanda and support institutions that underpin freedom of expression, pluralism and diversity.

## **4. IMMEDIATE OBJECTIVE:**

The project will help to upgrade the production capacities of local media by reinforcing the network of journalists trained and specialized in reporting on democracy, good governance and peace by ensuring that the information on these issues is available and accessible to the public.

## **5. PROJECT OUTPUTS:**

- A team of 25 journalists trained on issues relating to democracy, good governance and peace, to improve their societal work effectively and efficiently; Training modules covering issues on Peace, Democracy and good governance produced in close collaboration with NUR/GLMC. This module will also be utilised for regular future training at the Great lakes Media Centre.
- A modern production studio for the Rwandan Peace and Democracy Journalists Network (RPDJN) is procured, and installed
- A website for RPDJN is established and journalists are trained on how to use it and to submit on it their articles and other related news;
- A weekly radio programme to promote community participation in public discourse on democracy, good governance and peace, etc. is produced and broadcasted by RPDJN members through their respective media houses.
- One weekly analytical, thematic and investigative article on good governance, democracy or peace building is produced and published in local newspaper and on the website created for the network.

## **6. ACTIVITIES:**

- Training: 25 members of RPDJN from different media houses will be trained in collaboration with UNR/GLMC on:
  - How to organize and produce a radio show-talk;
  - Investigative journalism and how to submit articles on the RPDJN website and
  - The principles of democracy, good governance and peace-building. The UNESCO's Model of Curriculum for Journalism education will be adopted and the modules used in the future training. This will ensure sustainability.
- Procurement of a production studio and the establishment of a web site for RPDJN: This activity will consist of: (1) Procuring and installing a console, an amplifier, two equalizers and other modern production studio equipments; (2) Designing and making operational the web site for the network.

- Network Media activities on democracy, good governance and peace: This activity focuses on: (1) Producing and broadcasting of radio show programme series promoting community participation in public policy discourse; (2) Organizing and broadcasting the radio talk-show programme series to promote engagement between community members and elected representatives; (3) Covering, reporting, producing and publishing articles in local newspaper and on the web site of the Network.

**7. PROJECT INPUTS:**

- Funding for 3 days of training for 25 journalists who are members of Rwandan Peace and Democracy Journalists Network in the light of UNESCO’s Model of Curriculum for Journalism education
- Set of studio production equipment, comprising a mixer, recording facilities, microphones, console, amplifiers and sound system to produce record and broadcast high-quality programmes on public engagement with elected representatives
- Cost of establishing a web site and making it operational
- Media activities programmes (radio talk-shows, articles and web site production)

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
ID of beneficiaries, local partners and trainers	■											
Procurement, installation of production studio equipment and web site designing	■	■	■									
Training of 25 journalists			■									
Organize, produce, broadcast radio-show					■	■	■	■	■	■		
Investigate & publish articles series			■	■	■	■	■	■	■	■	■	■
Review and participatory summary and evaluation meeting.				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

ETOILE.COM is a non-profit making organization created in 2004 which works as a Press Agency under the full name «Rwanda Agency for Editing, Research, Press, and Communication», abbreviated “ETOILE.COM, governed by constitution and subjected to the provisions of law N° 22/2009 of 12/8/2009 which governs the Press in Rwanda. Its headquarters are situated in Kigali City and it carries out its activities in the whole of the Republic of Rwanda with the mission to see, to judge and to communicate. The main objectives of the ETOILE.COM agency are the following: (a) To promote Information and Communication Technologies; (b) To contribute to education, training and informing the population on promoting peace building, democracy and sustainable development; (c) To carry out professional and technical media-related activities and to facilitate and ensure an interdependent collaboration between the media professionals and the general public; (d) To seek, analyze, edit books, produce articles and reports on various topics based on research, survey and study; (e) To contribute to human solidarity and well-being through sports and other cultural activities; and (f) To facilitate collaboration, exchange, and synergies between various national and international actors involved in development and social well being in Rwanda.

The Executive Director of ETOILE.COM is responsible for the day-to-day management of the organization. The decisions of the management Committee are subject to review by a 9-member Board of Directors. The Board meets every quarter to review the activities of the organization and to provide advice to the management on the way forward. At the community level, two field staff with considerable experience in project management control project implementation.

## 10. SUSTAINABILITY:

The ETOILE.COM strategy is first to collaborate with The National University of Rwanda through the Great Lakes Media Centre in undertaking the training courses proposed. This will ensure sustainability of such training in the future since modules will be produced and the training replicated as needs arise. The trained journalists would be required to transfer knowledge and skills to their colleagues in their respective media houses. By the end of the project, ETOILE.COM will have developed an internal capacity and a core team of journalists with the professional capacity to competently handle analytical reporting that will help entrench peace, democracy and good governance.

## 11. FRAMEWORK OF MONITORING:

The UNESCO Field Office in Nairobi will monitor project implementation in close collaboration with its partners on the ground, the University of Rwanda, Journalism department. The main tools for monitoring will be through reporting, interviews with beneficiaries or audience survey and coalition partners, using opened questionnaires and inspection of records and web site of the Network. The Project Coordinator will meet regularly with network members to share findings of the monitoring missions. Quarterly reports will be prepared to identify the major findings of the monitoring and evaluation missions and how they can be used to improve project operation and submitted to UNESCO and other partners. At the end of the project a summative evaluation will be conducted by a selected project evaluator.

## 12. EVALUATIONS CARRIED OUT:

A formative evaluation has been carried out in the past in the form of a focus group involving discussion between stakeholders and beneficiaries, and providing baseline data to inform the formulation of this proposal.

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

A 4 month reporting cycle will be maintained by executive agency. Reports will be prepared and submitted by Patrice Nsengiyumva, Executive Director of ETOILE.COM and Coordinator of the RPDJ Network to UNESCO.

### D. BUDGET

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

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<b>Training of Journalists</b>	
Training materials (3 days x 25 persons at \$20 each)	1 500
Transport of participants (2 days x 25 persons at \$50 each)	2 500
Meals and drinks (3 days x 25 persons at \$40 each)	3 000
Accommodation fees (3 days x 25 persons at \$50 each)	3 750
Trainers fees (3 days x 3 persons at \$164 each)	1 476
Logistical costs (3 days x 2 persons at \$100 each)	600
<b>Sub-Total: Training of Journalists</b>	<b>12 826</b>
<b>Production Unit</b>	
Mixing console with built-in telephone hybrid	3 000
Studio condenser microphones (2 at \$300 each)	600

Field production microphones (2 at \$200 each)	400
Pairs of monitor speakers w. built-in amplifiers (2 at \$750 each)	1 500
Uninterrupted power supply 500 VA (2 at \$300 each)	600
Four way headphone amplifiers (2 at \$150 each)	300
P4 audio editing computer 320GB HD RAM 2GB, Windows, XP, CD-WR, 19" monitor (2 at \$1500 each)	3 000
<b>Sub-Total: Production Unit</b>	<b>9 400</b>
<b>Web site designing and development</b>	<b>1 500</b>
<b>Production costs</b>	
Producing and broadcast of weekly radio program series (12 x \$200)	2 400
Organizing and hosting of a weekly radio-talk show programme (12 x \$200)	2 400
Investigation and publishing of articles (12 x \$100)	1 200
<b>Sub-Total: Production Costs</b>	<b>6 000</b>
<b>Total</b>	<b>US\$ 29 726</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Training space (3 days at \$500 per day)	1 500
Provision of infrastructure for production studio (12 months at \$300 per month)	3 600
Staff costs (2 staff members x 12 months at \$300 each)	7 200
Communication and overhead costs (12 months at \$200 per month)	2 400
<b>Total</b>	<b>US\$ 14 700</b>



# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>RAISING WOMEN'S VOICES IN SOMALIA THROUGH COMMUNITY MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 SOM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment/ Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$29 520</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$20 920</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Women Association for Relief and Development Actions (WARDA)</b>  <b>Mogadishu, Somalia</b>  <a href="http://www.wardasom.org">www.wardasom.org</a></p> <p><b>Mobile: +252 – 1 – 6227158</b>  <b>Email: <a href="mailto:wardasom@yahoo.co.uk">wardasom@yahoo.co.uk</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nairobi Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Mogadishu, Somalia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Sahra Abdi, WARDA Chairperson and Lydia Gachungi- Kiniti, UNESCO Nairobi office</b>  <b>E-mail <a href="mailto:l.gachungi@unesco.org">l.gachungi@unesco.org</a></b></p>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media in Somalia has grown despite the chaos that ensued after the fall of the military government of General Siad Bare. In Mogadishu alone, there are over 10 independent radio stations, more than 20 privately owned newspapers and more than 30 Somali websites on the internet, but all of these media outlets are directed by men who also occupy positions of authority. Women neither sit at the decision-making organs of these media institutions nor work as managing directors, editors and owners.

Women journalists do not receive equal opportunities as male journalists in terms of training and career advancement. Gender inequalities are evident in Somali media ownership, patterns of decision-making in media houses and in media content. Scant attention is paid to gender issues by decision-makers in media, as evidenced by the lack of programming concerned with gender.

In Somalia, most of the women's programmes aired on radio stations cover issues such as beauty, personal health and family, in-trend fashion, etc, but there are no issues such as rights and liberties, problems and solutions for women or women's perspectives on arising social problems.

In order to address this problem, the project will establish and make operational a sustainable community radio, managed and operated by women, serving 1 million women in Mogadishu and Afgoi corridor, and designed to contribute to the elimination of gender discrimination in the media and low quality media reporting on women's issues in Somalia. WARDA's community radio station, MARWO FM will provide women with access to practical information on relevant day-to-day issues. It will also produce programmes on specific gender-related topics such as women's political rights, gender relations, social realities, violence against women, HIV-AIDS, and news about women from around the world. The community radio will give a platform to women whose voices are still not heard. The proposed community radio will be located at a safe building near Mogadishu Airport which is under the control of the TFG/AMISOM authorities. This area of the city is very peaceful and has not been affected by the conflict in Mogadishu.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of this project are the inhabitants of Mogadishu and Afgoi corridor, particularly the women audience who will have the benefit of listening to good quality programmes on women's issues.

### **3. DEVELOPMENT OBJECTIVE:**

Contributes to building the media capacity in Somalia to represent social diversity especially those from the marginalised groups

### **4. IMMEDIATE OBJECTIVE:**

A self-sustaining, community radio station owned and managed by women will be operational, with 10 trained women journalists and technicians on community broadcasting.

### **5. PROJECT OUTPUTS:**

- Establishment of a community radio owned and managed by women
- Training 10 women journalists and reporters on community broadcasting
- Production of thematic programmes on gender discrimination and violence against women

## 6. ACTIVITIES:

- Selection and purchasing radio equipment
- Studio soundproofing and cabling
- Organization of training in reporting skills and handling of media equipment for 10 WARDA community radio personnel (journalists and technicians), to be held at WARDA premises

## 7. PROJECT INPUTS:

- One engineer for installation of technical equipment
- One consultant for training of radio personnel in reporting skills and managing radio equipment
- 2 computers to enable automated organization of programme scheduling
- Studio equipment comprising among other items one mixer, recording equipment, microphones, one 3KW FM transmitter etc.
- Soundproofing and cabling materials

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of equipment	■											
Acquisition of equipment, studio soundproofing and cabling			■									
Organization of media training workshop				■								
Use of equipment and production of programmes on women's issues					■	■	■	■	■	■	■	■
Submission of activity reports				■				■				■

## 9. INSTITUTIONAL FRAMEWORK:

The Women's Association for Relief and Development Actions (WARDA) is a women's organization established in 2007 to carry out activities and advocacy in support of Somali women, including by the design and broadcasting of radio programmes and the training of women journalists. The project was supported and designed by Somali media professionals, concerned with gender inequality and violence against women, and who have decided to pool their experience and know-how. MARWO FM aims, within the Somali media landscape, to provide a women's radio whose contribution to gender equality and women's human rights will be undeniable.

## 10. SUSTAINABILITY:

The project will be sustained through community involvement and the development of a sense of ownership over the project and the investment of local communities in order to promote institutional, social, and ultimately financial sustainability.

## 11. FRAMEWORK OF MONITORING:

Monitoring of project implementation will be carried out in close collaboration with UNESCO offices in Mogadishu, Somalia, which are present on the field and will be privy to the implementation of this project and the reporting to UNESCO Nairobi office.

## 12. EVALUATIONS CARRIED OUT:

A study commissioned by the East Africa Journalists Association (EAJA) showed that Somali female journalists complained of inadequate media coverage of gender issues and lack of skills on how to report on conflict issues.

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

Quarterly reports will be submitted by Women Association for Relief and Development Actions (WARDA) to the UNESCO Office in Nairobi.

### C. ADDITIONAL INFORMATION

From 2009 until now, WARDA has received a total of US\$ 102,360 in support from a variety of donors including IREX, NED, and the Rory Peck Trust, to help fund the following projects:

- Promoting Birimigoydo and Human Rights in Somalia (NED: US\$ 34,000)
- Enhancing Human Rights through Birimigoydo code of conduct (Phase I) (NED: US\$ 24,990)
- Advocacy for Gender Responsive Media (IREX: US\$ 8,240)
- Help Journalists in Crisis (Rory Peck Trust: US\$ 1,500)
- Promoting Peace and Women's Rights through Media Projects (IREX: US\$ 3,630)
- Enhancing Human Rights through Birimigoydo code of conduct (Phase II) (NED: US\$ 30,000)

### D. BUDGET

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

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Equipment</b>	
1 kW stereo FM transmitter	6 000
Broadcast antenna (4 at \$400 per unit)	1 600
Microphone stands (4 at \$50 per unit)	200
Field reporting recorders (MP3 Player) (3 at \$500 per unit)	1 500
Headphones (6 at \$20 per unit)	120
External hard disk (2 at \$400 per unit)	800
Toshiba computer for audio editing (2 at \$800 per unit)	1 600
Mixer	2 000
Kaspersky Anti-virus (2 at \$50 per unit)	100
CD Player/recorder	500
500 VA UPS (2 at \$300 per unit)	600
HP Scanner (2 at \$400 per unit)	800
HP Printers 2 at \$600 per unit)	1 200
Studio soundproofing and cabling/wiring	2 200
<b>Sub-Total Equipment</b>	<b>19 220</b>
<b>Training</b>	
Trainer (1 at \$100 per day x 3 days)	300

Refreshments for participants for 3 days	600
Local transport for 3 days (10 participants x \$20 each x 3 days)	600
Training materials (flipchart, notebooks, markers, pens, etc)	200
<b>Sub-Total Training</b>	<b>1 700</b>
<b>Total</b>	<b>US\$ 20 920</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs	5 000
Communication and overhead costs	3 600
<b>Total</b>	<b>US\$ 8 600</b>

# UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ASSESSING THE MEDIA LANDSCAPE IN UGANDA USING THE MEDIA DEVELOPMENT INDICATORS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 UGA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression &amp; media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 37 090</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 31 290</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Makerere University Department of Journalism &amp; Communication P.O. Box 7062 Kampala Uganda  Tel: +256 414 543 919</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nairobi Office Contact: Lydia Gachungi-Kiniti <a href="mailto:lgachungi@unesco.org">lgachungi@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Kampala, Uganda</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Dr Monica Chibita, Head of Dept. Department of Journalism &amp; Communication, Makerere University  Email: <a href="mailto:head@masscom.mak.ac.ug">head@masscom.mak.ac.ug</a> cc. <a href="mailto:mbchibita@gmail.com">mbchibita@gmail.com</a></b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The newspaper market in Uganda is dominated by the *New Vision*, (part of New Vision Printing and Publishing Corporation), of which the government holds 53% shares, and also by the *Daily Monitor* of which the Nation Media Group is majority shareholder. There are some 48 publications in circulation, according to the official Media Council website, and 8 TV stations regularly on air with many more registered. Most of these stations are urban-based. The Uganda Broadcasting Corporation (radio and TV), government owned and controlled, struggles to operate as a public broadcaster, covering only 3/4 of the country. Community radio is weak and faces serious financial and human resource challenges. There are also barely any operational community newspapers or television stations.

Over 200 licensed radio stations are based in the capital city of Kampala. Uganda's radios operate in five of 30 languages and dialects.<sup>5</sup> Recent studies carried out by M. Chibita in 2006 on Indigenous language and citizen participation in Ugandan broadcasting, indicate that most of the radio licenses are held by politicians, politico-cultural bodies and religious leaders that have ties with the ruling elite. A growing number of Ugandans have access to the Internet according to the World Internet Usage Statistics (2010), but this, like newspapers, still remains a privilege of the educated and/or well-resourced, mostly urban dwellers. Between March and June 2010, 423 288 new telephone lines were introduced. Of these, 382,515 (90.4%) were mobile and 40,773 (9.6%) were fixed lines (Uganda Communications Commission, 2010).

While the growth in the broadcast sector promises diversity, it is unclear how accessible the channels are to the non-privileged and the extent to which the content of these channels is democratic and editorially independent. There are glaring disparities in the quality of personnel and equipment from one media house to another, (with rural and community media being the "poor relations"), as well as in the quality of education offered in the various degree- and non-degree-awarding institutions across the country. Training institutions continue to be dogged by shortages in human and material resources.

Scholars note that although the Ugandan constitution has increasing provisions supporting freedom of expression and access to information, and laws to govern print and electronic media, the overall regulatory environment is not fully conducive and unduly limits the fulfillment of societal roles by the media. In light of the above, an assessment of the levels of pluralism and diversity is required, as it is becoming increasingly clear that a rise in the number of channels will not automatically convert to an increase in diversity and choice for listeners and viewers. Private/commercial broadcasters are in broadcasting as a business, and need to make a profit, and this (as well as other factors) will shape their programming priorities and ability to serve as platforms for democratic discourse.

Numerous studies and background papers are available in relation to Uganda's media landscape, including the Uganda Public Service Broadcasting Survey (Mwesige et al., 2010) and the National Electronic Media Performance Study (Makarere University, 2004). None however are all-encompassing, and generally fall short of identifying operational constraints, addressing forums of democratic discourse (commercial and community media), analyzing inequities in ownership, strengthening editorial independence and enlarging the participation of civil society to enhance media development in Uganda. A full-fledged assessment of Uganda's media landscape using UNESCO's Media Development Indicators is expected to elaborate on these gaps and provide the data and information that is critical for informed decision making. The MDIs offer a useful framework for

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<sup>5</sup> This excludes the state radio which operates in 24 languages. State television operates mostly in English with one bulletin each in Luganda (the majority language) and Kiswahili, the regional lingua franca.

assessing the level and quality of media development and the proposed study will provide holistic, current and accurate country-specific data on the media landscape in Uganda.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group for this study is key stakeholders, namely media owners and professionals, policy-makers, civil society and media audiences.

## **3. DEVELOPMENT OBJECTIVE:**

To contribute to the promotion of the media development sector in Uganda, and ensure plurality and transparency of ownership and content across the spectrum.

## **4. IMMEDIATE OBJECTIVE:**

- To assess five categories of the media environment in Uganda using the context of the MDIs
- To advance debate on media development in Uganda, generate relevant recommendations and identify further support mechanisms

## **5. PROJECT OUTPUTS:**

The major outputs of the project will be:

- A comprehensive and current report on the state of the media in Uganda with reference to the MDIs
- A round-table discussion on the state of the media in Uganda involving key stakeholders including relevant partners and donors, media owners and professionals, policy-makers, civil society and media audiences

## **6. ACTIVITIES:**

- Consultative meetings
- Development and pre-testing of instruments
- Fieldwork (including a national survey, and in-depth interviews at the national level and in the four regions of Uganda).
- Data analysis
- Report Writing and reproduction
- Dissemination round-table for partners, stakeholders and donors

## **7. PROJECT INPUTS:**

- Stationery and supplies
- Reproduction costs (photocopying, binding)
- Travel costs (Car hire and Fuel)
- Meeting venues
- Accommodation costs (for round-table)
- Meals/refreshments
- Subsistence costs for researchers and research assistants
- Translation costs
- Communication costs
- Project coordination costs
- Statistical assistance



## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
First consultative meeting with researchers	■											
Second consultative meeting (with stakeholders)	■											
Development of instruments		■										
Pre-testing instruments			■									
Refining instruments				■								
Fieldwork					■	■						
Data analysis							■	■				
Report writing							■	■	■			
Planning meeting for round-table								■				
Report reproduction										■		
Dissemination round-table										■		
Evaluation meeting										■		

## 9. INSTITUTIONAL FRAMEWORK:

The study will be conducted by the Department of Journalism and Communication at Makerere University. It has considerable experience in research, has published relevant books and carried out major research including the “The National Electronic Media Performance Study (2004): A Broadcasting Council Report”. The Department is currently concluding a study on the state of Science Journalism training in four African countries.

The Department is based in the School of Languages, Literature and Communication (SLLC), within the College of Humanities and Social Sciences (CHUSS). The College Board and/or committees of the School and College normally approve all major decisions and initiatives before they are endorsed by the University Senate and University Council. The Department is headed by a Chair who is assisted by a Coordinator and has two standing committees, one on Finance and Administration and another on Academic Affairs. These committees consider major decisions and initiatives and guide the Chair in implementation. Funds for particular projects are deposited on a dedicated projects account that is audited by the university internal audit department. This proposal includes some statistical assistance as statistical analysis is not strong in the Department at this point.

## 10. SUSTAINABILITY:

The nature of the study will be such that it lends itself to periodic updating, thus building a dependable state of the media database that could also serve as a basis for future comparative studies.

## 11. FRAMEWORK OF MONITORING:

The Department’s Planning and Development Committee will be the primary form of internal evaluation for the project. The project will also be open to UNESCO’s standard evaluation procedures.

## 12. EVALUATIONS CARRIED OUT:

In addition to the research indicated under the justification of this proposal, this project will also be guided by the following studies carried out on the state of the media in Uganda which constitute a sound basis for asking specific questions about the role of the media and the general health of the media sector in line with the MDIs:

- Broadcasting Council (2004): The National Electronic Media Performance Study

- Lugalambi, G.W., Mwesige P. and Bussiek H. (2010). On Air: Uganda Public Broadcasting Survey
- National Round-Table on Communication for Development conducted in Kampala (Makerere 2011)
- Wotsuna, K. J. (2006) Uganda: Research findings and conclusions. Africa Media Development Initiative [http://downloads.bbc.co.uk/worldservice/trust/pdf/AMDI/uganda/amdi\\_uganda\\_full\\_report.pdf](http://downloads.bbc.co.uk/worldservice/trust/pdf/AMDI/uganda/amdi_uganda_full_report.pdf).

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

Progress on project implementation will be done through quarterly reports to UNESCO Nairobi.

#### **D. BUDGET**

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

Venue hire \$200 x 1 meeting (consultative meeting will be held in office)	200
Meals and refreshments: 30 people at \$30 each x 1 meeting (round-table)	900
Meals and refreshments: 15 people at \$30 each x 1 meeting (consultative meeting)	450
Stationery and Supplies	400
Questionnaire Development: Typing Services	100
Questionnaire Development: Reproduction	200
Fieldwork costs: DSA (\$80 x 21 days x 2 senior researchers)	3 360
Fieldwork costs: DSA (\$60 x 21 days x 8 research assistants)	10 080
Enumerators (\$40 x 10 days x 5 enumerators x 4 regions)	8 000
Translation costs (English, Luganda, Runyakitara, Luo and Lusoga)	1 500
Statistician supervisor for Data coding, cleaning, entry and analysis	1 500
Small team of statisticians to assist in the above tasks + report writing	2 000
Photocopying and report reproduction (200 copies of 100 pages per report)	600
Monitoring and Evaluation	2 000
<b>Total</b>	<b>US\$ 31 290</b>

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

Internet costs (\$500), communication expenses (\$300)	800
Project coordination	1 000
University facilities use	2 000
Office and working space	500
Contingencies	1 000
Project reporting	500
<b>Total</b>	<b>US\$ 5 800</b>

# UGANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING SKILLS OF COMMUNITY RADIO EDITORS AND PRODUCERS IN DIGITAL RADIO PROGRAM PRODUCTION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 UGA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Human resource development</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 34 932</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 30 392</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Radio Apac Limited P O Box 121, Apac  Tel: (+256) 4142 34924 Contact: Mr Jimmy Okello, Director Email: <a href="mailto:jokello@hotmail.com">jokello@hotmail.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Nairobi Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Kampala, Ntinda</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Jimmy Okello, Director of Radio Apac Lydia Gachungi- Kiniti, UNESCO Nairobi E-mail <a href="mailto:l.gachungi@unesco.org">l.gachungi@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The media landscape in Uganda (including new media) is characterized by diversity, independence and sustainability. The number of licensed Radio stations as at July 2010 is 244. Out of these, eight are community based radio stations. These include Buwama, Nakaseke, Ngor Kumi, Kacwekano Nabweru, Kagadi, Apac, and UMWA FM. According to the Uganda Communications Commission there were 40 television stations licensed in June 2009 compared to 26 in June 2008. Most, like radio, are based in the central region, with only four existing in other regions. There are two major English-language dailies: the state-owned The New Vision and the privately owned Daily Monitor, with a combined circulation of less than 70,000 copies a day, each copy being read by between five and 10 people (Uganda's total population stands at 31 million).

In reference to the African Media Barometer Uganda report 2010, the editorial independence of print media is protected adequately against undue political interference. A number of universities offer degree courses in journalism. One, Makerere, has a Master's programme. In 2002, the Eastern Africa Media Institute – Uganda Chapter developed a National Diploma in Journalism which has been adopted nationally. Unfortunately however, there are not enough courses available to upgrade the skills of mid-career practitioners, with only the two major dailies offering such opportunities.

In April 2011 in Kampala, verbal discussions were held among managers of the beneficiary community radio station, Apac FM, during a recent Uganda Country Level Round Table on Communication for Development (C4D). The round tables were organized by Makerere University's Department for journalism and communication in partnership with UNESCO. It was discovered that most of the staff at the community radios/telecentres staffs were lacking skills in new technology and digital production. Hence, there is a need to build these capacities. The main problem that needs to be addressed is the lack of professional programme production skills of staff of community radio stations. This is leading to low sustainability of creation, storage, publishing or broadcast of locally-generated content. There is currently no formal academic institution providing the training for these kinds of skills, and community radio volunteers and staff are unable to afford the exorbitant charges for training offered privately.

The solution to this problem is to carry out training of trainers in order to equip at least two staff from each community radio station with digital production skills. They will then be able to train other staff at their radio stations in these skills. This proposal seeks to provide skills in digital production to editorial and production staff through a two-week intensive radio production training course in which 20 staff will be trained. The training will be institutionalized through close collaboration with the Department of Mass Communication, at Makerere University whereby the two-week training module will be developed/and adapted from, among other sources, the UNESCO model curricula and community broadcasting manuals.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group is the staff of community radio stations in Uganda.

### **3. DEVELOPMENT OBJECTIVE:**

To build the capacity of community media to reflect social diversity through serving marginalized groups.

### **4. IMMEDIATE OBJECTIVE:**

To provide a platform for community radio staff working in eight community radios across Uganda; by developing their professional skills in digital production.

## 5. **PROJECT OUTPUTS:**

Twenty community radio staff equipped with skills in digital production of radio programmes.

## 6. **ACTIVITIES:**

- Development/adaptation of a two-week digital production training module in close collaboration with Makerere University's Department of Mass Communication
- Identification of trainees
- A two-week training-of-trainers course to impart skills in digital production
- Production and broadcasting of quality digital programmes

## 7. **PROJECT INPUTS:**

- Two trainers capable of training radio producers in digital production techniques
- Hire of training facility for two weeks, computers and studio equipment for the training course
- Twenty Digital Audio recorders for trainees' staff.
- Training module

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Contracting of trainers and media training organization	■											
Selection of Audio recording equipment	■											
Purchase of Audio recording equipment		■										
Preparation of training materials		■										
Selection and notification of staff to be trained		■										
Training of staff members			■									
Production of sample radio programmes			■									
Submission of implementation reports				■								

## 9. **INSTITUTIONAL FRAMEWORK:**

Radio Apac Limited is a registered company limited by guarantee under certificate number 49619 and operating via FM frequency 92.9. Its head office and studios are located at Media House, Biashara St, Apac town, with liaison offices in Kampala. Apac's mission is quality service delivery and community participation. Radio Apac has 17 staff members including volunteers. These include management, admin and broadcasting staff. The annual income estimate is US\$ 35,000. The source of income is mainly from programme sponsorship, notices and announcements.

## 10. **SUSTAINABILITY:**

APAC and the management of community radio stations of participating staff will ensure through memoranda of understanding, to put a mechanism where trained staff will train in-house their fellow staff periodically on digital production. Community Multimedia Centres would also avail a trainer to visit community radio stations for refresher exercises. The module produced in collaboration with the Makerere University, Department of Mass Communication will be distributed to all the community radio stations for future training.

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

Radio Apac proposes Uganda Media Women's Association who are familiar with Community Radio to carry out project monitoring, in close collaboration with UNESCO Nairobi office and the Uganda National Commission for UNESCO

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

In April 2011 in Kampala, verbal discussions were held among managers of the beneficiary community radio station during a recent Uganda Country Level Round Table on Communication for Development (C4D). The round tables were organized by Makerere University Department for journalism and communication in partnership with UNESCO. It was discovered that most of the staff at the community radios/telecentres were lacking in new technology and digital production skills hence the need to build their capacities.

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

Radio Apac undertakes to report on the project progress on a quarterly basis to the UNESCO Nairobi office and submit a final report describing how the project has achieved its objectives.

### **C. ADDITIONAL INFORMATION**

Consultations with training institute trainers on the availability of Information and Education Materials as well as technology suitable for the course was made. A tour of the training institute was made and facilities were approved.

### **D. BUDGET**

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

Participants accommodation and meals (\$60 per day x 20 participants x 15 days)	18 000
Trainers Fee (14 days at \$164 per day x 2 trainers)	4 592
Digital Training materials + module including duplication for participants	50
Photocopying and Binding of course books (x 20)	50
Secretarial Services	210
Flash Disks (x 20)	40
Rewritable CDs and copy of Computer Softwares for production (x 20)	350
Training Institute training facility (14 days at \$250 per day)	3 500
Purchasing Digital Audio Recorders (20 x \$140)	2 800
Travel to and from Community station (20 participants x \$40) substitute the above	800
<b>Total</b>	<b>US\$ 30 392</b>

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

Project coordinator (4 months' staff salary)	1 040
Staff costs (4 months x 2 staff members)	2 400
Communication costs (4 months)	200
Local transport costs (4 months)	300
Contingencies	500
Project reporting	100
<b>Total</b>	<b>US\$ 4 540</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>INTEGRATING CONFLICT SENSITIVE AND ELECTION REPORTING CONTENT IN CURRICULA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAF/03</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of Freedom of Expression</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Curriculum Development and Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 55 340</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 48 340</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Schools of Journalism and Mass Communication (SOJMC) in East Africa</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Communication Office Nairobi, Kenya.</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>SOJMC, Nairobi, Kenya</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Dr Wambui Kiai, Director, SOJMC, UON</b>  <b>Lydia Gachungi- Kiniti, UNESCO, Nairobi</b> <b>E-mail <a href="mailto:l.gachungi@unesco.org">l.gachungi@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

A lot of expansion and progress has been realized in the media landscape not only in Kenya but also in the Eastern Africa region in recent years, including the rapid increase of media training institutions, both at the University and tertiary level. In spite of this, doubts continue to be expressed regarding the quality and depth of media content in broadcast and print production, based on the growing sophistication and high levels of expectations from a more educated and democratically aware citizenry. There are currently challenges regarding the capacity to offer specialized training and lecturers of quality. A closer examination of issues related to good governance, health and sustainable development has resulted in increased awareness and sensitivity levels among journalists, although a 2008 stakeholders' conference with support from the Ford Foundation agreed that in-depth, comprehensive training on the substance of these specialized themes, is a constant requirement. A need for reference material to allow journalists to continually update their skills was also emphasized.

The UNESCO-funded Great Lakes media assessment revealed that although many journalism schools in the Great Lakes and East Africa have bilateral support for engaging and supporting media development in the region, many of these interventions have ended up receiving little sustainable impact on journalism. One of the recommendations was the establishment of regional centres for specialized journalism training, rather than continuing to focus on ad-hoc workshop-based training. Such regional centres for specialized journalism training would offer coordinated and sustainable journalism education modules as well as practical and professional support based on journalists' needs. The regional centres would serve to harmonize the ad-hoc and often replicated efforts by various donors and trainers across the region and would contribute to enhanced regional cooperation.

The School of Journalism and Communication (SOJMC) of the University of Nairobi is engaged in discussions with Ford Foundation as a development partner in the hosting of short courses on democracy, governance and media, which would also include reporting on elections. In addition, the School is partnering with International Media Support (IMS) which has developed a module on conflict sensitive reporting that can be utilized to develop course content on this subject at University level. A similar module on Reporting on Elections is required. Both modules may serve as reference material for elective courses at the University and for short term training on these specialized themes. In response to the UNESCO Great Lakes media assessment recommendation to establish regional centres for specialized journalism training, SOJMC intends to position itself to take the lead in offering these courses regionally once the regional centres are put in place. These will be introduced progressively as regional summer courses for both students and faculty members, and will facilitate more exchange and networking in these fields for both these categories.

SOJMC proposes a pilot phase to integrate specialized IMS-prepared modules on conflict sensitive and election reporting into its curricula, to be followed later by integration into the curricula of other partnering regional universities including Makerere University in Kampala and the National University of Rwanda. During this phase, a training module on elections reporting will also be developed for future integration into the curricula of these journalism schools. SOJMC, University of Nairobi was selected to spearhead this project in light of its current faculty capacity as well as the existence of appropriate courses in both undergraduate and graduate programs that would enable the integration of new modules.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group for this project is the student population attending the Schools of Journalism and Mass Communication in the East Africa Region, (Kenya, Uganda, Rwanda, Tanzania, Burundi and Somalia and Djibouti). A secondary target includes media practitioners in this region.

### **3. DEVELOPMENT OBJECTIVE:**

This project seeks to strengthen the professional capacities of students in the fields of conflict sensitive reporting and reporting on elections as specialised areas, thereby enhancing the platform for democratic discourse, good governance, and reconciliation.

### **4. IMMEDIATE OBJECTIVE:**

To build capacity at SOJMC, to offer courses for 80 Bachelor students and 50 Masters students per year on conflict sensitive and election reporting (beginning 2012), and strengthen the quality of specialized journalism in the Eastern Africa region

### **5. PROJECT OUTPUTS:**

- 1 High quality specialized training module on election reporting produced
- Draft Course content on conflict sensitive reporting developed and submitted to the College of Humanities and Social Sciences, University of Nairobi for integration into SOJMC curricula
- Draft course content on election reporting developed and submitted to the College of Humanities and Social Sciences, University of Nairobi for integration into SOJMC curricula
- 80 Bachelor Students trained on election reporting and conflict sensitive reporting and 50 Masters Students trained on conflict sensitive reporting per year.

### **6. ACTIVITIES:**

- One 3x day workshop (half of which will focus on the contents of the training module on election reporting, including academics and practitioners from the region plus a curriculum expert consultant, who will meet to discuss elements to be included in an election reporting training module. This will also ensure that specific regional needs will be met and allow for ease of future integration into other existing curricula). The other half of the period will look into the development of courses on conflict sensitive reporting and reporting on elections for integration into the SOJMC Curricula. The IMS module on conflict sensitive reporting will be taken into consideration in development of the course content. A curriculum expert consultant will facilitate the workshop.
- Selection of consultants
- Development of draft module
- One day Validation and Pre-testing workshop: These meetings are to ensure quality and full account of the region's needs at various stages of the project. Scholars, researchers and practitioners from the region will review and critique the module on election reporting and the proposed course content on conflict sensitive reporting and election reporting.
- Finalisation and Publication of the modules: The module will be published to reach a wide audience in the region.
- Completion and submission of proposals to the College of Humanities and Social Sciences, at the University of Nairobi for integration into SOJMC curricula

### **7. PROJECT INPUTS:**

- 2 experts/consultants capable of developing relevant module on Election Reporting, course content on conflict sensitive reporting and course content on reporting on elections for SOJMC curricula
- Workshop costs for 20 participants (airfare and accomodation for regional participants and conference package
- Printing costs for the modules
- One day validation and pre-testing workshop

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identification of experts and prep. activities	■											
2 x 1.5 day consultative meetings		■										
Develop module & draft course content			■	■	■	■	■					
Validation and pre-testing workshop								■				
Completion of module, courses and printing									■	■	■	
Reporting				■				■				■

## 9. INSTITUTIONAL FRAMEWORK:

The vision of the SOJMC is predicated through the University of Nairobi's vision: "A World Class University Committed to Scholarly Excellence". The School, established in 1970, seeks to achieve distinction globally in communication & media training and research. The Director of the School is the Academic and Administrative head, assisted by the Associate Director. There is a Management Committee comprised of the Coordinators of the Schools' Academic programme, as well as the Administrator of the School. The School has 14 full-time lecturers; 30 part-time lecturers; and 12 Support Staff.

The sources of income at the School include the self-sponsored Academic programmes (US\$ 2 million in 2010-2011 financial year) and development partners support (USD 150,000 over 2010-2011). The School has managed projects from various development partners including The Ford Foundation, UNESCO, DANIDA, UNDP, and CIDA. There are 6 academic staff members holding a PhD and 3 of these have a background in media and politics. Many lecturers at the School have served as trainers in short-term courses nationally, regionally and internationally. This, coupled with its excellent networking with partners in the industry shall contribute to the effective implementation of the project.

## 10. SUSTAINABILITY:

Integration of the courses into the School's curricula addresses sustainability as selected graduates of the School will gain specialized knowledge in conflict sensitive reporting and reporting on elections. In addition, the two modules developed will be utilized for short course training, which can be sponsored by the various media houses and other development partners.

## 11. FRAMEWORK OF MONITORING:

Monitoring will be carried out by the UNESCO office in Nairobi. Additionally, the University has regular performance contracting exercises carried out every quarter (including reports on projects). The consultative meetings will ensure that the module and courses for integration into curricular are completed.

## 12. EVALUATIONS CARRIED OUT:

This project is inspired by the UNESCO-commissioned assessment report on the Great Lakes region that indicated the need for training in specialized, thematic areas, as well as the gap in institutional capacity building for most journalism and communication schools in the region. The School was recently assessed by the Price Waterhouse Cooper agency on behalf of UNICEF, and the interim report showed a low-risk score.

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

Reports will be presented every quarter to the UNESCO Nairobi office by the Project Coordinator. A final comprehensive narrative and financial report will be completed at the end of the project.

#### C. ADDITIONAL INFORMATION

SOJMC is in the process of establishing a Centre of Excellence in Communication and Media Training and Practice. The structure as discussed by stakeholders is independent, though based at the SOJMC and University of Nairobi, and also has the Media Council of Kenya and the Ministry of Information and Communications as the other founding and advisory members. The focus of the Centre will be specialized thematic courses. The School will publish a Module for in-depth training on Democracy, Governance and the Media at the end of July.

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
2 Consultants for preparation of Module on Reporting on Elections: 25 days at \$203 per day including facilitation of workshop, editing of the module	10 150
Consultant for development of courses on conflict sensitive reporting and reporting on elections: 10 days at \$183 per day including facilitation of workshop	1 830
Regional participants travel: (1 x Uganda at \$400, 1 x Rwanda at \$450, 1 x Burundi at \$500, 1 x Tanzania at \$400, 1 x Somalia at \$800, 1 x Djibouti at \$900)	3 450
6 participants' accommodation: half board at \$150 x 3 nights	2 700
12 participants (includes 6 from Kenya) conference package: 2 x teas, lunch, water and conference room at \$40 x 12 x 2days	960
Visas and airport transfers + other miscellaneous costs	1 000
<b>Sub-Total: 1.5 days Consultative meeting</b>	<b>20 090</b>
Regional participants travel: (3 x Uganda = \$1200, 3 x Rwanda = \$1350, 3 x Burundi = \$1500, 3 x Tanzania = \$1200, 3 x Somalia = \$2400, 2 x Djibouti = \$1800)	9 450
16 participants accommodation: half board at \$150 x 3 nights	7 200
20 participants (incl 4 from Kenya) conference package: 2 x teas, lunch, water and conference room at \$ 30 x 20 x 2 days	1 600
Visas and airport transfers and other Miscellaneous	1 000
<b>Sub-Total: 2-day Validation and Pre-testing workshop</b>	<b>19 250</b>
Editing, Design and Printing of the Module and distribution throughout region	7 000
Launch	2 000
<b>Total</b>	<b>US\$ 48 340</b>

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

<b>Administration and overhead costs</b>	<b>US\$ 7 000</b>
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# LESOTHO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING FOR MEMBERS OF THE MAFETENG COMMUNITY MULTIMEDIA CENTRE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 LES/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support and equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 31 791</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 31 577</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Mafeteng Multimedia Association</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office in Windhoek CI Regional Advisor: Mr Jaco du Toit <a href="mailto:jdutoit@unesco.org">jdutoit@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Mafeteng, Lesotho</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mafeteng Multimedia Association</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Kingdom of Lesotho is a small, landlocked and mountainous country with LDC status in Southern Africa. It is totally surrounded by its only neighbour, South Africa. Its population is estimated at around 2 million people, spread across ten districts. The capital city is Maseru with an estimated population of 350 000. After Lesotho gained independence in 1966, there was only one national radio station until 1999 when the government of Lesotho issued licenses for other privately owned radio stations. Currently Lesotho has two state-owned radio stations which broadcast countrywide. In addition, there are eight privately-owned stations, three of which are run by church organizations, one by the National University of Lesotho, and the remaining four by commercial broadcasters. Most of these radio stations broadcast in and round Maseru. State television is only accessible via satellite (which must be paid for), and contains a variety of locally-produced programmes.

The main challenge for the country's broadcast media is the fact that most media, except for the state broadcasters, only broadcast in and around the capital of Maseru. It is against this realization that through the establishment of a community multimedia centre in the Mafeteng District, whose major feature is a community radio station, the Mafeteng Community will be engaged to learn ways to become involved in socio-economic development in order to play active roles in their own and the district's improvement. It is undoubtedly clear that in order to achieve these goals, concrete measures must put in place, hence the need to capacitate staff and management of the newly established Mafeteng Community Multimedia Centre.

Mafeteng CMC, which was the first community-owned radio in the country, is a direct result of a partnership between the Lesotho National Commission for UNESCO and the Mafeteng community represented by the Mafeteng Multimedia Association. It is situated in the semi-urban town of Mafeteng, some 100 kilometres south of the capital of Maseru. Through assistance from the UNESCO Windhoek Cluster Office, the Lesotho National Commission for UNESCO was able to purchase some of the studio equipment for the Multimedia Centre as well as paying the broadcasting license application fee. The centre will serve as a communication and information platform for the community's developmental needs. The community radio will also broadcast on FM between 10 to 18 hours a day within a radius of 10 to 50 kilometres. This implies that it will cover at least 12 community Councils with an estimated population of 70 000.

Currently, the Mafeteng community has elected a team of ten steering committee/board members, made up of different civic groups. It is this steering committee that has now established the Mafeteng Multimedia Association. One of the major responsibilities of this board/association was to ensure that the radio station is officially registered, and that a broadcasting license application is acquired before the end of 2011. It is further expected that now that the licence has been granted, the Mafeteng Multimedia Association in collaboration with the Lesotho National Commission for UNESCO, will facilitate its launch.

As a new initiative and also to facilitate the operation of this centre, the Mafeteng Multimedia Association seeks support to organize and conduct a ten-day training course for 22 people. In addition to this, some funds will be required for the installation and maintenance of studio and transmission equipment as well as the purchasing of some new transmission equipment in order to boost the existing equipment and to further widen the coverage or broadcasting area (since the country's terrain makes it difficult to reach places beyond certain mountainous areas within the Mafeteng community). The training will be divided in to two components, the first of which will cover training of 10 board members on corporate governance; financial management, ownership and operation of the radio station, and the second focusing mainly on teaching 10 community media staff and volunteers on leadership and management skills, content production, networking skills, digital production and equipment training.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The target group comprises 10 board members and 10 staff and volunteers of the Mafeteng community radio station. Aside from the 20 training participants, the Mafeteng community at large will benefit as the station will then cover a wider area of the district.

## **3. DEVELOPMENT OBJECTIVE:**

The project will contribute towards plurality and diversity of media in Lesotho by establishing the first community radio station in the country.

## **4. IMMEDIATE OBJECTIVE:**

- Conduct and organize two 5-day capacity building training courses for 22 participants
- Installation and maintenance of radio equipment
- Purchasing of additional transmission and studio equipment

## **5. PROJECT OUTPUTS:**

- 10 trained board members equipped with the relevant skills and techniques to manage and operate the Mafeteng Community Multimedia Centre, especially its radio component
- 10 trained permanent and volunteer staff, capable of radio programme management, production and broadcasting.
- An operational community radio
- Various radio programmes produced and broadcast on a daily programme schedule
- Two staff from Lesotho's National Commission for UNESCO, with better skills and knowledge for monitoring and evaluation
- Maintained radio equipment

## **6. ACTIVITIES:**

- Selection of 22 participants for the training workshop
- Identification of trainers: It is believed that an experienced local trainer would be ideal since there would not be the problem of a language barrier, particularly since most of the trainees will be second language speakers. On the other hand an additional international trainer with a wider experience in CMC is also regarded as important in order to share experiences
- Logistics and preparation for the training workshops
- Ordering and purchase of additional transmission and studio equipment
- Installation and maintenance of all studio and transmission equipment
- Evaluation and Submission of workshop report

## **7. PROJECT INPUTS:**

- Two trainers with relevant experience and university degrees
- Logistical arrangements regarding the training room, refreshments and lunch
- Transport costs for participants and trainers
- Workshop administration costs
- Additional transmission and studio equipment
- Evaluation of activity and final report

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of participants and trainers	■											
Logistics and preparation for training workshops	■											
Training of staff and board members		■										
Purchase and installation of equipment	■	■										
Evaluation and submission of workshop report				■								

## 9. INSTITUTIONAL FRAMEWORK:

The Mafeteng Multimedia Association was established in cooperation with MISA Lesotho and the Lesotho National Commission for UNESCO to create a local governance structure for the Mafeteng Community Media Centre. The local governance structure is composed of a team of ten steering committee/board members from different civil society groups. UNIC and UNDP Lesotho are also in support of the project. As the steering committee is fairly new, the Commonwealth of Learning will provide capacity development opportunities to the board to obtain sound governance procedures in February 2012.

A license was issued by the Lesotho Communications Authority on 8 August 2011, allowing broadcasting within a radius of 10-50 km.

## 10. SUSTAINABILITY:

Sustainability of this project will depend on fundraising activities which will include adverts, announcements and contributions from the local private sector and people of good will. Money generated through the aforementioned activities will further be used to sharpen board and staff members' skills. In addition, the Mafeteng Multimedia Association has sought more funding regarding further capacity building from the UNIC, UNESCO Windhoek Cluster office, MISA-Lesotho and CoL. All of these renowned organizations have pledged their support in this regard. CoL has notably pledged to provide follow-up on in-person seminars by providing a distance learning course for participants immediately after the training workshop.

## 11. FRAMEWORK OF MONITORING:

The management of the Lesotho National Commission through the Communication and Information Programme Coordinator will perform an oversight role on the CMC and hold periodic meetings with board members to ensure that the expenditures made correspond with those approved by IPDC.

## 12. EVALUATIONS CARRIED OUT:

Participants will be required to complete an evaluation of the training and submit this to the facilitator at the end of the course. Monitoring and evaluation will also be carried out by the relevant authority in order to ensure compliance.

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

The Communication and Information Programme Coordinator at the Lesotho National Commission for UNESCO will provide progress reports and financial reports to the CI Advisor based at UNESCO Windhoek.



## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
1 national trainer (\$100 x 10 days)	1 000
1 international trainer (\$140 x 10 days)	1 400
Accommodation for the international trainer (2 x \$100 x 12 nights)	2 400
Economy class airfare for international trainer (SADC-Maseru at \$1 142)	1 142
Renting of room for training (\$114 x 10 days)	1 140
Water (22 x \$1.86 per unit x 10 days)	409
Morning tea and coffee (25 x \$4.80 per unit x 10 days)	1 200
Buffet lunch (25 x \$17.21 per unit x 10 days)	4 302
Soft drinks (25 x \$3.65 per unit x 10 days)	912
Afternoon tea and coffee (25 x \$4.80 per unit x 6 days)	720
Stationery costs and submission of reports	372
Technical studio equipment (mixing console, 2 microphones with stands, baffles, headsets, audio amplifier, sound card, cables and connecting devices)	7 000
PC with professional audio management software and 19" screen	2 600
350 VA UPS	120
Digital Satellite Receiver	300
Antenna	60
150W FM Stereo transmitter	4 900
4 Omni directional aerials	1 200
Feeders (50m)	400
<b>Total</b>	<b>US\$ 31 577</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Local Transport (12 days)	143
Communication Costs	71
<b>Total</b>	<b>US\$ 214</b>

# NAMIBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF COMMUNITY RADIO IN NAMIBIA TO ENHANCE COMMUNITY LEARNING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 NAM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 51 074</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 39 513</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Media &amp; Training Centre for Health (MTC)</b>  <a href="http://www.mtcforhealth.co.za">www.mtcforhealth.co.za</a></p> <p><b>Entrance F, Collingwood Place, 12 Anson St.            Observatory            7925 Cape Town S.A</b></p> <p><b>Tel. +27 21 448 7339</b>  <b>Email: <a href="mailto:gwhite@mtcforhealth.co.za">gwhite@mtcforhealth.co.za</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>Windhoek            CI Advisor: Mr Jaco du Toit</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Rehoboth and Eenhana, Namibia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Gail White, MTC Executive Director            Advised by Jaco du Toit, UNESCO            Windhoek</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This IPDC project proposal seeks support to build the capacity of the community radio sector in Namibia through a practical training, support and mentorship programme that will benefit marginalised communities in Namibia through participatory programme production. Further to UNESCO'S intervention to promote and support the Namibian community radio network and to enhance the capacity of radio practitioners to drive the development agenda, this project will extend the results of the Namibian Community Network Stakeholders Meeting and take forward the findings of the Community Broadcasting Sustainability Study, conducted by FES media in 2011. This highlights that social sustainability (via participation) and institutional sustainability (via trust) can bring about financial sustainability.

The study reinforced the understanding of the community radio sector in Namibia which is one of three types of broadcasting recognized in Namibia. What distinguishes community stations is that they are owned and controlled by communities and serve community interests: they operate in a participatory manner, often relying on community volunteers to produce and present programmes, to raise money and even to manage the stations. Through community radio, poor constituencies are able to develop their own programmes and organize discussions on matters affecting their community in a language they understand. Rush and Urgoiti, the research consultants of the Community Broadcasting Sustainability Study, argue that “in the process, poor constituencies who were isolated and marginalized are becoming energized, developing informed opinions, and becoming more adept at using information to protect themselves, to make informed decisions and to get results.” It is therefore a critical contributor to a community's social, economic and cultural development. At present however, the community radio sector in Namibia faces challenges in terms of its ability to sustain itself – this is directly related to its incapacity to develop programme material which supports the needs of community members, particularly women.

This project, through the partnership and support of key stakeholders, will build capacity and develop the skills of community radio practitioners in Namibia in order to build sustainability, thus assisting the sector and its constituents to continue a programme of community development.

Furthermore, this initiative lies within the framework of UNESCO's contribution towards the promotion of community participation in sustainable development through community media. It seeks the realization of the Millennium Development Goal 3 on gender equality and women's empowerment, with special focus on media-related issues.

The Media and Training Centre for Health (MTC) has implemented a community learning model which addresses key health issues in South Africa with financial support from the Commonwealth of Learning (CoL). Working in partnership with CoL and other secondary stakeholders, this proposal seeks to replicate and upscale the model through a structured training programme which includes mentorship and support in order to implement a community learning programme focused on participatory and interactive engagement with community members, a pre-requisite for social sustainability.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The target group consists of community radio practitioners from two community radio stations situated in Keetmanshoop, Rehoboth and Ohangwena, serving a combined total of approximately 67 000 rural listeners.

### **3. DEVELOPMENT OBJECTIVE:**

The project contributes to the sustainable development of the community radio sector in Namibia and enhances the capacity of marginalised communities to use radio as a platform to improve knowledge and ultimately to increase social impact as a result of educational programmes which are driven by community needs.

### **4. IMMEDIATE OBJECTIVE:**

Community radio producers and presenters will acquire skills and knowledge to develop quality radio programmes based on community needs relating to various health-related issues which have been identified as priority by the affected communities. A sustainable community learning model will be established within a 12-month period from the point of project inception.

### **5. PROJECT OUTPUTS:**

- A network of local partners
- 30 trained volunteers at 2 radio stations
- Monthly monitoring and mentorship programme to 2 radio stations
- 12 Radio programmes which reflect the health needs of 3 sites
- Production and Broadcast of 24 x 30-minute radio programmes over a 12-month period
- Approximately 67 000 listeners with access to monthly health education programmes
- 200 community members in each of 2 sites participating in a monthly learning programme
- Sustainable community learning programmes in 2 sites

### **6. ACTIVITIES:**

- Arrange meetings with relevant government departments and NGO partners to assist with content development and support programme
- Select 10 volunteers for training
- Conduct training needs assessment
- Develop a training plan
- Conduct 2 x 5-day basic radio skills training courses
- Conduct monthly telephone support to 2 stations
- Conduct 2 site visits to 2 radio stations
- Compile progress reports
- Conduct community needs assessment in 2 sites
- Develop content in consultation with key stakeholders
- Sign agreements with partner radio stations
- Broadcast 24 x 30-minute radio programmes
- Monitor and evaluate recorded programmes
- Radio stations broadcast monthly health programmes
- Radio Stations broadcast regular adverts to promote the health programmes
- Select and recruit 400 community members (200 per site) to participate in listening groups
- Develop community member database
- Integrate mobile telephony strategies to engage with listeners
- Engage with key stakeholders
- Secure partnership agreements
- Conduct post-evaluation

**7. PROJECT INPUTS:**

- 1 x rented vehicle x 2 sites during training and site-visits
- 1x editing software package per station, 1x mobile telephony operating package per station
- Accommodation and dinner
- Accommodation and dinner for facilitators
- Airtime for broadcasts: 12 x 30-minute slots per station at Ohangwena and Live FM
- CDs for recording purposes
- Communication: Telephone support, SMS messaging to listener groups
- Equipment: 2 x field recorders per station, 2x laptop computers per station
- Monthly airtime bundles for mobile telephone communications
- Print material and media consumables: Training manual, complementary print material (booklets, posters)
- Project personnel
- Training venue
- Transport: 2 x return flights x sites from Cape Town to Namibia x 2 people

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Contracting of community radio station partners	■											
Engage government and NGO stakeholders	■											
Implement community needs assessment	■											
Preparation of training materials	■											
Preparation of training logistics	■											
Implement training programmes				■								
Production and Broadcast of programmes		■	■	■	■	■	■	■	■	■	■	■
Integration of Mobile telephony		■	■	■	■	■	■	■	■	■	■	■
Weekly telephonic sessions		■	■	■	■	■	■	■	■	■	■	■
Monitoring and support visits					■				■			
Quarterly evaluation sessions					■				■			
Development of post-evaluation tool											■	
Implementation of post-evaluation												■
Submission of implementation reports				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

Based in Cape Town, The Media and Training Centre for Health (MTC) was established in 1994. MTC is a Section 21 company whose mission is to use media to empower vulnerable communities with knowledge and skills that promote access to better health and education standards.

MTC employs five permanent staff members, namely an Executive Director, Finance Manager, Project Manager, Training Officer and Administrative Assistant. Specialists are contracted for specific time-frames as per project needs. Employees are accountable to a board of directors who function in a voluntary capacity. The annual income of MTC is approximately R 2 000 000. Core funding partners for 2011-2012 include the Media Development Diversity Agency (MDDA), Commonwealth of Learning (CoL), Development Bank of South Africa, The National Lottery Distribution Trust Fund (South Africa) and the Western Cape Provincial Health

Department. If the IPDC proposal is successful, it will be implemented as part of a broader community learning programme, supported by the Commonwealth of Learning.

## **10. SUSTAINABILITY:**

The project which is being proposed is of a practical nature and takes into account the resources available at each station. Following the formal training sessions of 5 days each, MTC will provide weekly mentorship and support through telephone follow-up and e-mail correspondence. The mentorship programme will encourage local partnerships with NGO partners as well as an exchange programme amongst partner radio stations in Namibia.

At the end of the project period each radio station will have acquired the technical skills to produce high quality educational programmes. The methodology of content development with local partners (which is intrinsic to this model) will help to sustain a long-term relationship with a wide-range of stakeholders. The audience research component of the project which will form part of the monitoring and evaluation process will provide a sound basis for all future programmes that require participatory inter-action with listeners.

The project will thus contribute to the social and institutional sustainability of each radio station in the short term while indirectly contributing to the long-term financial sustainability that could potentially be derived from quality programming, supported by both community members and secondary stakeholders.

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

A sound monitoring and evaluation component is built into this proposal. The MTC is willing to work collaboratively with the relevant UNESCO field office to develop a framework for project monitoring and evaluation.

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

A detailed report documenting the outcome of a community needs assessment and training programme conducted by MTC with Karas FM and funded by UNESCO in April 2011 is available for reference. The study entitled 'Sustainability of Community broadcasting in Namibia' by David Lush and Gabriel Urgoiti will be used as a guide to plan and implement the community learning intervention. MTC will also use the assessment report compiled by the Media School of the Walter Sisulu University, entitled 'Setting things right towards gender equality and equity in Namibia' as a reference document.

### MTC's prior experience of feasibility studies and needs assessments of previous projects include:

A feasibility study conducted with relevant stakeholders prior to implementation of a community learning model, in partnership with the Commonwealth of Learning in Uppington, South Africa.

Detailed needs assessments conducted prior to the training of all on-air community radio stations in the Eastern, Northern and Western Cape provinces of South Africa (funded by the MDDA).

A needs assessment conducted in partnership with University of the Western Cape for a media project targeting women working on farms.

Needs assessments conducted for the Health Department of the Western Cape for a multi-media programme relating to HIV and AIDS.

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

Gail White, Executive Director of the Media and Training Centre for Health (MTC), undertakes to provide four-monthly progress reports and a comprehensive final report to the UNESCO field office in Namibia, as per IPDC reporting requirements

#### C. ADDITIONAL INFORMATION

The Media and Training Centre for Health was contracted by the UNESCO field office in Namibia to develop and implement a training programme for Karas FM in Keetmanshoop, Namibia between February and April 2011. Project reports have been submitted to Mr Jaco Du Toit at the UNESCO field office in Windhoek prior to the submission of the proposal to IPDC.

Assistance has been pledged by the Commonwealth of Learning (CoL) which has already funded a similar project in South Africa between 2009 and 2011 and a further commitment for 2012 has been finalized. Potential resources are available via the Karas Regional Council, specifically through the Governor's office and the Ministry of Information.

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Community Engagement Programme</b>	
Facilitators (2 facilitators x 5 days x 2 sites x \$100 daily rate per person)	2 000
Air Travel for facilitators (2 facilitators x 2 sites x \$591 per person)	2 364
Car Rental for facilitators (5 days x 2 sites x \$70 per day)	702
Accommodation & meals for facilitators (5 days x 2 sites x \$103 daily rate per person)	2 069
<b>Sub-Total</b>	<b>7 135</b>
<b>Capacity Building Programme</b>	
Trainer (2 trainers x 7 days x 2 sites x \$100 daily rate per person)	2 800
Training kits (20 kits x \$22.15 per kit)	443
Air Travel for trainers (2 trainers x 2 sites x \$591 per person)	2 364
Car Rental for trainers (7 days x 2 sites x \$70 per day)	983
Accommodation & meals for trainers (7 days x 2 sites x \$103 daily rate per person)	2 897
Venue/Lunches and Teas (12 people x 5 days x 2 sites x 32 daily rate per person)	3 900
<b>Sub-Total</b>	<b>13 386</b>
<b>Follow-up Skills Development Programme</b>	
Trainer (2 trainers x 5 days x 2 sites x \$100 daily rate per person)	2 000
Air Travel for trainers (2 trainers x 2 sites x \$591 per person)	2 364
Car Rental for trainers (5 days x 2 sites x \$70 per day)	702
Accommodation & meals for trainers (5 days x 2 sites x \$103 daily rate per person)	2 069
Venue/Lunches and Teas (12 people x 3 days x 2 sites x 32 daily rate per person)	2 340
<b>Sub-Total</b>	<b>9 475</b>

<b>Implementation of Community Learning Model</b>	
Ohangwena Radio & Live FM – Production & Broadcast of programmes (12x30-min programmes x 2 sites x \$222 per programme)	5 328
Contribution to NGO partners for coordination of Community Learning Model (12 programmes x 2 sites x \$148 per programme)	3 546
<b>Sub-Total</b>	<b>8 874</b>
<b>Mentorship, Monitoring and Evaluation</b>	
Weekly telephonic support and monitoring for trainees and NGOs (1 trainer x 1/2day per month x \$100 per day)	643
<b>Total</b>	<b>US\$ 39 513</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Facilitators and trainers - 49 days	3 620
Training kits - Development and printing of 20 kits	443
Staff costs - Administration and finance (2 days per month for 2 staff members)	5 142
Staff costs - Compilation and maintenance of listener groups database (2 days per month for 1 staff member)	1 773
Communication costs	1 034
Training equipment - insurance and maintenance (2 laptops, field recorders, recording equipment)	259
<b>Total</b>	<b>US\$ 11 561</b>



## SOUTH AFRICA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY RADIO AS A PARTICIPATORY DEVELOPMENT CHANNEL</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 SAF/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 33 334</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 25 334</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>ABC Ulwazi</b>  <b>Orion House, 13<sup>th</sup> floor</b>  <b>49 Jorissen Street</b>  <b>Braamfontein 2017</b>  <b>Johannesburg</b></p> <p><a href="http://www.abculwazi.org.za">www.abculwazi.org.za</a></p> <p><b>Contact Person: Jacob Ntshangase</b>  <b>General Manager</b>  <b>Tel. +27 11 339 2297</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<p><b>UNESCO Windhoek</b>  <b>Advisor: Jaco du Toit</b>  <a href="mailto:jdutoit@unesco.org">jdutoit@unesco.org</a></p>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Johannesburg, Gauteng Province</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Jacob Ntshangase</b> <b>General Manager of ABC Ulwazi</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Since 2008 South Africa has experienced several spates of xenophobic attacks. These attacks have resulted in a number of foreign nationals being killed, tortured and abducted. Tensions between South Africans and foreign nationals living in townships and/or informal settlements are continuing to rise to alarming levels, and the media has gone little way to diffusing the situation. According to Blank and Bucholz' article published in Research News: Xenophobia in South Africa, entitled "*Determinants of Xenophobia among South African Students in the Self-Declared Rainbow Nation*", xenophobic attacks are fuelled by, amongst other factors, a failure on the part of the media to facilitate peace and harmonious living between the South African locals and the foreign nationals. Instead of facilitating the peace-building process, the media often further intensifies the atmosphere of xenophobia.

Since the advent of community radio in the early 1990s in South Africa, the country's media landscape has experienced a fairly diverse ownership and control of media. Almost all local communities own and control a community radio station, and the government and mainstream media contribute to the development and sustainability of such stations through the Media Development and Diversity Agency (MDDA). It is estimated that around 120 community radio stations are currently functioning, the majority being situated in predominantly rural communities. Of the population that listens to radio for information and entertainment purposes, community radio in South Africa accounts for over 8 million listeners, according to the August 2011 calculations by the South African Audience Research Foundation (SAARF).

Almost all deaths provoked by xenophobia have occurred within local communities in informal settlements and townships where the poorest South Africans live. These communities tend to rely heavily on radio, mainly community radio as a means of providing access to information. This project seeks to facilitate the development of two community radio stations (Alex FM and Kasie FM), situated in areas where xenophobic violence has occurred and presents a very real threat to society, and will provide a platform for messages which can facilitate dialogue between South Africans and foreign nationals, thus instilling a culture of peace. With the assistance of immigration experts and representatives of civil society movements dealing with immigration, and the engagement of local community-based organizations, local government leaders, as well as individual members of local and migrant communities, community radio will be used as a means to foster peace and reconciliation.

Community radio platforms will be enabled, via the use of conflict-sensitive language to design programmes which will dissect immigration challenges, and educate local South African communities to understand the reasons behind the presence of foreign nationals and acknowledge that they can successfully co-exist. Radio programmes will be packaged to facilitate dialogue and peace. In addition to these programmes, a Facebook page per station will be designed to augment peace-building and dialogue messages, and dialogue with listeners.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The key target groups for the project are 2 community radio stations in Gauteng's townships of Alexandra and Katlehong, namely Alex FM and Kasie FM. These stations are located within the footprint where xenophobic attacks have been widespread. Alex FM broadcasts to a core listenership of over 470 000 people, excluding overspill areas. Kasie FM broadcasts in a community with an estimated population of 430 000 (excl. overspill).

### **3. DEVELOPMENT OBJECTIVE:**

Community radio can play a critical role as a platform for democratic discourse. This project will thus draw on UNESCO's development objective as captured in Category 3, as it will empower the identified community

radio stations to facilitate dialogue which can reflect and represent the views and interests of people in locations ravaged by xenophobic tensions. Particular focus will be given to the marginalised foreign nationals living in these areas.

#### **4. IMMEDIATE OBJECTIVE:**

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

#### **5. PROJECT OUTPUTS:**

- Fifteen individuals from each community radio station's broadcast areas to take part in the message design and programme production process.
- Community Radio for Peacebuilding and Dialogue programmes design and production network to be created (comprising the 2 stations)
- Community radio for Peacebuilding and Dialogue programme production framework to be created to enable a shared approach for the 2 stations
- Magazine radio format, with a Talk radio component framework for post-project use
- 20 Magazine programmes, with Talkradio component packaged as 30-minute programmes
- Two Programme production advisory committees (comprised of locals and foreign nationals) established to ensure a structured input to the programmes

#### **6. ACTIVITIES:**

- A consultative workshop held on the use of community radio for peace building and dialogue, lasting 4 days (2 days per station), to ensure that all stakeholders have a shared understanding of the ultimate goal of the radio programmes to be produced, and that all are invested in the objectives of the project. These workshops will be facilitated as part of the stakeholder engagement and, more importantly as a radio programme design exercise. Central to these workshops will be communications regarding participatory development where affected stakeholders will determine the messages they would like to hear on the programmes. The project will also use the workshops to identify influential voices within the violence-stricken communities, to be used as key message drivers in the productions.
- Programmes designed and produced over a 20-day period (10 days per station) to train community radio practitioners on effective message development for community radio as a platform for democratic discourse. The project coordinators will facilitate tailor-made training programmes for programme makers, message drivers and producers to package effective programmes for peace building and dialogue. This learning process will focus on practical aspects, including studio-based packaging and mixing of programmes for broadcast on participating community radio stations. The project will coordinate an outreach gathering for stakeholders (in a community hall or church) to allow stations to record the dialogue for later broadcasting. Project coordinators will facilitate the dialogues as community radio stations record the proceedings. Latterly, the stations' programming management, together with project coordinators will edit the outreach recorded materials for broadcast purposes.
- Broadcasting and Monitoring: 20 separate broadcasts will be produced, twice weekly over a 10-week period, in order to facilitate discussion for peace and dialogue on xenophobia. Participating stations will air 30-minute Magazine programmes (with a Talk radio component) during prime slots, and a listener engagement plan will apply to ensure that listeners participate in the programme. Listener participation will allow monitoring of the levels of engagement between the locals and foreign nationals.

## 7. PROJECT INPUTS:

In terms of equipment for radio programme design and production, the project inputs will mainly consist of production studios and field recorders that the programme makers will use to put the Magazine materials together. ABC Ulwazi will make its production facilities available for the project. Other inputs will be in the form of materials (i.e. manuals, handbooks, etc) developed by UNESCO and other relevant institutions on peace, as well as conflict-sensitive reporting and programming. These materials will be incorporated into the writing of scripts for the Magazine programmes. ABC Ulwazi will assign project coordinators to administer travelling and related logistics for the production teams. Expenses will be built into the project's budget.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preliminary identification of key stakeholders	■											
Stakeholder engagement		■	■									
Consultative workshop			■									
Message design			■	■								
Capacity building and training					■							
Radio programme design and production					■	■	■	■				
Broadcasting									■	■	■	
Monitoring and evaluation			■	■	■	■	■	■	■	■	■	
Report												■

## 9. INSTITUTIONAL FRAMEWORK:

ABC Ulwazi was established in 1995, and is registered as an NGO with 21C and 18A status. Its overall objective is to develop and strengthen the community radio sector in South Africa through producing educational radio programmes. The organization, accredited by MICTSETA<sup>6</sup> has a strong governance structure of 9 Board Members who serve on a voluntary basis, as well as a strong management team led by the General Manager, consisting of 5 full-time staff members and project-based consultants. The organization has a state-of-the-art radio production studio and digital-editing suites. In addition it has a fully digitalized radio training studio, a training room, and a satellite branch office in Cape Town.

## 10. SUSTAINABILITY:

The proposed project fits within ABC Ulwazi's tried-and-tested education radio programme production, giving support to community radio stations in South Africa, and the Southern African region. Support in this regard is facilitated within a vision of long-term capacity building and training in the South African community radio sector. The capacity building and training aspect which accompanies the programme production methodology earmarked for the project will ensure sustained capacity in that stations are able to continue producing programmes after the funded life-span of the project. In this way, ABC Ulwazi aims to facilitate sustainability of the project even once the period of IPDC assistance is terminated.

<sup>6</sup> MICT SETA is the Media, Advertising, Information and Information Technology Sector Education Training Authority – a news SETA formed when the former ISSET Seta, working within the ICT sector, incorporated the media and advertising sectors that were formerly part of the now-defunct MAPPP-Seta.

## 11. FRAMEWORK OF MONITORING:

ABC Ulwazi has a strong internal monitoring support unit. Monitoring is done at all implementing stages of the project. The M&E unit of ABC Ulwazi will develop the M&E Project Plan in line with the implementation plan. Reporting process will also reflect monitoring feedback.

## 12. EVALUATIONS CARRIED OUT:

- PEPFAIR – John Hopkins Health in Education (Community Radio Training and Production) HIV/AIDS Series. This evaluation was conducted by Jacob Ntshangase in his capacity as an independent consultant.
- SAASTA (Department of Science and Technology) evaluation was used for projects which utilised campus radio stations to promote science and technology as career options amongst university students in 18 campuses. This evaluation was conducted by Simon Kimani Dungu.

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

The beneficiary agency undertakes to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project have been achieved. ABC Ulwazi's (Acting) General Manager will oversee the report narrative, financial writing and final submission to UNESCO, as per the terms agreed for this particular project. Project reporting will be both narrative and financial carried out by both the finance department and monitoring and evaluation unit. This process will be supervised by the General Manager to ensure all the contractual obligations are met.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Project Management</b>	
Communication (Unit price: \$125 per month x estimated period of 8 months)	<b>1 000</b>
<b>Two Stakeholder Engagement Workshops</b>	
Water (15 participants per station x 2 days) Unit price: \$1.86	111
Tea and Coffee (15 participants per station x 2 days) Unit price: \$4.80	288
Buffet Lunch (15 participants per station x 2 days) Unit price: \$17.21	1 032
Local transport (15 participants per station x 2 days) Unit price: \$11	660
Local facilitator (one per station: 2 days + 1 day's preparation) Unit price \$90	540
Transport for local facilitators (\$22 per day for 2 days x 2 stations)	80
<b>Sub-Total</b>	<b>2 712</b>
<b>Capacity Building/Training</b>	
Water (15 participants per station x 10 days) Unit price: \$1.86	558
Tea and Coffee (15 participants per station x 10 days) Unit price: \$4.80	1 440
Buffet Lunch (15 participants per station x 10 days) Unit price: \$17.21	5 163
Local transport (15 participants per station x 10 days) Unit price: \$11	3 300
International facilitator (one per station at \$250: 10 days + 1 to prepare)	5 500
Training materials and rental of training aids (\$100 per day x 10 days x 2 stations)	2 000

<b>Sub-Total</b>	<b>17 961</b>
<b>Community Participation Dialogue sessions</b>	
Water (30 participants per station x 1 day) Unit price: \$1.86	111
Tea and Coffee (30 participants per station x 1 day) Unit price: \$4.80	288
Local transport (30 participants per station x 1 day) Unit price \$11	660
Local facilitator (one per station at \$90 x 1 day)	180
Transport for local facilitator (\$22 each x 1 day)	22
<b>Sub-Total</b>	<b>1 261</b>
<b>Production of 20 programmes</b>	
Recording costs (\$75 per programme x 10 programmes x 2 stations)	1 500
Editing (\$75 per programme x 10 programmes x 2 stations)	1 500
<b>Sub-Total</b>	<b>3 000</b>
<b>Project Preparation and reporting</b>	<b>400</b>
<b>Total</b>	<b>US\$ 25 334</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Venue for Training/Capacity Building (\$115 x 10 x 2)	2 300
Contribution to Production	1 500
Contribution to Broadcast Costs (Sound engineer) (\$75 x 10 x 2)	1 500
Project Manager (\$90 x 30)	2 700
<b>Total</b>	<b>US\$ 8 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>REINFORCING THE NAMIBIAN COMMUNITY RADIOS' NETWORK</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAF/04</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 36 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21 250</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>AMARC Africa</b> <a href="http://www.africa.amarc.org">www.africa.amarc.org</a> <b>AMARC International Secretariat</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Windhoek Office</b> <b>CI Regional Advisor: Mr Jaco du Toit</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Windhoek, Namibia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr Franklin Huizies</b> <b>Vice President of the Board</b> <b>AMARC Africa</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Community Radio faces many challenges, ranging from unfavourable legislative environments to weak governance and poor sustainability. The advent of community radio was motivated by the empowerment of poor and marginalized communities. Given the relevant role played by community radios in promoting human development, good governance, social justice, empowerment of women and human rights, it is important to promote stronger partnerships, collaboration and harmonization among them. AMARC Africa has identified as a key programme area in the development and capacity building of effective country networks. The AMARC Johannesburg Declaration provided a mandate to the organization to facilitate projects enabling a programme of action which ensures that the latter objective is met. This project is aimed at initiating the process of strengthening Community Radio Networks through building a culture of good governance and self-regulation in Namibia.

Following the Network's workshop held by AMARC Africa in Johannesburg 2010, this project will provide AMARC with the ideal opportunity to develop a toolkit to support sustainable development of country networks. To date, there has never been a single, coherent documentation of the strengths of the most effective community radio networks, and there have been only limited efforts to help them to connect with each other and collaborate with those which are less effective, in order to share experiences, lessons, and advice for community radio network development.

Consequently, this proposal seeks to contribute to knowledge sharing and experience exchanges between community radio network representatives in a sustainable manner to increase the social impact of community radio in achieving development objectives. This proposal further seeks to organize an 8-month governance support programme to keep the momentum after the recent launch of the report on the status of community radio in Namibia. It also endeavours to ensure concrete actions are taken to implement the resolutions and workshop conclusions of the two-day session held concurrently with the launch of the latter report that anonymously agreed for the revival of the Namibian Community Radios' Network (NCRN).

The governance support programme will build capacity within the community broadcasting sector and facilitate the effective development of policies and structures. The latter will depend on support to the existing steering committee in developing discussion papers, draft policies and a charter on community broadcasting in Namibia.

### **2. DESCRIPTION OF THE TARGET GROUP:**

- All 7 licensed Namibian community broadcasters which will benefit from the establishment of structures and systems that ensure an effectively operating national network.
- Main stakeholders: UNESCO, MICTs, Communications Regulatory Authority Namibia (CRAN), MISA Namibia, FES Media Africa, CDC, Vision Africa, National Editors Forum, Media Ombudsman, AMARC, Southern Africa Media Development Fund (SAMDEF), OSISA, GEMSA, COL, DBSA Bank, Nordic SADC Fund, PANOS Institute of Southern Africa.

### **3. DEVELOPMENT OBJECTIVE:**

Media as a platform for democratic discourse within a system of regulation conducive to freedom of expression, pluralism and diversity of the media: Community radios are channels that carry news and public information. Thus, they constitute a source of information and education through which citizens can communicate with each other, disseminate stories, ideas and information, facilitate informed debate between diverse social actors, a means by which society learns about itself and builds a sense of community and which shapes the



understanding of values, customs and tradition, a vehicle for cultural expression and cultural cohesion. If the functioning of community radios is improved, all the above mentioned roles will be enhanced as well.

#### **4. IMMEDIATE OBJECTIVE:**

A self-sustaining community network with a strategic plan developed: The newly appointed steering committee and representatives of the Namibian licensed community broadcasters will attend a 3 day participative work session where a program of action will be developed to facilitate the development of different envisaged stages of the organization. The workshop will identify the key themes and priority project activities and key stakeholders. The outcome will be a strategic overview document including areas for consideration of Strategic Planning, a vision, Board and Governance structures, etc.

A functional structure of the Namibian Community Radios' Network (NCRN) in place with an established steering committee: The institutional structures and systems will be put in place to enable NCRN to function as an organization. NCRN will utilise capacity and support of key stakeholders and on the basis of existing good practices, develop self regulatory mechanisms for the community broadcasting sector in Namibia. NCRN will also develop operational templates related to financial and station management, and good governance plans will be elaborated in order to share a unified and simplified set of templates which will facilitate the oversight role of NCRN and radios' work, thus saving resources.

#### **5. PROJECT OUTPUTS:**

- 7 capacitated community radios in Namibia via the Namibian Community Radios' Network (NCRN)
- National Charter of Community Broadcasting with self-regulatory mechanisms adopted
- Strategic overview document clarifying the vision, values, key stakeholders and key objectives
- Shared set of operating mechanisms implemented for sustainability planning, strategy formulation and fund raising
- Adoption of a Board of members and definition of the necessary organizational planning and set of rules required for the good functioning of the NCRN

#### **6. ACTIVITIES:**

The project's activities will begin with a consultation with partner institutions to approve the programme, and draft an action plan for discussion during the 3-day workshop.

This will be followed by the organization of a 3-day working session with Community Radio Stations in Namibia: The main activity foreseen is a 3-day working session for the purposes of strategic planning and policy development of the Network of community radios. The working session will include a review of the community broadcast sector and the adoption of revised community broadcasting sector vision. This session will develop critical self-regulatory mechanisms that will assist in providing an environment of compliance to good practice codes for governance, community participation and overall station operations. The session will also conclude on NCRN's operational mechanisms, legal status, organizational support structures, statutes, physical address, goals, aim, website functioning (for content exchange) and programme of action. The working session will conclude with a formal AGM of the network, mandating the appointed Board. The necessary travel and accommodation arrangements and meals should be foreseen for the participants representing the all the licensed community broadcasters. Travel expenses and accommodation for the rest of the participants will not be covered by NCRN (but by participants themselves)

#### **7. PROJECT INPUTS:**

- Accommodation for 35 participants for 3 days, to include hotel, food and conference catering
- Hire of conference venue with appropriate equipment

- 2 Facilitators for 5 days
- Secretariat (1 person and hired equipment for 8 months)
- Experts from South Africa / Mozambique for development of self-regulatory mechanisms
- 8 months technical assistance from AMARC Africa for development of documents (national charter, strategy document, capacity development plan and sustainability establishment plan, etc), monitoring and evaluation

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Setting date and venue, invitations	■	■										
Working session – discussion of preparations	■	■	■									
Working session			■									
Working session evaluation and follow-up			■	■								
Distribution of draft policy and discussion docs.					■	■						
Stakeholders roundtable to launch charter and self-regulatory mechanisms							■					
Validation of its implementation					■	■	■	■	■			
Feedback from members, associates and stakeholders								■	■			

**9. INSTITUTIONAL FRAMEWORK:**

The project is submitted by the AMARC Africa network for Eastern and Southern Africa with the support of the AMARC International Secretariat and the AMARC Africa Bureau. Overall financial responsibility and monitoring for the project will rest on AMARC’s International Secretariat. AMARC has established harmonization procedures permitting decentralization of the implementation of projects granting compliance on behalf of its global network. Implementation and follow up of the training/tutoring exercise will be executed by the AMARC Africa Coordinator in relation with the Training Officer and the Vice President for Eastern and Southern Africa. Implementation, monitoring, evaluation and the final assessment report on the project’s impact will be the primary responsibility of the AMARC Africa Coordinator. The AMARC Africa Vice President for Eastern and Southern Africa, AMARC International Secretariat and the AMARC Africa Coordinator are composed of experienced professionals with over 25 years of experience in project implementation and execution.

**10. SUSTAINABILITY:**

The basis for all future training activities of AMARC Africa will be provided through: Knowledge of the situation and experience of the national networks affiliated to AMARC in the various countries; Knowledge of overall contexts of the media and; Knowledge of the organizational structures and working practices of community radios throughout the continent. The Workshop will help develop a National Network with the support of AMARC Africa and will support on a regular basis, in conjunction with other networks, the growth of the network. Increased exchange between different networks and between people of different backgrounds and experiences will not only increase and distribute knowledge and expertise throughout AMARC Africa but will also strengthen the human bonds across the organization. Peer-to-peer training and tutoring at distance will be tested and adopted by AMARC Africa to constitute a relatively cheap and efficient method for capacity development.

## 11. FRAMEWORK OF MONITORING:

Monitoring and evaluation will be continuous. Participating stakeholders will agree on milestones and the regularity of sharing results among themselves. The accomplishment of the effective implementation of the NCRN, as well as the achievement of the expected results will be carried out in cooperation with the UNESCO Office in Windhoek. Effective achievement of the expected goals of the workshop sessions will be assessed by the participants (through questionnaires). A further tangible assessment will be the availability of documents developed through the different working sessions.

## 12. EVALUATIONS CARRIED OUT:

Every year, AMARC Africa sends out through e-mail, fax and by post a Training Needs Survey to inform AMARC Africa of the needs, demands and realities of its members. This survey also helps in strategizing and implementing future training for the sector in Africa. FES Media conducted a study in 2011 entitled 'The sustainability of community broadcasting in Namibia, An assessment and plan of action', which recommends the revival of the Namibian Community Radio Network, with specific reference to the reinforcement of the governance structures

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

The workshop report of the recent 2-day session of Namibian community broadcasters held in Windhoek will be used to develop a draft programme for the 3-day strategic planning and policy workshop. AMARC will facilitate the compilation of documents and use these as proof of quarterly outcomes met. AMARC Africa will then use this to form the content of a joint narrative report to IPDC. At the end of the project (after 9 months), it will produce a final report based on these quarterly reports. Preparation and submission to UNESCO of the quarterly and final reports will be the responsibility of the AMARC Africa Coordinator, and Vice President for East and Southern Africa.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
<b>Three-day Workshop</b>	
Accommodation of Participants in Namibia (20x\$60 each for 4 days)	4 800
Accommodation of Participants in South Africa/Mozambique (10x\$60 each for 4 days)	2 400
<b>Sub-Total Accommodation</b>	<b>7 200</b>
Transport Costs in Namibia (20 x \$100 unit cost for 1 day)	2 000
Transport Costs in South Africa (2 x \$700 unit cost for 1 day)	1 400
Transport Costs in Namibia (2 x \$700 unit cost for 1 day)	1 400
<b>Sub-Total Transport</b>	<b>4 800</b>
Conference Facilitators (2 x \$250 unit cost x 5 days)	2 500
Hire of Venue, equipment and stationery (1 x \$500 unit cost x 4 days)	2 000
Conference package (50 x \$20 per unit)	1 000
Report preparation costs (1 x \$200 x 8 days)	1 600
<b>Total</b>	<b>21 600</b>

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

<b>Project Facilitation fees</b>	
Project Coordination (\$200 x 25 days)	5 000
Office Assistant fees (\$100 x 25 days)	2 500
Audit fees (\$250 x 10 days)	2 500
Communication Costs (\$300 x 8 months)	2 400
Administration Costs (\$250 x 8 months)	2 000
<b>Total</b>	<b>US\$ 14 400</b>

# CAMEROUN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>AMELIORATION DE L'INFORMATION SUR LE CHANGEMENT CLIMATIQUE DANS LE RESEAU NATIONAL DE RADIOS COMMUNAUTAIRES</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 CMR/01</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	Catégorie 4: Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité:
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	Médias communautaires
<b>5.</b>	<b>PORTEE</b>	Régionale
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	Formation
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	US\$ 41 150
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	US\$ 35 600
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	Coordination Nationale du Réseau des Radios communautaires d'Afrique Centrale pour la gestion durable des ressources naturelles (ReRaC). BP. 5506 Yaoundé S/C UICN Tél. 22 21 64 96 Email. <a href="mailto:info@rerac.org">info@rerac.org</a> / <a href="mailto:evamouz@yahoo.fr">evamouz@yahoo.fr</a>
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	UNESCO YAOUNDE Rue 1778, près de la Compagnie de Sécurisation des Diplomates, B.P. 12909, YAOUNDE. République du Cameroun, Tél : (237) 22 20 35 47 /22 20 35 48 E-mail : <a href="mailto:yaounde@unesco.org">yaounde@unesco.org</a>
<b>11.</b>	<b>LOCALISATION</b>	Yaoundé-Cameroun.
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	Eva Paule MOUZONG, Coordinatrice Régionale du ReRaC
<b>DÉCISION DU BUREAU:</b>		

## B. PRESENTATION

### 1. JUSTIFICATION DU PROJET:

Depuis les années 1990 qui ont marqué la libéralisation par les gouvernements du secteur audiovisuel en Afrique Centrale, et avec l'avènement de la démocratie, on a assisté au développement du paysage médiatique qui se caractérise aujourd'hui par sa richesse et son dynamisme (plusieurs télévisions privées et des centaines de radios privées et locales ainsi que des organes de presses).

L'apport des partenaires au développement constitue une importante valeur ajoutée dans la maturation de ce secteur. En effet, le développement de radios communautaires, porté par le bureau sous-régional de l'UNESCO à Yaoundé, a permis l'implantation de plusieurs radios communautaires, parmi lesquelles la radio communautaire « Femmes FM » de Mbalmayo, petite localité périphérique de Yaoundé. L'expérience a fait tache d'huile, et aujourd'hui, le paysage médiatique national doit compter avec ces radios plus proches des collectivités locales. On dénombre en effet près d'une centaine de radios communautaires et rurales, et un réseau, le ReRaC, le réseau national des radios communautaires pour la bonne gouvernance et la gestion durable des ressources naturelles, qui compte une quarantaine (40) de radios membres réparties à travers le territoire national.

Vecteurs de changements, passeurs d'innovations, les médias communautaires et ruraux constituent des leviers importants, voire indispensables pour le développement des communautés rurales. Malgré la pénétration de plus en plus sensible des NTIC en milieu rural (télévision, médias du web, etc.), la radio rurale reste le média par excellence au sein des communautés locales. Cependant, hormis quelques rares initiatives, très peu de possibilités de formation sont offertes à ces médias communautaires et locaux, notamment en ce qui concerne la création et le renforcement des capacités de leurs animateurs et journalistes dans la collecte, l'exploitation et la vulgarisation de l'information et des bonnes pratiques.

Afin de pallier à cette situation, le ReRaC se propose d'organiser une session de formation dans la perspective du développement des capacités des animateurs et journalistes des radios communautaires et locales dont les médias du réseau situées dans le paysage du TNS (Tri national de la Sangha) à travers une session de formation sur la production des programmes radiophoniques de qualité, focalisée sur les OMD1 et 7, liés à la lutte contre la pauvreté et la préservation de l'environnement.

### 2. DESCRIPTION DU GROUPE CIBLE :

Cible primaire : La cible primaire de ce projet est constituée des journalistes et animateurs des radios communautaires et rurales du ReRaC, étendus aux membres du réseau situés dans le paysage du TNS (Tri National de la Sangha) soit: 17 radios choisies au Cameroun, 02 radios au Congo Brazzaville (Radio Bisso Na Bisso et canal Pokola) et 01 radio en RCA (Radio Nola).

Cible secondaire : L'ensemble des radios membres du réseau par un effet boule de neige et de partage des connaissances et des émissions produites à la suite de la formation. Soit, l'ensemble des 40 radios.

### 3. OBJECTIF DE DEVELOPPEMENT :

Contribuer à la lutte contre le changement climatique en donnant accès à une information de qualité sur des sujets environnementaux.

#### 4. OBJECTIF IMMÉDIAT :

Renforcer les capacités des journalistes et des animateurs des radios rurales dans le domaine sensible de la conception des programmes thématiques de développement, pour permettre aux radios communautaires de remplir le rôle qui est le leur auprès des populations rurales, à savoir : vecteurs de changements et capitalisation d'innovations positives locales en matière d'adaptation.

#### 5. RÉSULTATS ATTENDUS:

- 40 journalistes et animateurs de 20 radios rurales développent les compétences et le savoir-faire nécessaires pour la collecte, le traitement de l'information et la production de programmes thématiques liés à l'information, la sensibilisation et la vulgarisation de bonnes pratiques autour de l'adaptation et la mitigation des changements climatiques et la lutte contre la pauvreté en milieu rural ;
- 25 émissions sont produites en diverses langues locales, traduites en langues officielles (français et anglais), qui permettent de diffuser les savoirs faire locaux ;
- Mise à jour de la plate forme de partage d'expérience et d'information au niveau sous-régional, permettant la diffusion et la réplique des initiatives au profit des communautés ;

#### 6. ACTIVITÉS:

- Organiser un atelier de formation de 4 jours regroupant quarante représentants de vingt radios communautaires sur la production des émissions thématiques ;
- Réalisation de 25 émissions de radio;
- Récupération et partage des émissions produites aux autres membres du ReRaC à travers plusieurs moyens, principalement à travers la création d'une nouvelle plateforme online de partage de programme.

#### 7. INVESTISSEMENTS:

- Recrutement d'un consultant ;
- Recrutement de trois formateurs ;
- Logistique et matériel pédagogique ;

#### 8. PLAN DE TRAVAIL:

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Descente sur le terrain pour collecte et traitement des données+ recherche documentaire.	■	■																
Elaboration des termes de référence	■	■																
Elaboration des modules de formation		■	■															
Organisation de la session de formation (4 jours théorique et 3 jours pratiques)				■	■													
Diffusion des émissions sur la plateforme du ReRaC pour partage avec les autres membres du réseau																		
Suivi-évaluation et soumission du rapport							■	■					■	■				■

## **9. CADRE INSTITUTIONNEL :**

Le Ministère de la Communication est l'instance gouvernementale chargée d'élaborer et de mettre en pratique la politique de Communication de la République du Cameroun.

Faisant suite à l'accord de siège du 15 septembre 2000, relatif à l'établissement en République du Cameroun d'un bureau régional de l'UICN pour l'Afrique Centrale, celle-ci (UICN) a obtenu une licence d'ouverture d'une radio assimilable aux radios communautaires, N° 203/MINCOM/CAB, le 30 avril 2002, sous la dénomination de radio Environnement, fréquence 107.7 FM.

Cette radio, organe intégré de communication de l'UICN, émet 24h/24 et arrose les régions du centre de l'est et du sud Cameroun.

Le réseau des radios communautaires pour la gestion durable des ressources naturelles en Afrique Centrale, est né en 2008, grâce à l'appui de l'UICN. Radio Environnement en assure la coordination régionale pour cinq ans. La mise en œuvre et le suivi de ce projet seront assurés par Radio Environnement et le vice coordination régionale, Radio Bisso na Bisso du Congo.

## **10. VIABILITÉ A LONG TERME :**

Ce projet s'inscrit dans le cadre du plan d'action quadriennal (2009-2013) du réseau des radios communautaires pour la gestion durable des ressources naturelles.

Aussi les résultats obtenus de ce projet serviront à atteindre les objectifs du plan d'action.

Par ailleurs, les produits générés par ce projet (diagnostic, support de formation) sont des outils qui pourront être utilisés pendant au moins 5 ans, en attendant leur mise à jour.

Ces produits serviront de guide aux médias communautaires dans la recherche de la capitalisation des savoirs et pratiques positives en matière d'adaptation aux changements climatiques.

## **11. SUIVI DU PROJET:**

Pour le suivi de ce projet, un comité technique sera mis en place. Ses missions seront de s'assurer que les activités mises en œuvre contribuent effectivement à l'atteinte des objectifs et résultats du projet.

Ce comité sera constitué : de la coordination du ReRaC, d'un représentant du Ministère de la Communication, d'un représentant du bureau de l'UNESCO au Cameroun, d'un représentant des organisations de la société civile.

L'agence d'exécution : Radio Environnement, qui assure la coordination du ReRaC produira 2 rapports que ce comité examinera avant de les transmettre au bureau de l'UNESCO au Cameroun.

## **12. ÉVALUATIONS EFFECTUÉES :**

Le projet inclus une évaluation pour son développement selon les besoin des bénéficiaires.

## **13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :**

Le rapport de l'exécution du projet sera assuré par le Coordination du ReRaC et sera transmis au Bureau de l'UNESCO à Yaoundé.



## D. BUDGET

### BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

<b>Collecte et traitement des données</b>	
▪ Recrutement d'un consultant (Honoraires P1/P2) 150\$ x 15jrs	2 250
▪ Transport & hébergement du consultant	800
▪ Rapport documenté des pratiques de résilience et d'adaptation aux changements climatiques	1 500
▪ Elaboration du plan de renforcement des capacités	400
<b>Atelier de formation sur la production d'émissions thématiques</b>	
▪ Honoraires formateurs : 100 x 3 x 8 jours	2 400
▪ Hébergement des formateurs : 3 x 50 x 8 jrs	1 200
▪ Transport des participants internationaux: 5 participants x 1000	5 000
▪ Transports des participants nationaux : 20 x 35\$	700
▪ Hébergement des participants : 25 x 30\$ x 8jrs	6 000
▪ Frais de subsistance : 25 x 40\$ x 8jrs	8 000
▪ Reproduction des supports de formation	750
▪ Location salle pour formation, matériel bureautique, communication	2 750
▪ 3 descentes sur le terrain pour suivi dans 6 radios différentes 450x3	1350
▪ Mise à jour de la plate forme, traduction et partage des émissions produites	2500
<b>Total</b>	<b>35 600</b>

### BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Imprévus	1 700
Coordination IUCN (2H/Jx12)	2 400
Frais de suivi	1 450
<b>Total</b>	<b>5 550</b>

# REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITRE</b>	<b>SEMINAIRE ATELIER SUR LE REPORTAGE SCIENTIFIQUE EN FAVEUR DES JOURNALISTES DE LA ZONE CEMAC</b>
<b>2.</b>	<b>NUMÉRO</b>	<b>IPDC/56 NAM/05</b>
<b>3.</b>	<b>CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS</b>	Catégorie 3: Les médias comme plateforme pour le débat démocratique
<b>4.</b>	<b>DOMAINE DE PRIORITÉ DU PIDC</b>	Liberté d'expression
<b>5.</b>	<b>PORTEE</b>	Régionale (Pays de la CEMAC et la République Démocratique du Congo)
<b>6.</b>	<b>TYPE D'AIDE DEMANDÉE</b>	Formation
<b>7.</b>	<b>COÛT TOTAL DU PROJET</b>	US\$ 49 735
<b>8.</b>	<b>MONTANT DEMANDÉ AU PIDC</b>	US\$ 39 685
<b>9.</b>	<b>BÉNÉFICIAIRE DU PROJET</b>	École Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) et le Bureau de l'UNESCO Yaoundé
<b>10.</b>	<b>MAÎTRE D'ŒUVRE</b>	UNESCO Yaoundé
<b>11.</b>	<b>LOCALISATION</b>	Yaoundé-Cameroun
<b>12.</b>	<b>PROJET PRÉPARÉ PAR</b>	École Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) et le Bureau de l'UNESCO Yaoundé
<b>DÉCISION DU BUREAU:</b>		

## **B. PRESENTATION**

### **1. JUSTIFICATION DU PROJET:**

Chaque groupe humain entreprend de se doter lui-même des moyens de sortir du sous-développement. Parmi les outils à sa disposition aujourd'hui, la science est un puissant instrument qui a accumulé des moyens, des connaissances et des méthodes susceptibles de servir pour résoudre les problèmes quotidiens des populations de notre planète.

La science et la technologie détiennent les clés et les solutions à de multiples défis du monde contemporain. Elles peuvent être mises à contribution pour éradiquer la pauvreté, combattre la famine, affronter les pandémies (le VIH, la malaria, la tuberculose, les maladies émergentes, etc), réduire la mortalité infantile et promouvoir la santé maternelle, faire comprendre la problématique de l'environnement (le réchauffement climatique, l'avancée du désert, le danger des déchets de toutes sortes), de l'énergie, de l'eau, et même semer les germes de la bonne gouvernance et de la démocratie.

Pour saisir ces clés, les populations doivent les reconnaître et les identifier dans la masse de résultats de la connaissance rationnelle moderne. Les médias et les journalistes scientifiques ont de ce point de vue un rôle primordial. En créant un dialogue entre les besoins de la communauté et les avancées de la science, ils établissent un lien d'une utilité capitale pour nos civilisations et tout spécialement pour le développement de nos pays. Ainsi, le journalisme scientifique contribue non seulement à la compréhension du vaste domaine de la science, mais aussi à son progrès parce qu'il la présente au public, l'évalue, la critique, la soumet au verdict de la communauté qui la finance ou à laquelle, à tout le moins elle s'adresse.

Mais nos pays comptent très peu de journalistes qui s'investissent dans la science. Nos médias manquent ainsi l'occasion de mettre à la portée de leur public des informations susceptibles de faire reculer la misère, l'irrationalité, la peur et l'ignorance. De plus, le journalisme scientifique demande une base de connaissances et d'attitudes solides. Il exige une actualisation permanente des données et des approches, nécessitant une formation continue pour ses praticiens.

Plusieurs tentatives de formations sont développées à travers le monde pour intéresser les journalistes à la science. Mais une masse critique de journalistes scientifiques est à bâtir, surtout en Afrique, continent qui en a, à notre avis, le plus besoin. Et pour réaliser cette masse critique qualitative et quantitative, les organisations internationales et nationales doivent être mises à contribution.

### **2. DESCRIPTION DU GROUPE CIBLE :**

25 journalistes du Gabon, du Tchad, de RCA, de RDC, du Congo Brazzaville et du Cameroun seront les bénéficiaires directs de ce projet

### **3. OBJECTIF DE DEVELOPPEMENT :**

Susciter la prise de conscience des journalistes sur l'importance de vulgariser les informations scientifiques et technologiques devant servir pour lutter contre la pauvreté.

### **4. OBJECTIF IMMÉDIAT :**

Former 25 journalistes de la région d'Afrique Centrale et publier un guide de rédaction à l'intention des journalistes scientifiques afin d'accroître la qualité et la quantité des reportages scientifiques publiés dans les médias des pays de cette région.

## 5. RÉSULTATS ATTENDUS :

- Vingt-cinq journalistes de la région d’Afrique Centrale ont acquis une formation de qualité en journalisme scientifique et sont capables de produire de façon professionnelle des informations sur ces sujets.
- Un guide de rédaction à l’intention des journalistes et reporters scientifiques publiée.

## 6. ACTIVITÉS :

- Un stage de formation de cinq jours organisé dans les locaux de l’ESSTIC consacré au reportage scientifique à l’intention de 25 reporters du Gabon, du Tchad, de RCA, de RDC, du Congo Brazzaville et du Cameroun.
- Organisation de 5 rencontres avec des scientifiques et les participants du cours de formation
- Réalisation d’un guide de rédaction à l’intention des journalistes et reporters scientifiques

## 8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Mise en place du projet	■	■										
Identification des personnes ressources et sélection des participants		■	■	■	■	■						
Préparation logistique						■	■	■				
Organisation de la formation et visites dans des laboratoires scientifiques							■	■				
Elaboration du guide de rédaction									■	■	■	
Rapport d’activité											■	■

## 9. CADRE INSTITUTIONNEL :

L’ESSTIC (Ecole Supérieure des Sciences et Techniques de la Communication), placée sous la tutelle du Ministère de l’Enseignement Supérieur et du Ministère de la Communication, est une institution de l’Université de Yaoundé 2. Elle se chargera de la réalisation de ce projet en collaboration avec le bureau de l’UNESCO à Yaoundé.

## 10. VIABILITÉ A LONG TERME :

La formation permettra aux participants de maîtriser des techniques susceptibles de les aider dans le travail de collecte et de traitement de l’information scientifique. De plus la publication et la diffusion d’un guide de rédaction pour les journalistes scientifiques leur permettra de disposer d’un vade-mecum utile.

## 11. SUIVI DU PROJET :

Le projet sera suivi par le Bureau de l’UNESCO à Yaoundé.

## 12. ÉVALUATIONS EFFECTUÉES :

L’ESSTIC est habituée à des formations courtes et intensives dans divers domaines du journalisme et de la communication.

### 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Un rapport d'activités sera déposé par l'ESSTIC une semaine après la formation au bureau de l'UNESCO à Yaoundé.

#### D. BUDGET

<b>BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)</b>	
<b>Transport (Billets d'avion)</b>	
▪ Libreville- Douala- Libreville (4 journalistes)	1 650
▪ Ndjamena – Douala – Ndjamena (4 journalistes)	2 650
▪ Bangui – Yaoundé – Bangui (4 journalistes)	2 540
▪ Brazzaville – Douala – Brazzaville (4 journalistes)	2 320
▪ Kinshasa – Douala – Kinshasa (4 journalistes)	3 120
<b>Transport Local</b>	
Douala – Yaoundé – Douala (25 journalistes)	515
<b>DSA Participants (25 participants)</b>	
5jrs x 25 participants x 125\$	15 625
<b>Honoraires et DSA (4 Formateurs)</b>	
▪ Honoraires formateurs (P-3/P-4) : 250\$ x 4 x 5jrs	5 000
▪ DSA formateurs (100\$ x 4 x 5jrs)	2 000
<b>Matériels pédagogiques</b>	
▪ Fournitures séminaristes	800
▪ Matériel pédagogique	925
▪ Location salles	440
▪ Production de reportages scientifiques	800
▪ Production guide reportage scientifique	1 300
<b>Total</b>	<b>US\$ 39 685</b>

<b>BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)</b>	
Couverture média	618
Confection attestation	206
Confection banderoles	494
Invitations	206
Secrétariat/ Administration	515
Hôteses	618
Couverture média	618
Confection attestation	206
Confection banderoles	494
Assurances séminaristes et formateurs	824
Pause café	2 742

Secrétaire	328
Chauffeur	310
Techniciens	371
Téléphone, fax, Internet,	3 090
<b>Total</b>	<b>US\$ 10 053</b>