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IMPLEMENTATION REPORTS ON RECENT IPDC PROJECTS

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A F R I C A

REGIONAL PROJECT

**NETWORK FOR THE DEFENCE OF INDEPENDENT MEDIA IN AFRICA
(NDIMA)
PROJECT NO. PDC/19 RAF/02 (352 RAF 92)
US\$40,000**

TYPE OF PROJECT

NDIMA is one of the most active institutions in Africa in the protection and defence of journalists. It works in association with major networks for the protection of journalists such as IFEX, Reporters sans Frontières, the World Free Press Institute and others. The objective of this project was to strengthen the Network's infrastructure as well as to provide support for its activities.

IMPLEMENTATION

IPDC approved this project with US\$40,000.00 in funding. The funds were used to purchase ICT equipment, as well as other office electronic equipments that were a priority in the establishment of the secretariat. In terms of training, two seminars were organised in Nairobi in partnership with the UNESCO Regional Communication Office and other NDIMA partners. The funds in this project have also supported the upgrading of the NDIMA website (<http://www.oneworld.org/ndima>) which has become the meeting point for independent journalists and media principally in East Africa.

RESULTS

NDIMA is now a partner to reckon with in terms of defence of freedom of expression and human rights. Its website which has been upgraded through UNESCO's support is fully operational and constantly upgraded and updated. They are now able to better monitor journalists' rights violations more than any other local body in the East African Region. Recently, international donors requested NDIMA to host a Media Resource and Research Centre for the whole of Africa through the NDIMA secretariat in Nairobi.

CONCLUSION

This project was closely monitored by the Office of the Communication Adviser for East Africa and his assessment is that the project produced the expected results as presented to the IPDC Bureau & Council.

REGIONAL PROJECT

**SUPPORT FOR THE DEVELOPMENT OF THE NETWORK
OF AFRICAN COMMUNICATION REGULATORY AUTHORITIES (RIARC)
PROJECT NO: PDC/19RAF/08 (352-RAF-96)
US\$62.000**

TYPE OF PROJECT

The objective of this project was to guarantee press freedom within the framework of the law and to put at the disposal of each national communication regulatory body, a system of data collection, processing and information exchange. This network of African Communications Regulatory Authorities (RIARC) brings together regulatory bodies from Benin, Cameroon, Chad, Côte d'Ivoire, Gabon, Ghana, Liberia, Guinea Bissau, Guinea Conakry, Mali, Central African Republic, Togo, Rwanda, Senegal etc.

IMPLEMENTATION.

IPDC approved this project with US\$62.000 in funding and which was used for the purchase of computer and other office equipment for the RIARC Headquarters and in four national Offices in Benin (*Haut Autorité de l'Audiovisuelle et de la Communication*), Cameroon (*National Communication Council*), Gabon (*Conseil National de la Communication*) and Mozambique (*Conselho Superior da Comunicação Social*). Training on the use of the computer equipment acquired was organised at the level of each country and was supervised by the Chairmen of the National Regulatory bodies. UNESCO Yaounde and Mr. Pierre Marie DONG, RIARC's President provided the technical backstopping and co-ordination.

RESULTS.

Computer equipment was purchased and delivered to the national communication regulatory authorities in Bénin, Cameroon, Gabon and Mozambique. These regulatory authorities have now been computerised and the RIARC headquarters now has a data base from which activities of the various national regulatory authorities and other media institutions could be easily accessed.

CONCLUSION

With the IPDC funding, this project has reinforced the roles of RIARC in contributing to the regulation of media activities in beneficiary countries (Bénin, Cameroon, Gabon and Mozambique) and has reinforced its information sharing potentials

REGIONAL PROJECT

TRAINING AND RESEARCH IN INFORMATION SUPER-HIGHWAY AND MULTIMEDIA

PROJECT NO : PDC/19 RAF/05 (352-RAF-93)

US\$44.000

TYPE OF PROJECT

This is a research project whose objectives focused on the contribution to the development of a critical mass of human resources in the domain of information super-highway and multimedia. As a regional project it also sought to stimulate the cross-fertilisation of ideas especially on the use of modern information and communication technology between the North and the South. CESTI Dakar's aim for initiating this project was to adapt and harmonise information and communication training by incorporating it into its regular curricula.

IMPLEMENTATION

Approved for funding during the 38th session of the IPDC Council meeting, US\$40.000 was allocated for project activities. Implementation of this project began in 1999 with computer equipment locally acquired with the collaboration of UNDP-Dakar to facilitate data collection and processing. Research and short training programmes on the role and impact of new information and communication technologies on the development processes in the region were equally initiated and organised. The project, under the auspices of CESTI-DAKAR published an *African Information and Communication Research Journal* as a means for vulgarising the research carried out within this project.

RESULTS

The training organised corroborated with the objectives of developing a critical mass of human resources in the Information Technology domain especially through the organisation of short term training courses. An African Research Journal on New Communication and Information Technology was also published within the framework of this project.

CONCLUSION

The funding from IPDC and the organised training workshops have contributed in reinforcing the research programme of CESTI-DAKAR especially in the development of human resources on IT in the sub region.

NATIONAL PROJECT

BURKINA FASO

STRENGTHENING THE CAPACITY OF EDITIONS SIDWAYA FOR THE PURPOSE OF CREATING A NEWSPAPER IN NATIONAL LANGUAGES

PROJECT NO: PDC/18BKF/01 (352-BKF-81)

US\$50.000

TYPE OF PROJECT

The objective of this project was to strengthen news gathering process of *Editions SIDWAYA* through the provision of technical equipment. Also it was aimed at filling in the information gap and providing opportunity for those literate in national languages to maintain and improve their level of knowledge by offering them the possibility of reading newspapers in their languages.

IMPLEMENTATION

The project was approved in December 1997 with a funding of US\$50.000 and was opened for implementation in September 1998. In collaboration with the National Commission for UNESCO, the implementation of this project was carried out smoothly through the acquisition of Desk Top Publishing equipment and the organisation of a training session for media technicians on the use of the computer equipment. All these were done locally through a contract signed with the Burkinabe National Commission for UNESCO.

RESULTS.

The *Editions SIDWAYA* is now equipped with the necessary equipment and the newspaper is now published in local languages. Spares for the equipment were also acquired which now reduces maintenance costs. Staff training was organised in production techniques, transmission of digital photographic images, electronic archiving and equipment maintenance and this has greatly contributed to the amelioration of the newspapers production and productivity by reducing running costs.

CONCLUSION

With the modest funding from IPDC, the *Edition SIDWAYA* has strengthened its news gathering and processing system and also covers the areas where the national languages are widely spoken. With this, the local population now has the possibility of having news published in their local languages and which also provides occasion to improved on national development indicators.

NATIONAL PROJECT

**BURUNDI
DEVELOPMENT OF PRESS CLUB
PROJECT NO. PDC/19 BDI/01 (352 BDI 91)
US\$20,000**

TYPE OF PROJECT

The objective of this project was to improve the production capacities of the independent press in Burundi as well as the quality of services offered by the Press Club as media support and promotion centre by strengthening its technical computer resources.

IMPLEMENTATION

The request put forward to IPDC was for US\$55,000 but IPDC approved only US\$20,000. This amount was used to purchase computer equipment, which was a priority for the Press Club secretariat in January 2001. This was implemented by the Office of the Adviser for Communication and Information in Nairobi in collaboration with the UNESCO Bujumbura office.

RESULTS

The Burundi Press Club is now equipped with the necessary equipment and provides a place for local journalists and media representatives to meet regularly. The Press Club also organizes courses for the journalist on the use of the equipment. The RCA/NAI made an "in situ" assessment during a recent mission to Burundi

CONCLUSION

With the modest funding from UNESCO, the Press Club is able to execute activities in favour of the independent press in Burundi. There is nevertheless an urgent need for the Club to be equipped with printing facilities as the independent printed press cannot afford the capital and recurrent expenditure of a printing house on an individual basis.

NATIONAL PROJECT

**CAMEROON
COMPLETION OF THE COMPUTERISATION
OF THE CAMNEWS AGENCY
PROJECT NO : PDC/17 CMR/01 (352-CMR-71)
US\$ 70 000**

TYPE OF PROJECT

Approved for funding by IPDC in 1997, this project sought to ensure the efficient gathering and distribution of news and information through a computerised network of provincial bureaux.

IMPLEMENTATION

With US\$ 70.000 in funding, computer equipment had been acquired and installed at the project head office in Yaounde. As part of the project activities, a three-phased training was organised and an Internet access provided to facilitate newsgathering and distribution an on-line news commercialisation.

RESULTS.

Through this project, the volume of news published in the national daily Cameroon Tribune has remarkably increased and this is due in part to the computerisation of the CAMNEWS Agency.

CONCLUSION

Despite the results mentioned above, the Agency is confronted with chronic management problems and a dysfunctional personnel due to the lack of official interest

NATIONAL PROJECT

**CAMEROON
COMPUTERISATION OF THE CRTV'S
DOCUMENTATION CENTRE
PROJECT NO : PDC/20CMR/01 (353-CMR-01)
US\$20.000**

TYPE OF PROJECT

This project which was approved during the 40th session of the IPDC Bureau meeting, had three main objectives which were the acquisition of computer equipment, facilitation of documentary research and the rationalisation of the management of the Centre.

IMPLEMENTATION

The project received US\$20.000 in funding from IPDC and with this amount, necessary technical equipment had been acquired and installed. Training on the use of the equipment has been organised with particular focus on on-line documentary research, classification and indexation of audio and video documentaries.

RESULTS.

The project has been successfully implemented with the acquired equipment fully operational thus facilitating storage of audio-visual programmes and ensuring easy on-line research and information retrieval from the internet.

CONCLUSION

The implementation of this project has strengthened the Centre's storage capacity for preserving programmes for future exploitation and also facilitates the research possibilities of the entire personnel of CRTV. The digitalisation of audio-visual material will ensure the lessening of the operational costs and facilitates the conservation of valuable archival material for subsequent use on national airwaves or exchange with other national or regional media organisations.

NATIONAL PROJECT

CAMEROON

MBALMAYO AND MEIGANGAWOMEN'S COMMUNITY RADIO

PROJECT NO : PDC/20 CMR/02 (353-CMR-02

US\$40.000

TYPE OF PROJECT

The objectives of this project was the purchase of supplementary equipment for the Mbalmayo and Meiganga Women's Rural Community Radio and the organisation of a series of training workshops for radio animators, technicians and managers.

IMPLEMENTATION

Two principal activities were carried out within the framework of this project. First was the purchase of supplementary equipment through PEC and which has already been acquired and installed. Secondly, training workshops were organised for radio animators and technicians as well as managers. During the training, emphasis was on local programme productions.

RESULTS.

Project activities have been fully implemented and the Radio had begun full broadcast with programmes being developed locally.

CONCLUSION

The project is already empowering women of the Community of Nyong-et-So'o to develop a forum for exchange and through which they could make informed choices on issues of common interest to the women-folk and the community in general. The project is operationally terminated

NATIONAL PROJECT

**CAMEROON
THE HERALD NEWSPAPER
PROJECT NO : PDC/20 CMR/03 (353-CMR-03)
US\$28.000**

TYPE OF PROJECT

The long term objective of this project was for The Herald to become a daily newspaper in order that through its editorial column, Cameroonian readers could make informed choices on national issues. The project also aimed at expanding and up-dating its news gathering and processing equipment towards guaranteeing the regularity of production of the newspaper. It also intended expanding its news gathering network to cover the national territory and to invest on market expansion through the various advertising strategies..

IMPLEMENTATION

With US\$28.000 being funds approved for the project two Heidelberg newspaper printing machines, one repro-camera, one developer and a set of spares (rollers, etc) were acquired from PANGRAPHIC GmbH in Germany. The equipment has been delivered to the beneficiary and installation has already been carried out.

RESULTS

The technical capacity of The Herald newspaper has been reinforced with two printing machines and a repro-camera and a set of spares. Installation of the equipment has been carried out. Verification of installation equally done and the printing machines are fully operational.

CONCLUSION

The implementation of this project will reinforce the technical capacity of this newspaper which is expected contribute to ameliorating the quality and output of the newspaper. It should be expected that the newspaper will in the future record a reduction in its production cost as the printing of its copies will be done by its own printing press.

NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC
RESTRUCTURING OF THE CENTRAL AFRICAN
NEWS AGENCY (ACAP) –
PROJECT NO : PDC/19 CAF/01 (352-CAF-91)
US\$46.000**

TYPE OF PROJECT

Acquisition of computer equipment for ACAP, develop a database for independent and public media, develop a participatory management approach in ACAP and train personnel in the use of new information and communication technology: These were the principal objectives of this project, which was approved with a US\$46.000 in funding.

IMPLEMENTATION

Opened for implementation in September 1999, effective implementation began in February 2000 when ACAP with the technical collaboration of UNESCO Yaounde ordered equipment necessary for the project through PEC. The equipment needed for the project was then acquired and installed. It is now fully operational. The ultimate objective of this project is to broaden the scope of the agency's news and information gathering process and also improving on the quality of news and information provided to citizens of the Central African Republic. By acquiring appropriate equipment, the project is seeking to develop an agency free from political influence and capable of objectively processing the news stories to be distributed to the various national media organs and other subscribers. ACAP personnel was trained in the use of the computer equipment. The implementation of the project has been terminated.

RESULTS

As a result of the execution of the project, the Central African News Agency (ACAP) has acquired appropriate equipment for proper news gathering and information processing. From every indication, ACAP now disseminates quality news and information to both the independent and public media.

CONCLUSION

The implementation of this project has greatly contributed to the quality of ACAP's products. The implementation has so far proven to be a success.

NATIONAL PROJECT

**COTE D'IVOIRE
TRAINING OF JOURNALISTS
AND MEDIA MANAGERS IN INFORMATION LAW
PROJECT NO : PDC/20 IVC/01 (353-IVC-01)
US\$26.000**

TYPE OF PROJECT

This project is a national project whose objectives are to create favourable conditions for the emergence of a free press and also to promote professionalism, responsibility and the mastery of legal texts governing media practice

IMPLEMENTATION

This project was approved in the year 2000 with a total funding of US\$26.000. These funds were made available in the early half 2002. The UNESCO Bureau in Yaounde has contacted the National Commission and the *Observatoire de la Liberté de la Presse, d'éthique et de la déontologie (OLPED)* requesting for a revision of the plan of activities in conformity with the approved funding. The revised plan of activities has been received and training activities were planned for mid November 2002. To initiate the organisation of activities, an Activity Financing Contract has been signed with the National Commission to co-organise the training with the *Observatoire de la Liberté de la Presse, d'éthique et de la déontologie (OLPED)*. To begin preparation for the workshop, a first part disbursement for the training had been authorised just when a civil war broke out in the country. Thus, given the present political situation in Côte d'Ivoire, the implementation of this project has been suspended temporarily.

RESULTS :

No results can be envisaged as no activity has been organised yet.

CONCLUSION:

NATIONAL PROJECT

**COTE D'IVOIRE:
MODERNISATION OF THE AGENCE
IVOIRIENNE DE PRESSE (AIP)
PROJECT NO : PDC/19 IVC/01 (352-IVC-91)
US\$40.000**

TYPE OF PROJECT

The objective of this project was to set up an information database that could serve the needs of the national public and private media in Cape Verde.

IMPLEMENTATION

Approved with a funding of US\$25.000, an *Activity Financing Contract* was signed with the National Commission for UNESCO for the co-ordination of the project activities – local purchase of equipment and the organisation of a training for the Centre's personnel. With regards to purchase of equipment, procedure to acquire computer equipment locally in Praia was negotiated with UNDP which finally acquired the equipment and handed over to the Department of Social Communication (Ministry of Culture and Social Communication) in the presence of the officials of the National Commission for UNESCO.

RESULTS

The UNESCO Regional Office in Yaounde sought the assistance of UNDP Praia for the acquisition and delivery of the equipment to the beneficiaries in Praia. which has been installed and are fully operational. However, the second component of the project – training – was equally organised in September 2002 under the supervision of the National Commission for UNESCO.

CONCLUSION

The implementation of this project has greatly contributed to the creation of the first database in the country through the amassing of information relevant to the independent and public media, and the general public in Praia. It has also provided opportunity for the various media organs in the country to have access to reliable and verifiable information

NATIONAL PROJECT

**CAPE VERDE
DOCUMENTATION CENTRE FOR
THE MEDIA IN CAPE VERDE
PROJECT NO : PDC/19CVI/01 (352-CVI-91)
US\$25.000**

TYPE OF PROJECT

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IMPLEMENTATION

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NATIONAL PROJECT

CAPE VERDE

**STRENGTHENING THE INDEPENDENT NEWSPAPER *A SEMANA*,
PROJECT NO: PDC/19 CVI/02 (352-CVI-92)
US\$25.000**

TYPE OF PROJECT

Created within the context of emerging multiparty democracy, *A SEMANA* had long term development objectives of increasing the viability of the newspaper by expanding its readership, promoting press independence and pluralism in Cape Verde, guaranteeing the free circulation of ideas through the press and seeking to promote the use of new technologies in the African press.

IMPLEMENTATION

IPDC approved this project during the 19th session of its Bureau meeting with a modest funding of US\$25.000. This amount was used in acquiring Desk Top Publishing equipment for the newspaper and by which it offered the public improved products in terms of technical quality. That notwithstanding, the project equally fostered more effective news and information gathering and processing. The technical personnel were effectively trained on the use of the desk top publishing equipment and on the culture of maintenance.

RESULTS.

The equipment were bought and installed. They are now fully operational. And as a result of this, the quality and quantity of the news content of the newspaper has tremendously increased.

CONCLUSION

The production of the newspaper has been reinforced with the acquisition of specialised computer equipment for newspaper production. Training was also ensured and this has created a possibility for the newspaper to increase its production. The project is operationally terminated.

NATIONAL PROJECT

**CAPE VERDE
COMPUTERISATION OF THE NEWSROOM
OF THE NATIONAL RADIO IN CAPE VERDE
PROJECT NO : PDC/18 CVI/01 (352-CVI-81)
US\$60.000**

TYPE OF PROJECT.

This project was designed to provide computer equipment for the newsroom of the national radio in Cape Verde. It also sought to improve on the news processing and broadcast quality of the radio.

IMPLEMENTATION

With a total of US\$56.000 in funding from the IPDC, computer equipment was bought and installed in the newsroom. A training workshop was organised for the radio professionals on how to use the computer equipment in news processing.

RESULTS

The implementation of this project has considerably improved on the news processing and broadcast quality of the radio. The implementation of this project has been a major success in that the acquisition and installation of the computerised system for the Radio newsroom has provided good reason for most newsroom activities that were hitherto carried out manually, to be automated now.

Conclusion

The implementation of this project has been a great success and same initiative should be encourage in other countries of the sub region. The implementation of this project has therefore improved seriously on the production and productivity of the National Radio and given this success story, the management of the national radio are seeking to express the need for another phase of the project that will focus on the archival and retrieval of produced programmes.

NATIONAL PROJECT

**REPUBLIC OF CONGO
REHABILITATION OF THE AGENCE CONGOLAISE
D'INFORMATION
PROJECT NO : PDC/20 PRC/01 (353-PRC-01)
US\$30.000**

TYPE OF PROJECT

The *Agence Congolaise d'Information (ACI)*, whose original mission is to gather and disseminate national and international news to all regions of the country initiated this project with the development objective of rehabilitating the ACI's entire infrastructure and also ensuring the permanent training of editorial, management and maintenance staff. In the immediate it was considered that the project would acquire computer equipment for its Head Office in Brazzaville and also the five provincial bureaux.

IMPLEMENTATION

With an initial funding of US\$30.000 provided by IPDC, ACI acquired computer equipment through the assistance of UNESCO Yaounde and PEC. This equipment which has been installed at ACI's Head Office and provincial bureaux is fully operational.

RESULTS

Based on the activity report received from ACI, the necessary equipment which was acquired had been installed and training offered to its editorial and technical staff thus conforming with the objectives set out in the project document.

CONCLUSION

This project has been successfully implemented. The project is operationally terminated and should be evaluated.

NATIONAL PROJECT

**GAMBIA
STRENGTHENING MEDIA INSTITUTIONS
FOR RURAL PRESS OPERATION AND LAUNCH
A DISTRIBUTION OF NEWSPAPER NATION-WIDE
PROJECT NO : PDC/18GAM/01 (352-GAM-81)
US\$33.000**

TYPE OF PROJECT

The objectives of this project were to set-up a national printing press, launch a rural newspaper and also to initiate and expand the distribution of newspapers nation-wide.

IMPLEMENTATION

This project was approved during the 36th Session of IPDC's Council meeting and funds were made available in 1997. With an allocated funding of US\$33.000, UNESCO Yaounde in collaboration with the National Commission for UNESCO and the initiators of the project identified necessary computer equipment which was later acquired and delivered to the beneficiaries. The equipment was acquired locally in Banjul. Newspaper stands were also erected in the rural areas of Gambia with the primary reason of facilitated access for local readership.

RESULTS.

With the assistance from IPDC, the initiators of the project have set-up rural newspaper with distribution now being carried nation-wide.

CONCLUSION

This project has contributed much in diversifying media activities in The Gambia and has a very positive impact on the rural readership. The implementation of the project has ended should be listed for evaluation

NATIONAL PROJECT

**GHANA
TRAINING PROGRAMME PAIRING
BEGINNING JOURNALISTS WITH NGO SPECIALISTS
PROJECT NO : PDC/19GHA/01 (352-GHA-91)
US\$ 40 000**

TYPE OF PROJECT

This project with IPDC approved funding of US\$40.000 seeks to identify differences between beginning journalists and NGO specialists on development journalism. The project also seeks to reinforce the basics of good broadcast journalism, writing and production techniques to encourage the production of quality developmental news issues in health, environment, etc

IMPLEMENTATION

The implementation of this project is through the organisation of a series of training workshops for both beginning journalists and NGO specialists. The first phase of the training workshop has been organised and an activity report submitted. The remaining training components were programmed for November and December 2002. These have not taken place yet as communication between the University of Ghana School of Communication Studies (SCS) and UNESCO Yaounde has been difficult. Meanwhile contacts have been re-launched with the Ghana National Commission for UNESCO in Accra to get SCS reschedule training sessions. Reply to the reminders are being awaited.

RESULTS

This first phase of the workshop grouping beginning journalists and NGO specialists has been organised and an activity report submitted to UNESCO YAOUNDE. Also to facilitate the organisation of the training some needed broadcast materials were acquired for the workshop participants.

CONCLUSION

The implementation of the project is still on going. The organisation of the second and third training sessions which were scheduled for November and December 2002. will have to re-programmed. A fax reminder has been sent to the SCS with copy to the NATCOM to requesting them to re-programme the training sessions

NATIONAL PROJECT

**GHANA
RADIO PEACE: GRASSROOT RURAL COMMUNICATION RADIO
FOR THE CENTRAL DISTRICTS OF GHANA
PROJECT NO : PDC/18GHA/01 (352-GHA-81)
US\$50.000**

TYPE OF PROJECT

The principal objective of this project was to provide communication support by establishing a community radio in the Central Districts of Ghana and to produce programmes in local languages.

IMPLEMENTATION.

IPDC approved this project with a funding of US\$50.000 to set up a community radio. FM Production and broadcast equipment was acquired and installed. Training was also offered to the animators, managers and technical staff of the community radio.

RESULTS.

Production and broadcast equipment were acquired and installed. The Grassroots Rural Communication Radio went fully operational in 2000 after one-year trial broadcast.

CONCLUSION

With the successful implementation of this project, this community radio is serving as communication link for sustainable development in the coverage districts. The management of this radio are studying possibilities of extending its broadcast area in order to reach some of the areas not receiving the radio signals.

NATIONAL PROJECT

**LESOTHO
ESTABLISHMENT OF CENTRAL PRINTING HOUSE FOR THE
INDEPENDENT MEDIA IN LESOTHO
PROJECT NO : PDC/20 LES/01 (353 LES/01)
US\$34 000**

TYPE OF PROJECT

The project grew out of a plea from the Lesotho Chapter of the Media Institute for Southern Africa (MISA) following the gutting of the Centre of Maseru as a result of a civil conflict. During the incident, a number of independent press owners sustained equipment and other property loss. The ultimate objective of the project is to help establish a “cooperative” printing house for the independent press. The achievement of this goal has had to surmount many hurdles from authorities. Finally, a compromise was recently reached after long negotiations with the Government.

IMPLEMENTATION

IPDC’s grant of US\$34,000, being insufficient to establish a full-fledged printing outfit (production equipment and printing press), was instead utilized to commence project implementation with the acquisition and installation of a set of DTP equipment comprising 5 – 6 work stations and accessories such as the appropriate publishing software, scanners, and laser printers. This phase of the project is now in process. Premises are being secured and a critical mass of personnel is being researched.

CONCLUSION

If this project matures into a viable printing cooperative for the independent press in Lesotho, IPDC’s contribution to consolidating democracy in the Kingdom will be a testimony to the Council’s commitment and mission to facilitate the free and uninhibited flow of information and ideas wherever and whenever threatened.

NATIONAL PROJECT

**MADAGASCAR
ANTA' NATIONAL NEWS AGENCY
PROJECT NO. PDC/19 MAG/01 (352 MAG 91)
US\$45 000**

PROJECT TYPE

ANTA, the Malagasy National News Agency, had virtually come to a stop when the project was presented to IPDC. The assistance sought was to assist ANTA to resume its activities; achieve its financial independence by developing new ICT services and to enable its network to provide national and international coverage.

IMPLEMENTATION

IPDC approved this project with funding amounting to US\$45,000.00. Due to the delays in opening the allotment for this project, the Malagasy Government had initially requested the RCA to study alternative possible sources of funding for this project, which was later sorted out after the allotment. Furthermore, the UNESCO Communication Adviser in East Africa sent a specialist to assist in the configuration and the rationalisation of ANTA's equipment and network to accommodate reduced funds approved by IPDC.

RESULTS

Six correspondents offices and ANTA's HQ benefited from the introduction of new information and communication technologies. The project equipment was purchased and installed and ANTA has resumed public service activities complemented by Internet and on-line services.

CONCLUSION

This project implementation is reported to the IPDC Council following reports from its general manager but not yet corroborated by a mission "in situ". Nevertheless, as it appears, even with a reduced amount of funds it appears that some small national news agencies can introduce diversified information and communication services and income-generating activities for their sustainability.

MALI
ENG AND VIDEO PRODUCTION EQUIPMENT
PROJECT NO : PDC/20MLI/01 (353-MLI-01)
US\$ 65 000

TYPE OF PROJECT

The aim of this project was to provide digital video equipment to the *Office de Radio Télévision Malienne (ORTM)* and the training of the technical personnel in the use of the equipment.

IMPLEMENTATION

With an IPDC approved funding of US\$65.000, some digital equipment was ordered through PEC. The equipment was intended to reinforce the technical capacity of ORTM during the coverage of the 2002 African Nations Cup. Part of the ordered equipment has been delivered to ORTM while the other consignment ordered from PANASONIC Japan is still to be delivered. Numerous fax messages have been sent to ADM/PRO on the subject to no avail. However, another reminder has been sent to the ADM/PRO.

RESULTS.

As of date, only part of the ordered equipment has been delivered. Contacts have been made with PEC for a reminder to be sent to the suppliers.

NATIONAL PROJECT

**MALI
INSTITUTIONAL SUPPORT TO
PROFESSIONAL ORGANISATIONS
PROJECT NO : PDC/19MLI/01 (352-MLI-91)
US\$ 44 000**

TYPE OF PROJECT

The project objectives aimed at training independent newspaper journalists in journalistic writing techniques and to assist in the transformation of newspapers into veritable newspaper enterprises.

IMPLEMENTATION

The implementation of this project focused on the acquisition of equipment through PEC and the training of some 120 Malian newspaper journalists on the use of DTP equipment in newspaper production.

RESULTS

Equipment had been acquired and delivered to AJPP in 2002. Training of 120 journalists of the independent newspaper was programmed for March 2003. Unfortunately, in compliance with the FABS system, funds for 2003 have not been allotted. Consequently, the training has to be reprogrammed for future date.

CONCLUSION

The training session will be programmed once funds would have been allotted accordingly.

NATIONAL PROJECT

**NAMIBIA
SUPPORT FOR COMPUTER AND WEB PAGE DEVELOPMENT
TRAINING AT THE KATUTURA COMMUNITY RADIO STATION
PROJECT NO : PDC/20 NAM/01 (353NAM/01)
US\$10 000**

TYPE OF PROJECT

The designed output of this project was to create capacity within the Katutura Community Radio Station to exploit further the potential of the new Information and Communication Technologies (ICT), namely, increased access to and retrieval of information from the Internet and creation of a web site to provide information to others from the erstwhile marginalized community of the Capital City of Namibia.

IMPLEMENTATION

Shortly before implementation of the project could begin, management went into disarray and the license to broadcast was withdrawn by the Communication Commission. After a long debate in the media and negotiation between the Katutura Board and the Commission, the license has been returned. Since about a month ago, implementation of the project has again begun and orders have been placed for the computer equipment.

NATIONAL PROJECT

NAMIBIA

ESTABLISHMENT OF UNIVERSITY OF NAMIBIA TRAINING FM RADIO STATION (UNAM RADIO)

PROJECT NO: PDC/18 NAM/02 (352NAM/82)

US\$60 000

TYPE OF PROJECT

The project is IPDC's support to the newly established Department of Media Studies at the University of Namibia. It is designed to afford students in broadcasting hands-on experience during the course of their studies. The need had been felt to be necessary in view of the Government's policy to liberalize the airways in Namibia.

IMPLEMENTATION

With US\$60,000 granted by the IPDC, radio transmitters, studio equipment and top of the line production equipment were purchased and installed under the direct supervision of the Regional Communication Adviser for Southern Africa based in the Windhoek Office. Initial training was provided from many professional quarters including the Namibian Broadcasting Corporation (NBC). A veteran radio broadcaster was co-opted from NBC to manage the station and train students majoring in broadcasting.

RESULTS

UNAM Radio now broadcasts 24 hours using feeds from other stations around the world for educational purposes. It has a strong youth listener ship for which reason important programmes dealing with health issues such as HIV/AIDS and many social problems confronting youth, namely, teenage pregnancy, drug abuse, etc, find their way on UNAM RADIO.

CONCLUSION

This assistance has gone beyond its initial intended output as the project was foremost a learning tool rather than an instrument to educate the Windhoek public about the social hazards of today's modern society such as that of Windhoek. The UN System is one of UNAM Radio's privileged partners against the ills that confront young people all over Africa.

NATIONAL PROJECT

**SENEGAL
ESTABLISHMENT OF AN ADVANCED MEDIA
TRAINING CENTRE
PROJECT N0 : PDC/20SEN/01 (353-SEN-01)
US\$ 40 000**

TYPE OF PROJECT

The objective of this project is to create an Advanced Media Training Centre through the acquisition of Radio and Television Production and Broadcast equipment with the view offering training programmes to young media practitioners.

IMPLEMENTATION

Acquisition of digital radio equipment has been acquired through PEC and handed over to the *Institut Supérieur de Sciences et Techniques de l'Information et de la Communication (ISSTIC)* through the UNESCO Office in Dakar.

RESULTS

The required equipment was ordered through PEC in 2001 and the delivery of equipment was very much delayed thus impeding the smooth implementation of the project. The equipment has been delivered however, and installation has also been carried out. The training component has been organised equally.

Conclusion

The implementation of this project though very much delayed has been successfully carried out.

NATIONAL PROJECT

**SENEGAL
COVERAGE OF THE NATIONAL TERRITORY BY THE AGENCE
SENEGALAISE DE PRESSE (APS) –
PROJECT NO : PDC/19SEN/01 (352-SEN-91)
US\$60.000**

TYPE OF PROJECT

This project was elaborated by the Senegalese Government and was designed to acquired computer equipment for the provincial bureaux of the Senegalese News Agency (APS) with a view to facilitate the reception and transmission of news despatches and the re-keying of articles. The project also sought the objectives of developing a Website and to create an Intranet service that will ease the collection and transmission of news despatches from the provincial bureaux to the Head Office and also to APS's subscribers.

IMPLEMENTATION

With an approved funding of US\$60.000, a Newsmanager system, a server, and some workstations for the provincial bureaux were acquired. Furthermore a Website and an Intranet service was developed which now facilitate the reception and transmission of news despatches to various consumers. An on-line news commercialisation was equally developed to ensure APS sustenance.

RESULTS

The Senegalese News Agency (APS) is now computerised with all provincial bureaux linked up through an Intranet service. The APS now covers the national territory in terms of newsgathering and distribution and is being accessed by national and foreign subscribers.

CONCLUSION

With the IPDC funding, this project has recorded a remarkable success in the use of ICT in receiving and transmitting news despatches. More importantly, its on-line commerce enables it to sell its news products with a view to ensuring its sustainability.

NATIONAL PROJECT

**SENEGAL
USE AND ARCHIVING OF AUDIO MATERIAL
PROJECT NO : PDC/18SEN/01 – 352-SEN-01
US\$33.000**

TYPE OF PROJECT

This project was submitted by SUD FM Radio and had the objective of acquiring appropriate computer hard and software with a view to installing a system of archiving and accessing into stored audio material. This was with the intention of enabling Senegalese listeners of SUD FM have greater access to news and information in national language broadcasts and which will be extension bring the radio closer to its audience. It was equally thought that given the haphazard conditions of access to national audio archives, computerisation of the archiving system of SUD FM will make for better documentation and greater efficiency not only in programme preparation but also in management.

IMPLEMENTATION

As its first priority, the project sought to rationalise the management, use and archiving of audio material by installing a central mainframe computer equipped with appropriate soft ware for automatic reception and recording from a telephone line, of all audio material coming in into the main station. Thus appropriate computer hard and software were acquired and installed with a total IPDC funding of US\$33.000.

RESULTS

With a modest funding provided by IPDC/UNESCO, SUD FM Radio now has the potentials of storing and retrieving audio material. And this serves as a success story in audio archiving as inspiration is being drawn from other established public or independent radio stations.

CONCLUSION

This implementation of this project is unique in the sub region and would be necessary for IPDC to encourage new initiatives in this domain. Example of such an initiative saw the management of the Gambia Radio Television Service fielded a mission to Senegal with UNESCO's assistance to have an on the spot assessment of such development.

NATIONAL PROJECT

TANZANIA
REHABILITATION AND EXTENSION OF THE RURAL PRESS PROJECT
PROJECT NO. PDC/18 URT/01 (352 URT 81)
US\$45 000

TYPE OF PROJECT

The objective of this project was to upgrade literacy levels as well as to develop educational, economic and cultural development activities in rural areas. It was also to enhance and consolidate synergies between the Ministries of Education and Communication in the development of their respective sectors of activity. Finally, it was to reinforce the network of rural press facilities in the country with improved Desktop Publishing and printing capacities.

IMPLEMENTATION

The IPDC approved US\$45,000.00 for this project. Due to the fact that the funds approved by the IPDC were only part of the requested and budgeted amount (US\$111,741), a feasibility study had to be undertaken to adjust the implementation of the project to the funds provided by IPDC to make the best possible use of the funds provided and to accommodate the Government's priorities. Based on the recommendations on the equipment and training needs, a work plan was prepared and accepted by all interested parties.

RESULTS

The feasibility study recommended the equipment of seven regional production centres where desktop and printing facilities were to be reinforced to introduce the concept of economies of scale to provide surrounding communities with state of the art page layout and printing. This proposal was done mainly to avoid a multitude of production units with no technical capacity and backup. The required equipment was purchased and installed and also training was carried out. The implementation was done in full cooperation with the Tanzanian National Commission for UNESCO and the UNESCO Head of Office/Representative.

CONCLUSION

The project approved by IPDC was to redress a situation faced by many rural press projects, the multiplication of production facilities without the logistical support to maintain the technical infrastructure. Also, and more grave, it actually diverts the objective of rural newspapers into the hardware instead of the content. In this case, the IPDC financing helped in rationalising the production while enhancing the educational, social and cultural content of the rural newspapers in Tanzania.

NATIONAL PROJECT

**TANZANIA
TELEVISION ZANZIBAR INFORMATION NETWORK
PROJECT NO. PDC/19 URT/01 (352 URT 91)
US\$40 000**

PROJECT TYPE

The objective of this project was the integration of Television Zanzibar information system and the development of a local ISP network within Zanzibar.

IMPLEMENTATION

The IPDC approved US\$40,000 of the US\$104,340 requested. In close collaboration with the Ministry of information, Culture, Tourism and Youth, the implementation of the project was swift and smooth. In view of the importance given by the (Zanzibar) government to this project and thus the need for an intensive and extensive training of the project staff, it was done also with a complement of funds from the Office of the Communication Adviser.

RESULTS

Television Zanzibar Network ISP service is now operational and the staff has been trained to use the equipment. Today, Television Zanzibar is able to give access to Internet services to the local government as well as to individual private clients. The purchasing of equipment, and subsequent installation of the equipment and training of staff was done in a short period of time (approximately 5 months). In spite of the successful establishment of this ICT network, in a recent visit of the Communication Adviser it came to his attention that the network needed maintenance and further training in this area for the local staff. Also that some transmission equipment required replacement and that TV Zanzibar did not have the resources to do so.

CONCLUSION

The investment in human resources and capital provided by IPDC and UNESCO produced excellent results especially on the understanding and application of ICTs for development. The success of the project also convinced the government of the value of investing its own resources in the expansion of the network and the future development of community-based ICT projects. However, it also shows that as in most of developing countries, maintenance is a must and its absence can determine the end of a successful operation such as this one.

NATIONAL PROJECT

**UGANDA
NEWSPAPERS EDITOR AND PROPRIETOR ASSOCIATION (UNEPA)
PROJET NO : PDC19 UGA/01 (352 UGA 91)
US\$35 000**

TYPE OF PROJECT

The objective of this project was to set up a centre to support interaction among the Uganda Newspapers Editors and Proprietors Association (UNEPA), civil groups and Government.

IMPLEMENTATION

IPDC approved this project with US\$35,000.00 in funding. The funds were used to purchase computer equipment for the UNEPA secretariat as well as to cover the costs for two major workshops held in Uganda. The year 2000 World Press Freedom Day held in Kampala was also supported by this project. All workshops were organised by the UNEPA in collaboration with the Eastern Africa Media Institute (EAMI), and UNESCO Regional Communication Office in Nairobi. A workshop on Election Monitoring and coverage was a priority and very appropriate in Uganda during the election year. A second training for the UNEPA was on New Information and Communication Technologies which was facilitated by the EAMI and which contributed to the smooth implementation of the project.

RESULTS

UNEPA is the lead association in Uganda for the promotion and protection of press freedom and freedom of association. It is also the leading organisation which facilitates easy access to materials used in the newspaper industry, maintaining both professional status and the independence of the papers as well as improving education and training of journalists, technical and other staff engaged in the newspaper industry. This project has therefore strengthened this association in terms of setting up its secretariat and empowerment of its members through training.

CONCLUSION

In spite of the reduced amount of funds approved by IPDC, the project beneficiaries - UNEPA, independent media and related civil associations, were able to set up a strong movement which is now recognised as an equal partner to the Government and the Legislative Assembly in all matters related to press bills and state-media relations.

ASIA AND THE PACIFIC

REGIONAL PROJECT

**AMARC: SUPPORTING THE EMERGING RADIO SECTOR IN ASIA
PROJECT NO : PDC/20 RAS/04 (353 RAS 03)
US\$30,000**

TYPE OF PROJECT

This project, executed by the World Association of Community Radio Broadcasters (AMARC) based in Montreal had as its broad objective to support and promote emerging community radio Sector in Asia. The activities included making country studies in at least in six Asian countries which either already have community radio or likely to introduce community radio, organize and conduct a regional consultation meeting to establish an Action Plan to promote community media. Follow-up licensing issues with policy makers and to establish and maintain a network and network support center with one of the AMARC members in Asia.

IMPLEMENTATION

A contract was established in mid 2001 with AMARC to implement the project. AMARC conducted country studies on Bangladesh, Cambodia, East Timor, India, and Nepal and collaborated with the Institute of Development studies at the Sussex University to hold a regional meeting on community radio from 21-23 February 2002. However, no AMARC representative attended this meeting and hence the Action Plan and network center could not be established in time. Due to changes in AMARC Secretariat most activities were behind the schedule. Therefore the contract was amended in April 2002 to enable AMARC to reschedule some of the activities. Finally AMARC held a Asian Consultative meeting as a Asian regional conference in Kathmandu from 20-21 February 2003 as an associated meeting with AMARC world conference.

RESULTS

Six country papers were produced. AMARC associated in conducting a regional seminar on community radio. . Information concerning the Action Plan for policy advice, establishment of community radio network and network support center yet to be received from AMARC

CONCLUSIONS

Uncertainty due to the changes in the AMARC Secretariat and lack of leadership from AMARC has impacted on the project. AMARC has no permanent presence in Asia and has not been able yet to identify a suitable AMARC member in Asia to lead the network. AMARC has to use the project to build its capacity in Asia to accomplish the activities envisaged under this project. It needs to work more in Asia to become a globally representative organization.

REGIONAL PROJECT

AIBD: TRAINING OF TRAINERS
PROJET NO : PDC/20 RAS/05 (353 RAS 04)
US\$28 000

TYPE OF PROJECT

The project aims at training the broadcasting trainers in the region to cater to the growing needs in human resource development and build a reservoir of trainers. It is implemented by Asia Pacific Institute for Broadcasting Development (AIBD), which is an inter-governmental organization, established to meet the training and development demands of Public Service Broadcasting Institutes in the Asia-Pacific Region. Over a period of 20 years AIBD has developed a well-established training methodology course. The project provided assistance to conduct two sub regional training courses to produce a fresh set of well trained broadcasting trainers from Central Asian and Southeast Asian Countries.

IMPLEMENTATION

Project commenced with the signing of the contract in March 2002 under which AIBD undertook to conduct two regional workshops to train media trainers covering Central Asian sub region and Asean sub region, with funding support of Training of Trainers for Central Asian republics was held from 17-28 June 2002 in Almaty, Kazakhstan. Seven participants representing Kazakhstan, Tajikistan and Uzbekistan attended the workshop. The course was conducted with Russian interpretation and participants' evaluations were positive. This was the first time that such a Training of Trainers programme has been held for central Asian broadcasters. Training of Trainers for ASEAN region was held from 09-20 September 2002 in Hanoi, Vietnam, which was attended by eight participants from Cambodia, Lao, Thailand and Vietnam. The selection of participants for both courses shows that AIBD took special care to select those who are in the business of training either with training institutes or within on the job training environment. A training of trainer's manual in English was produced and published through Regular Programme as a supplementary activity of this project. This manual is now available on-line at UNESCO WEBWORLD.

RESULTS

15 trainers or potential trainers in the broadcast programme and engineering fields, representing three Central Asian countries and four Southeast Asian have been trained in the training methodology, including the concept of adult learning.

CONCLUSIONS

The project is completed and to be evaluated. AIBD has developed a well-designed Training of Trainers course. It was the first time that AIBD took efforts to build a core group of broadcast trainers in central Asian countries. The project to extent of funding availability has achieved its objectives. It would be useful, during the evaluation, to assess how the imparted training has been utilized by the Central Asian Participants.

REGIONAL PROJECT

PACIFIC ISLANDS COUNTRIES
PACMAP
PROJET NO : PDC/18 RAS/02 (352RAS5082)
US\$60,000

TYPE OF PROJECT

The aim of the PACMAP project was to improve the management functions of the small Pacific Island radio stations, which are members of the Pacific Island Broadcasting Association (PIBA), by providing adequate office equipment and related training.

IMPLEMENTATION

At request of IPDC, a study was conducted on the feasibility of the project proposal, which led to the allocation of US\$54,000 (plus evaluation) for the project in 1998. A work plan was developed to select ten stations to benefit from the project (additional funding was earmarked from the RP to cover 1-2 more stations); define the priority needs of the selected stations; provide the selected stations with a computer / printer / software package to help meet those needs; link the selected stations to e-mail; assist the management to streamline their management functions by helping the stations in (i) the installation of the hard- and software; (ii) training the management and the staff accordingly; and (iii) helping the management in establishing a long-term ICT plan. The PIBA technical adviser was assigned to conduct the country visits and training linked to this project. The project has suffered delays, among others, due to communication problems between PIBA and its member stations. The last country component was implemented in November 2002, pending reporting from PIBA.

RESULTS

There final and qualitative reporting on the project has been limited. It has not been possible to assess the results yet.

CONCLUSION

It has not been possible to assess the results yet.

REGIONAL PROJECT

**PACIFIC ISLANDS COUNTRIES
PACIFIC ENVIRONMENTAL INFORMATION NETWORK
PROJECTS NO: PDC/18 RAS/04 AND PDC/20 RAS 03 (352RAS83 / 353RAS5002)
US\$91 000**

TYPE OF PROJECT

In the media world, articles on the environment are not often accorded the importance they deserve. Still, the bottom line is that without a healthy environment, it is difficult to have a sound economy. One reason for the low priority is that many working journalists have received little or no training in specialized reporting. In 1999, the IPDC allotted US\$ 66,000 for six national training workshops on environmental reporting. The aim was to bring the environmental issues higher on the public agenda.

IMPLEMENTATION

The South Pacific Regional Environment Programme (SPREP) and the UNESCO Office for the Pacific States launched this series of workshops in May 1999. The participants were reporters from Samoa, Marshall Islands, Tonga, Cook Islands, Fiji and Papua New Guinea. National environmental officers and some NGOs attended to ensure an efficient relation between them and the media. In late 2001, IPDC allotted an additional US\$25,000 for the second phase of the project. This regional training of trainers workshop was held in May 2002.

RESULTS

After the workshops, the participants admitted to having a better understanding about the environment, its preservation and protection, and greater confidence in reporting these issues to the public. In late 2001, IPDC allotted an additional US\$25,000 for the second phase of the project. It will be a sub-regional workshop on the training of trainers, which will be held in May 2002.

CONCLUSION

The awareness of environmental issues is a key to sustaining the Pacific's precious and fragile environment, and well-informed media coverage is critical. Still, this IPDC project has been the only project in the past five years seeking to enhance environmental reporting.

REGIONAL PROJECT

PACIFIC ISLANDS COUNTRIES
PACIFIC WOMEN'S TV WORKSHOPS AND EXCHANGE
PROJECT NO: PDC/19 RAS/03 (352RAS5092)
US\$30,000

TYPE OF PROJECT

“The Pacific Women’s TV Exchange project is one of the most exciting projects that the Pacific Island women broadcasters have been involved with”, says Ms Faiese Matafeo, a Samoan filmmaker (now also the Chief Executive Office of TV Samoa). The aim of the project has been to foster women’s access to expression and better jobs in TV, promote an equitable gender balance in the media messages, enrich and stimulate local Pacific video production and support TV programme exchange between the small island TV stations.

IMPLEMENTATION

In 2000-1, eight women, working for TV or video units in the Cook Islands, Fiji, Samoa, Tonga and Vanuatu, produced documentaries on issues that ranged from traditional handicraft to diabetes, from ‘wondercrop nono’ to reef life, from women’s land rights to women during the civil coup in Fiji and voters rights in Kiribati. The production period started with a preparatory workshop, was supported throughout by distance training and closed with a screening workshop and a public screening of all eight programmes. The programmes have also been broadcast by the national TVs of more than ten Pacific Island countries.

RESULTS

The Pacific Women’s TV exchange has been ongoing since 1992. The workshops and productions of 2000-1 were co-funded by IPDC and the British Department for International Development (DFID) with technical assistance from the Secretariat of the Pacific Community (SPC). This UNESCO initiative is the only project in support of local documentary production. It has yielded potential film-makers in the islands and the quality and range of social issues covered in the films is evident of its success. It has also increased the regional small island content in local TV stations, which rely heavily on imported programmes.

CONCLUSION

The project has been unique in its kind and very worthy of further support.

REGIONAL PROJECT

**PACIFIC ISLAND COUNTRIES
MEDIA EDUCATION
PROJECT NO : PDC/20 RAS/02 - 353RAS5001 –
US\$30,000**

TYPE OF PROJECT

The aim of this project is to develop ‘media education’ materials for the use by Pacific Island secondary schools. It seeks to raise awareness about the importance of media education in today’s world; and provide support for educators to initiate media education in their schools. It is important that the materials are culturally and linguistically adequate for the use in the region.

IMPLEMENTATION

A regional and two national workshops have been organized with Pacific Associated Schools Project (ASP) teachers and co-ordinators to develop the concept for the “kit”, which is now being developed into classroom materials. The various versions of the manuscript have been reviewed by UNESCO’s experts, as well as selected journalists and teachers who are familiar with the specific Pacific requirements. The publication should be available in the first quarter of 2003. It will be officially launched in a regional ASP coordinators’ and teachers’ meeting in early June 2003. The kit includes a questionnaire for feedback.

RESULTS

The project has raised wide interest --- both among the school administration and the schools --- in media education / literacy, which will be a new subject in Pacific Island schools.

CONCLUSION

Some researchers speak about the media as the “first curriculum”. This refers to the fact that the media often are young peoples’ primary source of information of the world. The youth therefore need education in this form of literacy, to control the media’s negative influence on their lives and optimise their benefits. The guide is an attempt to help teachers and educators in the associated schools, and wider, in the Pacific to introduce media education into their classrooms. The aim is to help empower students to participate actively in media culture and understand its diversity. The guide does not attempt to be a complete media education curriculum. It is a starting point to integrate media literacy in various school subjects; and advance the discussion about media education in the Pacific context.

REGIONAL PROJECT

**PACIFIC ISLAND COUNTRIES
PINA PACTRAINER
PROJECT NO : PDC/16 RAS/05 – (352RAS64)
US\$66,000**

TYPE OF PROJECT

PACTRAINER was developed in response to concerns by Pacific Islands News Association (PINA) members over the lack of Pacific Islands journalism and news media trainers and resource material. The main objective was to develop Pacific Islands trainers and training infrastructures.

IMPLEMENTATION

Initial funding of US\$ 66,000 was granted by IPDC. This provided the core funding and PINA has sought co-funding to supplement this. Through PACTRAINER, the PINA Pacific Journalism Centre was established in Fiji. In 1997-2000, through PACTRAINER, it conducted four regional training-the-trainers workshops, one regional newsroom coaching workshop, two regional workshops on developing national associations, and an indigenous language news media training development workshop. 84 participants came from 10 Pacific Islands countries. PACTRAINER also developed training resource material and played a key role in PINA's participation in development of Asia-Pacific training curricula and training online through the Council of Asia-Pacific Press Institutes (CAPPI).

RESULTS

PACTRAINER has provided the catalyst for the development of local trainers, infrastructures and resources. Experienced journalists from Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu, were trained. A network of PACtrainers was developed, implementing training at regional, national, and in-house levels. PACTRAINERS now conduct training throughout the Pacific Islands.

CONCLUSION

PACTRAINER presents an example of how IPDC has been able to provide key regional institutions core funding. With this they have been able to attract co-funding and run extended development projects with major regional impact and benefits.

REGIONAL PROJECT

PACIFIC ISLANDS COUNTRIES

PACVISION

PROJECT NO : PDC/19 RAS/01 (352RAS5091)

US\$30,000

TYPE OF PROJECT

The Secretariat of the Pacific Community is producing, with support from UNESCO, a regional TV magazine called "The Pacific Way", which is broadcast in 16 Pacific Island countries. The aim of the PACVISION project has been to provide advanced training in TV production and produce in-country episodes for the Pacific Way, thus increasing local and regional content in the Pacific TV.

IMPLEMENTATION

At end 2000, IPDC allotted US\$28,000 for the in-country TV training workshops in Niue, Samoa and Vanuatu, and to continue the production of the Pacific Way. All three training components were successfully finished by September 2002. IPDC's support will help produce the Pacific Way on monthly basis until September 2004.

RESULTS

The workshop in Niue produced two 30-minutes programmes for the Pacific Way, which since then have been distributed in 17 Island countries. Both Samoa and Vanuatu have contributed inserts to this regional programme.

CONCLUSION

In the Pacific Islands region over the past twenty years, the scope and reach of TV has grown significantly. Still, 80-100 percent of the content is imported. The "Pacific Way" regional TV programme, produced by SPC, is a spin-off of an earlier IPDC supported project and has made a major contribution to the educational, cultural and local/regional content of the television all over the English-speaking Pacific Islands region (including 15 Member States of UNESCO).

REGIONAL PROJECT

PACIFIC ISLANDS COUNTRIES

PINA (Pacific Islands News Association) PACMEDIA

PROJECT NO : PDC/20 RAS/06 (353RAS05)

US\$28,000

TYPE OF PROJECT

PACMEDIA was developed as a follow-up to the successful IPDC/PINA PACTRAINER project. It is being implemented through the PINA Pacific Journalism Development Centre set up under PACTRAINER. The main objective is continuing training development for the news media, including capacity for new media training.

IMPLEMENTATION

Initial funding of US\$42,800 was granted through a combination of IPDC funding (US\$28,000) and regular programme support from UNESCO. Activities have included a training-the-trainers workshop on online journalism, with participants from eight countries. Three in-country programmes have been run in Solomon Islands to help resume training development there after two years of ethnic conflict and the coup d'état. Other in-country training development has been held in Fiji, Samoa, and Tonga. Through PACMEDIA, PACTRAINERS have also taken part in online training development programmes held by the Council of Asia-Pacific Press Institutes (CAPPI) and the Broadcast Education Association. Environmental journalism development has been supported through regional ocean sciences training (Cook Islands) and participation in the Asia-Pacific Forum of Environmental Journalists (APFEJ). Business and economics coverage of African, Caribbean, Pacific (ACP) issues has been strengthened.

RESULTS

The regional training-the-trainers workshop participants came from the network developed through PACTRAINER. They studied and discussed new media trends and developed a training plan for the Pacific Islands. Follow up in-country activities have been held in Fiji, Samoa, and Tonga. PACMEDIA also enabled strong Pacific Islands participation in CAPPI's development of specially designed Asia-Pacific journalism courses online. Participants from PINA members throughout the Pacific Islands now take part in courses online with Asian colleagues without having to leave their island newsrooms. Special attention has been given to resuming training development in Solomon Islands after two years of ethnic conflict and the coup d'état. Environmental journalism and business and economics reporting have been strengthened.

CONCLUSION

PACMEDIA is enabling PINA to build on and further develop the strong training foundations laid by PACTRAINER. It underscores the value of IPDC having identified key regional institutions and through them supported projects of continued benefit to a region.

NATIONAL PROJECT

**BANGLADESH
PRESS INSTITUTE OF BANGLADESH: STRENGTHENING OF PIB
PROGRAMME
PROJECT NO : PDC/20 BGD/01 (353 BGD 01)
US\$25 000**

TYPE OF PROJECT

The project is primarily a training project and is aimed at improving the capacity of the Press Institute of Bangladesh to offer journalism training and to offer training in particular for women journalists. The project also allows to re-evaluate the training needs and for that purpose to convene a national seminar on "Print Media in the New Millennium". The submitters the Press Institute of Bangladesh (PIB) implement the project, which is main training arm of print media in Bangladesh. The PIB is managed by a Director-General appointed by the Government who works under the guidance of a Board consisting of a broad spectrum of representation from independent newspapers

IMPLEMENTATION

A considerable delay occurred in commencing the project because the Director General post at the PIB felt vacant after the Government change in 2001. With the appointment of an acting Director a contract was establish in June 2002 with PIB to implement the project. The activities included arranging study tours for two staff trainers of PIB, Conducting two day seminar on "Print Media in the New Millennium, Five day training course on management and editorial planning for women journalists, publishing PIB news letter and upgrading training equipment including video facilities. The management of PIB was changed again in August 2002 with the appointment of a new Director. At his request the contract was amended to commence activities from 15 November 2002. Quotations submitted by the PSB to upgrade training facilities were approved and the 2- day dialogue on "Print Media in the new millennium" was held from 03-04 March 2003. Review mission is scheduled from 10-11 April.

RESULTS

Pending

CONCLUSIONS

Pending.

NATIONAL PROJECT

**BHUTAN
LIBRARY AND INFORMATION SYSTEM FOR THE BHUTAN
BROADCASTING SERVICE (BBS)
PROJECT NO : PDC/19 BHU/01 (352/BHU/91)
\$34,000**

TYPE OF PROJECT

The purpose of the project was to increase the quality of Bhutan Broadcasting Programmes by providing a linked computerized system between broadcasts studios to retrieve relevant library and archival material, to digitize audio content and train people on utilizing networked content to increase the quality of BBS production. This particular objective was identified among a number of other elements of the original project in order to maximize the project impact within the available funds.

IMPLEMENTATION

Implementation commenced in October 2000 with a contract for local purchase of the computers. The studio equipment was provided to upgrade continuity studio making it possible to introduce on line content broadcasts with links to producers workstations, newsroom and the library. However, the delivery of the equipment took a longer period because of the rather limited flight availability to Bhutan. After having evaluated a number of solutions BBS has chosen a special integrated software/hardware solution AUDIOVAULT, which includes on-air play, library and archival system. The solution also could be expanded to other areas such as news processing. Second part of the equipment included facilities for digitizing library content. Training opportunities were provided to two employees in Singapore through the support from regular programme. Station introduced "Radio Browsing Programme" and programme staff is now able to use the computerized system to increase the efficiency in programme presentation and production. Sound library material, which was in the analogue form, is now being converted into digital format.

RESULTS

Computerized broadcast continuity system with library and archival facilities established. Sufficient training has been provided to operationalise the facilities

CONCLUSIONS

Project enabled to modernize the operations of BBS. The digitization of material will contribute to lessen the operational costs and preserve valuable archival material including Bhutanese music and cultural expression, which could be regularly utilized to increase the programme quality and relevance. Project can be evaluated after January.

NATIONAL PROJECT

BHUTAN

EXPANDING PUBLIC SERVICE FM RADIO TO RURAL COMMUNITIES

PROJECT NO: PDC/20 BHU/01 (353/BHU/01)

\$ 20,000

TYPE OF PROJECT

The Bhutan Broadcasting Service depends largely on short wave and medium wave to cover the difficult mountainous topography of the country. A many number of distance valleys are not covered through this system. Therefore, the project supported Bhutan Broadcasting Service Corporation (BBSC) to cover the selected valleys in Eastern and Central rural areas of Bhutan with FM radio transmissions. It provided funds to purchase small transmitters and associated installations. The FM transmission is less expensive in terms of operation and maintenance and offer higher quality audio signals. The aim of the project thus was to increase the broadcast coverage of the national broadcasting service.

IMPLEMENTATION

Due to mountainous nature of the topography-customized solution to place low power transposers relay networks by which the signal penetration is focused into the sparsely located habitats in the valleys were needed. UNESCO and Bhutan Broadcasting Service Corporation (BBSC) entered into a contract in March 2002, whereby BBSC will install and commission FM transmission equipment and energy sources to provide FM operations in the identified rural areas, which are not adequately served by existing transmitters. The specific solution to provide FM transposers with a number of valleys was developed by a technical expertise provided by Ole Skipper & Company of Denmark. The company was engaged by the BBS because they have been engaged under a Danida supported project to implement the same solution in western Bhutan with ideal type of transponders. The funds were provided to BBS to develop the solution and to install the transponder network. The solution included providing Solar panels to power remotely located transposers. The Transmission systems have been purchased. The BBS is yet to purchase the solar power systems and install them in all the identified places.

RESULTS

Final report was due on 31 October 2002, but BBS has requested extension six month extension to submit the report, as there has been a delay in procuring the solar power systems and assigning FM frequencies.

CONCLUSIONS

Awaited

NATIONAL PROJECT

CAMBODIA
REQUESTING RADIO EQUIPMENT
PROJECT NO : PDC/20 CMB/01 (353 CMB 01)
US\$ 27,000

TYPE OF PROJECT

The aim of the project was to upgrade Cambodia's only women radio station with modern broadcast equipment. A women NGO known as Women Media Centre (WMC) established the radio station initially as a pilot "Women Speaking To Women radio" through UNESCO regular programme support. Within the IPDC project, WMC requested support to upgrade the broadcast and production equipment enabling the station to cater to a larger audience.

IMPLEMENTATION

In the course of implementation WMC requested UNESCO to provide additional production equipment instead of the envisaged transmitter as it has received a commitment from Asia Foundation to provide a new high power transmitter. After consulting the DIR/IPDC, the regional adviser made a project review mission to identify actual equipment needs which could enhance the quality and diversity of WMC broadcast programmes. Asia Foundation sought UNESCO advise about the type of transmitter required for WMC. However, in spite of UNESCO advise to purchase two 5KV FM transmitters and locate them in two different places of the target area, WMC opted for a single transmitter of 10KW capacity. For the UNESCO's part, production equipment were purchased and installed to enable the station to introduce more field-based programmes, phone-ins, non-linear editing and cultural recordings. A separate contract arrangement was made with WMC to renovate and refurbish the broadcast and production studios and to complete the installation of equipment. The new studio facilities have been operationalised with the opening ceremony held on 17 July 2001. Training on radio production was provided to women broadcasters at the UNESCO implemented Cambodia Communication Institute project.

RESULTS

The WMC radio production equipment has been upgraded giving the station adequate facilities to introduce a wide range of radio production formats including field based and talk back programmes.

CONCLUSIONS

Project is completed and to be evaluated. WMC radio has a special role in highlighting women's perspectives on many socio-cultural issues. With IPDC support the WMC radio now has the necessary equipment to produce diversified programmes with variety in formats. However, 10KV transmitter has made the operations rather expensive because it does not stand to the constant fluctuation of regular electricity supply and therefore has to depend on a high power generator with increased recurrent costs. Alternatively 5Kv transmitters as suggested by UNESCO could have been a wiser solution.

NATIONAL PROJECT

**FIJI
COMMUNITY TELEVISION NADI
PROJECT NO : PDC/19 FIJ/01 (353FIJ01)
US\$33,000**

TYPE OF PROJECT

The long term objectives of this project proposal were to help establish a community-based non-commercial information and educational TV service in Fiji, in order to help to unify this multicultural society and foster understanding; offer educational, informative and worthwhile indigenous programming, particularly to minority groups and to women; provide a training ground for young people in production, writing, performing in the communication art and other related skills; as well as to help people find a sense of self worth and motivation.

IMPLEMENTATION

The CTV had already been established and the transmissions had started when the IPDC allotted US\$33,000 for the project in 1999. The IPDC support therefore took the form of broadcast and production equipment, to complete/replace the existing equipment, which had been received as a donation more than ten years ago.

RESULTS

The CTV (a charitable trust) has now been operating for almost 5 years, broadcasting educational and information programmes to a population of 150,000 people in Hindi, Fijian and English languages. The station has trained a group of young volunteers and other community members in TV skills and continues producing topical programming within the community. It has implemented a system whereby funds for the on-going station maintenance and operation are supported by both the business and private sector of the community. It is also actively seeking assistance from overseas agencies to help sustain the service.

CONCLUSION

The CTV has proved to be a viable alternative source of educational and information content and has made a significant contribution to the community development as per its long-term objectives.

NATIONAL PROJECT

INDIA

COMMUNICATION, EDUCATION AND MEDIA NEEDS-

PROJECT NO : PDC/19 IND/01 (352/IND/91)

US\$ 30,000

TYPE OF PROJECT

The project, executed by the Asian Media and Information Center (AMIC), India, proposed to establish a framework of collaboration among media organizations and training institutes in the use of information technologies. The proposal was in response to a recommendation made by participants of UNESCO assisted seminar on information technology for publishing held in Madras, India in 1995. To this end, project focused on surveying the extent to which subjects related to new technology are integrated in the journalism training and the actual needs perceived by media industry. The methodology adopted was to survey the existing journalism curricula across the country and bring together the industry representatives and journalism training institutes/universities into a one forum to discuss the survey findings and possible curricula revisions needed to address the industry needs.

IMPLEMENTATION

A contract was established in September 2000 with AMIC to implement the project. Accordingly a nationwide survey across 35 universities and non-university institutes and 77 media organizations offering journalism training was conducted. The findings of the survey were discussed in Chennai (south India) on "Communication, Education and Media Needs in India today" held from 23-24 November 2001. Sixty participants attended the conference representing media organizations and training institutions from all over India. The conference produced a set of recommendations to include media industry needs related to new technologies in the revisions of the journalism curricula. The report of the seminar was submitted to UNESCO along with 100 copies of the Publication entitled "Communication Education and Media Needs in India" both in English and Hindi on the research and the consultation process.

RESULTS

The survey findings and deliberations of the conference are reflected in the publications "Communication Education and Media Needs in India" both in English and Hindi were published and submitted to UNESCO.

CONCLUSIONS

The project made a notable contribution to embark on improving the journalism curricula in line with the current industry needs. The principal researcher engaged by AMIC is also a member of the curricula revision committee appointed by the University Grant Commission of India. Therefore project may have had a discerning effect in addressing the evolving industry needs in the new journalism curricula. Project has to be evaluated.

NATIONAL PROJECT

INDIA

NAMMA DHWANI COMMUNITY RADIO

PROJECT NO: PDC/20 IND/01 (353 IND 01)

US\$ 20,0000

TYPE OF PROJECT

The aim of the project was to establish a pilot community radio programme production center; and to train rural local women groups of the Kolar district of Karnataka, in radio programme production. The need for such a center and training, in the region where literacy is low, especially among women and where the majority live in poverty, is well underscored in the project document. VOICES, the submitter of the project has a reputation as a pioneer media NGO working towards the involvement of the local populations in media. It collaborated with a well-known development NGO, MYRADA, which has considerable experience in developing activities for women groups, to ensure that the project will strengthen community participation in audio/radio and hopefully, pave the road for community radio broadcasting from Budhikote.

IMPLEMENTATION

UNESCO entered into a contract with VOICES in March 2001 to establish and operationalise community Radio production center in a village called Budhikote, in Kolar district, Bangalore, (Karnataka) India. The project was implemented in four phases- I. The audio equipment was purchased and provided in July 2001. II. The Namma Dhvani Management committee comprising of community members was formed, training programme on studio engineering and production. III. During this phase focus was laid on mechanisms to strengthen community participation and provide awareness about Namma Dhvani in the region. IV. Two computers with multi media facilities were introduced into Budhikote in early April 2002. Simultaneously a training programme was launched to train the community members in audio production. The audiocassettes produced by the center are narrowcast during women's weekly self-help group meetings. There are nine women groups receiving this service. The production center has obtained free regular time slots to broadcast their programmes over the local AIR radio and active participation of the community members including women was observed during review mission in July 2002. The production center is linked to the local school and has been used by the teachers to produce and narrowcast educational programmes.

RESULTS

Namma Dhvani (our voice) was equipped and inaugurated on 21 September 2001. It produces audiocassettes for SHG and broadcasts programmes over local AIR station. It also provides access to information derived from the Internet. Community on their own is now working to connect 750 households through cable radio network as they have not been able to obtain a community radio license.

CONCLUSIONS

Project completed. This well documented project could provide an interesting model for an effective community communication. It is recommended to evaluate the project.

NATIONAL PROJECT

**LAO PDR
UPGRADING THE NATIONAL MASS MEDIA
TRAINING CENTRE
PROJECT NO : PDC/18 LAO/01 (352 LAO 81)
US\$ 50 000**

TYPE OF PROJECT

The main objective of the project was to transform the existing National Mass Media Training Center (NMTC) into a National Institute for Communication Development by enabling the new institute to develop diploma and degree level communication education for Lao Nationals.

The project is a logical development, which underscores the need to broaden the scope of the training offered by the National Mass Media Training Center.

IMPLEMENTATION

The project has two components one to upgrade the training facilities and the other, to upgrade the curricula and to develop training material. Laos has been able to successfully design the diploma degree curriculum, produce basic training manuals as well as upgrade the audio-visual equipments for the training studio. A contract was established in September 1998 and NMTC has purchased, S-VHS camera, non-linear editing system and equipment to upgrade the existing studio. Development of a diploma level programme encountered with long delays because of the unresolved issues on accrediting the diploma as both the national university and the NMTC was competing to offer the journalism diplomas. The continuous illness of the Director of the NMTC also was a problem for timely implementation. After number of interventions the contract was extended and finally a curriculum for a three-year diploma was developed with an expert from Thailand. The institute reported to have produced nine training manuals and purchased resource books for the Institutes library. The implementation report received from the Institute on 15 May 2001 states that "NMTC's diploma curriculum would begin to be executed by the end of this year". Reporting from the project beneficiary was very weak and infrequent. At times it needed extra efforts and involvement of the national commission to obtain precise information.

RESULTS

NMTC training facilities upgraded and diploma in journalism course developed. Execution of the diploma course has to be verified during the project evaluation.

CONCLUSIONS

The project needs a thorough evaluation.

NATIONAL PROJECT

KYRGHIZSTAN

DEVELOPMENT OF AN INDEPENDENT AND PLURALISTIC MASS MEDIA

PROJECT NO : PDC/20 KIZ/01 (353/KYZ/01)

US\$ 20,000

TYPE OF PROJECT

The project, executed by Central Asian Media Resource Center (CAMRC) in Bishkek proposed to establish three electronic network centers in the provinces for the use of rural journalists in Kyrgyzistan and to conduct two training for journalists use the network.

IMPLEMENTATION

The contract was established in September 2002 with CAMRC to implement the project. It included the local purchase of computer network equipment and conduct of workshops. The work plan has been provided and project is in progress.

RESULTS

Pending

CONCLUSIONS

Pending

NATIONAL PROJECT

**KIRIBATI
DEVELOPMENT OF EDUCATION RADIO FOR KIRIBATI OUTER ISLANDS
PROJECT NO: PDC/20 KIR/01 (352KIR5001)
US\$20,000**

TYPE OF PROJECT

This project seeks to improve the teaching and learning processes with help of radio; sensitize teachers to new educational methods and improve the flow of educational information to the Kiribati outer islands. In short term, the aim is to train the staff of the radio production unit at the Ministry of Education and key resource persons at various educational institutes in the management, planning, implementation and production of educational radio programmes; and equip selected schools in the outer island with radio receivers.

IMPLEMENTATION

The funds were allotted to the project in November 2002, followed by a visit of the ACI to Kiribati to agree on the work plan. There are still some communication difficulties, which were typical to the period between the project submission and the allotment of funds and which risk to delay the implementation.

RESULTS

It is too early to assess results.

CONCLUSION

It is too early to make conclusions

NATIONAL PROJECT

**MALAYSIA:
CHANGING THE STATUS QUO OF WOMEN JOURNALISTS
PROJECT NO : PDC/19 MAL/01 (352MAL91)
US\$ 40,000**

TYPE OF PROJECT

The aim of the project is to gather, analyze and disseminate views, ideas and statistics related to women in the media in Malaysia with a view to provide an effective means of monitoring the advancement of women journalists' status in the country and create a channel for promoting co-operative activities among women journalists in general. The project was to form the basis of several discussion meetings with women in the media profession. The project intended to help contribute to closing the gender gap in Malaysian media organizations. The project was submitted by the Asian Institute for Development Communication (AIDCOM)

IMPLEMENTATION

Project commenced with signing of the contract in March 2000 between UNESCO and the Asian Institute for Development Communication (AIDCOM), Malaysia. In the initial period AIDCOM completed a research to monitoring the career paths and ascertaining the current status of women journalists in Malaysia. Following this report a working group meeting was held in March 2001 at Kuala Lumpur to discuss the findings of the report. On the basis of the recommendations of the workshop a three-day training workshop on "Enhancing the leadership and Management skills of women journalists" was held in Kuala Lumpur, from 16-18 April 2002. More than 30 Participants comprising senior women journalists from various media organizations, both English language and local language newspapers and magazines participated in this workshop.

RESULTS

A report was produced by AIDCOM entitled "Women Journalists in Malaysia: Career Prospects and concerns". The study provides information for policy-makers and decision-makers, both in the public and private sector media, to evaluate and develop policies and programs for enhancement of the promotion of women journalists in Malaysia.

CONCLUSIONS

The project is completed. To what extent the project has contributed in contributing to gender equality in media profession is yet to be seen. It would perhaps be opportune to call for an impact assessment of the project from the submitters. This could be done during the project evaluation by investigating from the participants.

NATIONAL PROJECT

**NEPAL
STRENGTHENING PLURALISTIC AND INDEPENDENT MEDIA
PROJECT NO : PDC/20 NEP/01 (353 NEP 01)
US\$ 35,000**

TYPE OF PROJECT

The project was a joint submission of the Nepal Press Institute and Radio Sagarmatha who were in the forefront of promoting community radio in Nepal. It was designed to establish two community radio stations, one in Manigram and the other in Sundaprpur as models for rural community radio in Nepal and also to strengthen the on going intervention in media policy development.

IMPLEMENTATION

Due to the delays occurred in allocating funds regular programme funds were utilized to establish and operationalise the Manigram community radio. But the subsequent development in Nepal, in particular the Maoists insurrection in the rural areas made it difficult to proceed with the project to establish Sundaprpur community radio, particularly because the government postponed issuance of new community radio license.

In February 2003 both the project proponents, Radio Sagarmatha and Nepal Press Institute jointly agreed to proceed with the execution of the project as situation has improved. Two separate contracts have been established with the two organizations. Project will commence from 15 March 2003.

RESULTS

Pending

CONCLUSIONS

Project to start in March 2003

NATIONAL PROJECT

**NEPAL
NEWSROOM COMPUTERIZATION PROJECT
PROJECT NO : PDC/17 NEP/01 (352-NEP-81)
US\$ 55,000**

TYPE OF PROJECT

The aim of the project was to provide Radio Nepal, the National Broadcaster, with modern computerised news processing, production and dissemination facilities, in order to support more efficient national news operation and to be enabled to be connected to the international news agency services.

IMPLEMENTATION

At the request of the Radio Nepal, the Asia Pacific Institute for Broadcasting Development, (AIBD), Malaysia of which the Radio Nepal is a member was assigned to identify a suitable news computerization solution. The AIBD consultant visited radio Nepal and identified NEWSBOSS as the suitable computerization system, which could cater to project beneficiaries specific needs. The Nepal Radio agreed with the consultant's recommendations and contract was established with the NEWSBOSS producers to configure and supply the system and trained staff to run it. The training was conducted in Australia in January 2000 with two employees of the radio Nepal familiarizing the system. In February suppliers shipped the system including computers, printers and software and the two trained Nepalese were able to install the system and to train their colleagues to use it. The remaining funds of the project was used to local purchase two portable computers for field newsgathering and to provide a prompter screen for the newsroom.

RESULTS

Newsroom computerization at the Radio Nepal accomplished. Staff training conducted.

CONCLUSIONS

Project completed. It is recommended to evaluate this project, as it is the first newsroom computerization project implemented in a least developed country.

NATIONAL PROJECT

**NEPAL
MADAN POKHARA COMMUNITY RADIO
PROJECT NO : PDC/19 NEP/01 (352 NEP 91)
US\$ 29,000**

TYPE OF PROJECT

Radio Sagarmatha, a well-known urban community radio in Nepal, submitted the project in their efforts to support a rural community to establish a rural community radio station. This was the first rural community radio station in Nepal, thus it was expected to become a model community radio run by and for the community.

IMPLEMENTATION

Radio Sagarmatha has already done a great deal of preparatory activity in selecting Madan Pokhara as the location and have established community organizations to run the radio station. A contract was established with radio Sagarmatha in December 1999 to support the community in their efforts to organize and build the station and to provide equipment and training. Radio Sagarmatha assigned an on site trainer to organize the station and its work. Nearly 20 volunteers were trained on programme production and broadcasting. Gradually the local volunteers were able to take over the programme production activities. With 100w FM transmitter installed the station became operational in April 2000. The station broadcasts from 6-8 am and 6-8 pm with range of programmes, most which are produced locally. There are few educational programmes sent from Radio Sagarmatha. Consequently the management board of the Madan Pokhara radio with the agreement of Radio Sagarmatha directly approach UNESCO to receive additional support for the station. Following a review mission direct assistance was provided to the station in support of its fund raising efforts and newly introduced micro credit activities. Additional portable recorders were provided to increase the amount of field visit programmes.

RESULTS

Madan Pokhara Community radio established and operationalised. The station is provided with adequate equipment training on programmes and management.

CONCLUSIONS

Project is completed and ready for evaluation. A high level of community participation was seen during the review missions. Radio station has become an empowering tool for this distant village community and it could serve as a viable model for rural community radio in least developed countries.

NATIONAL PROJECT

**NIUE
NIUE STAR PRINT MEDIA DEVELOPMENT
PROJECT NO : PDC/19 NIU/01 (352NIU91)
US\$35,000**

TYPE OF PROJECT

The aim of this project was to improve the efficiency and quality of Niue's one and only news publication, as well as to develop a sustainable operation to ensure that the Niue Star continues to provide an alternative private news source for the people of the island.

IMPLEMENTATION

In 2000, IPDC acquired a new reproduction system (RISO) for the newspaper, thus replacing the ageing copy machines, which risked to stop the publishing of the newspaper completely. To ensure the maximum operating conditions a technician has been trained to look after the equipment. Two intensive in-house training programmes for staff and part-time correspondents were completed at the Niue Star in 2002 by an experienced newspaper editor and trainer from the Fiji Islands. The trainer and the manager of the Niue Star are finalising a business plan to enable further self sustainable growth of the newspaper. This includes sales of the Niue Star to the Niue community of 20,000 living in New Zealand.

RESULTS

"The new equipment has performed well beyond our expectations", says Mr Michael Jackson, the publisher. In addition, the company can now print other products too, thus enhancing the newspaper's sustainability. The newsroom and design/production training has made a difference in the quality of the reporting and enhanced the credibility of the newspaper. The Niue Star has now moved from fortnightly to weekly publication as the result of the IPDC assistance.

CONCLUSION

A newspaper is a window to a country's society and culture and it is important for every country to have at least one locally produced newspaper. IPDC's support has allowed Niue's only newspaper to not only continue but also to develop despite the continuing challenges this small island developing state faces from population loss. The use of Pacific Islands training expertise has also underscored the greatly increased Pacific Islands training capacity as a result of the IPDC PACTRAINER and PACMEDIA projects.

NATIONAL PROJECT

COMPUTERIZATION OF NATIONAL RADIO NEWSROOMS IN

PAPUA NEW GUINEA (NBC)	-	PDC/17 PNG/01-	352PNG71, US\$60,000
SOLOMON ISLANDS (SIBC)	-	PDC/16 SOL/01-	352SOL71, US\$55,000
VANUATU (VBTC)	-	PDC/19 VAN/01-	352VAN71, US\$60,000
TONGA (TBC)	-	PDC/16 TON/01 -	352TON61, US\$66,000 520TON20, US\$40,000

TYPE OF PROJECT

The Papua New Guinea, Solomon Islands, Tonga and Vanuatu national radio news services are now enjoying a computerized news compilation and dissemination facility, thanks to IPDC. IPDC under its four newsroom computerization projects granted funds for these four newsroom projects in 1996-7.

IMPLEMENTATION

In 1998, the new systems were installed and basic training was organized for both newsroom and technical staff, followed by further training a year later. The last minor follow-up activities took place last year, and the projects have now been finalized pending evaluation.

RESULTS

There has been a marked improvement in the quality of news being broadcast by the four stations. The systems enable reporters to produce more stories and avoid time-wasting mistakes of typing on liquid paper. The reporters have more time to concentrate on the quality of their work rather than just the quantity. Three of the four newsrooms concerned broadcast in several languages. The split screen has enabled them to do the translations quickly and more accurately. The systems have also enabled the use of more actualities and voice reports in the bulletins. Digital editing ensures sharper editing. The prompter allows reporters to read the news from a booth in the newsroom, giving time for any insertions of breaking news at the last minute.

CONCLUSION

Before the systems were installed, the staff used outdated typewriters. The IPDC assistance put the news services "ten years ahead" in only a matter of weeks of installing the new facilities. The staff in all four countries have been very proud recipients in the projects. The IPDC projects have also opened doors for other new developments, including e-mail, Internet and website development.

NATIONAL PROJECT

**PAPUA NEW GUINEA
KASELA PALU COMMUNITY RADIO STATION
PROJECT NO : PDC/20 PNG/02 (353PNG01)
US\$ 33 000**

TYPE OF PROJECT

This project seeks to set up a community radio in the rural Enga, which is situated in the Highlands of Papua New Guinea.

IMPLEMENTATION

IPDC approved this project with US\$33,000 in funding, to set up the radio station, purchase the transmission and studio equipment as well as to train community members in the station's operations. There is a lot of enthusiasm and journalistic expertise within the community and the first training sessions on organizing and running a community radio have been held. However, the project implementation has not advanced due to the difficult transportation to the Highlands, and complex socio-political situation in the area.

RESULTS

Please see above (implementation)

CONCLUSION

A community radio could make a difference in contributing to and enhancing the sustainable development in the area but a number of obstacles have yet to be overcome. It would be possible and important for IPDC to establish a list of criteria for the approval of community radio projects in difficult physical terrain.

NATIONAL PROJECT

**PAKISTAN
PPF WOMEN IN JOURNALISM PROJECT
PROJECT NO : PDC/20 PAK/01 (353-PAK-01)
US\$ 30,000**

TYPE OF PROJECT

The project was submitted by the Pakistan Press Foundation (PPF) with the aim to increase the participation of women journalists as rural correspondents. It envisaged to conduct nine three day workshops for women journalists in rural Pakistan and one five day national training workshop to further develop the skills of selected women journalists who attended the rural workshops.

IMPLEMENTATION

The project implementation commenced in February 2002 and completed in November 2002. Two hundred twenty five women, who were either already working as journalists or wanted to become journalists, attended the ten workshops conducted between March-August 2002 in different provincial towns. The large part of the participants was aspiring women journalists, who were identified by PPF through a selection process. Besides imparting the basic skills, the rural workshops were focused on practical exercises using actual situations and issues such as violence against women, health issues, child labor etc. The final workshop attended by 31 women was held in Karachchi from 26-30 August 2002. According to the report it evoked lively debates on Pakistani press including such issues as gender equality, violation of ethics, yellow journalism and discussions on previous writing attempts, their success and disappointments.

RESULTS

Two hundred and twenty five women were trained in basic skills of journalism. Thirty-one of them further train on various societal aspects of the journalism trade.

CONCLUSIONS

Project is completed and ready to be evaluated. Project implementation is well documented with newspaper cuttings and reports. Implementation reflects high level of professional accountability of the implementing agency the PPF. It would be useful, during the evaluation, to find out what percentage of the aspiring women journalists who attended the training have found out opportunities to use their newly acquired skills.

NATIONAL PROJECT

**SAMOA
SAMOA OBSERVER DEVELOPMENT PROJECT
PROJET NO : PDC/17 SAM/01 (353SAM71)
US\$44,000**

TYPE OF PROJECT

The long-term objectives of this project were to upgrade the Samoa Observer's newsroom system to support a viable national newspaper and to increase community involvement from rural areas and Savaii (Big Island) in the coverage; reinforce the Samoa Observer as a forum for discussion and education, by establishing a bi-weekly edition in the Samoan language; and to develop human resources at the Samoa Observer. to operate and maintain the system.

IMPLEMENTATION

IPDC granted US\$40,000 to the project (plus US\$4,000 for the evaluation). The funds were used in line with the project's immediate objectives to upgrade the obsolete newsroom equipment, upgrade the Samoa Observer's photographic capability, start electronic archiving and train staff in the use of the new equipment. A contribution was also provided towards the trip to London of the publisher/editor to receive the International Freedom of the Press Awards supported by Index on Censorship in 1998.

RESULTS

The long-term objectives were met except for the Savaii coverage. For this the newspaper is now considering an office to be staffed by one reporter and one advertising person, pending funding. As for the bi-weekly edition in Samoan, it has been established that the market cannot sustain this format. People in the villages just do not have money to spend on newspapers. Instead all issues now have a Samoan section.

CONCLUSION

The Samoa Observer is the main independent newspaper in Samoa. IPDC's support helped the newspaper keep publishing in a period when the country's independent news media were often facing pressure after highlighting stories alleging growing corruption and abuse of public office. The relations between the independent media and the government have improved significantly since then.

NATIONAL PROJECT

**SRI LANKA
DEVELOPMENT OF PARTICIPATORY PUBLIC SERVICE RADIO
PROGRAMMES FOR KANDURATA REGIONAL SERVICE
PROJECT NO : PDC/18 SRL/01 (352 SRL 91)
US\$ 35,000**

TYPE OF PROJECT

The project was approved to improve the technical and programme capacity of the Kandurata broadcast sevaya, to increase participatory programmes particularly from the minority Tamil ethnic community and to increase transmission hours of the Tamil language programmes. The project envisaged to equip the station with extended studio and field recording facilities and to train the staff in the production of participatory programmes, in particular with the Tamil community

IMPLEMENTATION

The implementation commenced in November 2000 with identifying and specifying the required equipment. Equipment included replacements for outdated studio consoles, a set of non-linear production system and field recordings and links. A three-week training course was conducted by an expert to impart knowledge on participatory programme productions. However, the beneficiary organization has not been able to provide sufficient information as to what extent the project has contributed to establish regular participatory programming in Tamil language medium or to provide information on the extended Tamil language transmission. The change of the senior management at the Sri Lanka broadcasting corporation to some extent resulted in the inability to obtain precise information on the project impact.

RESULTS

The station is equipped with training and technical capacity to carry out intended extension of Tamil language transmission and to increase the quantity of participatory programme production.

CONCLUSIONS

Project is completed and to be evaluated.

NATIONAL PROJECT

SRI LANKA

RAVAYA NEWSPAPER: CREATING AVENUES FOR MINORITY DISCOURSE

PROJECT NO : PDC/19 SRL/01 (352 SRL 92)

US\$ 57,000

TYPE OF PROJECT

The project proposed to create a Tamil Language version of an established Sinhala language weekly newspaper, the RAVAYA. In the context of the ethnic issues the new version directed towards providing the minority communities a medium for dialogue, as a platform for representative viewpoints. The planned objectives of the Tamil RAVAYA newspaper is to motivate dialogue for the movement towards the resolution of hostilities and the creation of peace. The Tamil publication expected to contribute to establish a dialogue between the two communities in complementing the existing Sinhala version of RAVAYA newspaper.

IMPLEMENTATION

Following the Regional Communication Adviser's mission, UNESCO and RAVAYA newspaper entered into a contract in May 2000 to implement the project. Project inputs were identified to ensure the production and distribution of a regular Tamil language weekly newspaper with a view to provide news, views and information to strengthen democratic dialogue between and within Sri Lanka ethnic communities. For this purpose equipment (printing accessories for the Ravaya press, computers and pre-press facilities and printing consumables) was purchased and installed by June 2000. Staff comprising of Editor, editorial coordinator and typesetters, two translators and a proofreader were recruited in addition to 15 Journalists. The newspaper arranged on the job training for new recruits.

RESULTS

Publication of "Aadawan" commenced on 18 June 2000 with 8000 copies. Originally it was produced as a tabloid size newspaper with many articles translated from the Sinhala language publication. Since January 2001 "Aadawan" has been expanded to a broadsheet newspaper. It is reported to have a circulation among expatriate Tamil community as well.

CONCLUSIONS

Project has been completed. It has achieved the immediate objectives of establishing a Tamil language newspaper with a primary aim to provide a platform for a dialogue between Tamil and Sinhala communities. Project should be evaluated.

NATIONAL PROJECT

**VANUATU
REPLACEMENT OF OBSOLETE MIXING CONSOLES FOR THE VANUATU
BROADCASTING AND TELEVISION CORPORATION
(PDC/20 VAN/01- 353VAN5001 - US\$20,000.00 – 15221503NDL -\$4,168)**

TYPE OF PROJECT

The aim of this project is to restore normal, reliable operation by upgrading the equipment at the radio studios of the Vanuatu Broadcasting and TV Corporation (VBTC).

In many parts of the archipelago the national radio is the most important, if not the only source of national and international information. Its services become particularly critical during events of national emergency such as earthquakes or cyclones.

IMPLEMENTATION

The funds were allotted to the project in November 2002. The project is now underway. The installation and training report is due by April 2003.

RESULTS

It has not been possible to assess the results yet.

CONCLUSION

It is too early to make conclusions.

NATIONAL PROJECT

VIETNAM

NEWS AGENCY: TRAINING OF COMMUNICATION PROFESSIONALS

PROJECT NO : PDC/18 VIE/01 (350 VIE 81)

US\$40,000

TYPE OF PROJECT

The aim of the project was to increase the newsgathering of Vietnam News Agency (VNA) and to provide training for the provincial journalists. The equipment provision of the project was proposed to enhance the capacity of the VNA information institute to offer computer-aided training to its provincial correspondence. Thus the project was expected to provide training facilities and necessary skills for the VNA journalists enabling them to provide timely and increasing flow of information from the peripheries to the VNA center in Hanoi.

IMPLEMENTATION

For the implementation of the project, UNESCO entered into a contract with VNA in June 1998. Under the contract VNA installed 20 computer terminals and additional equipment including a laser printer at VNA information institute. A ten-day training course was attended by 40 participants including 16 women, was conducted from 21 Sep-01 Oct 1999. Content of the course included introduction to the Internet, using e-mail and information networks. It also included such topic as "role of the journalists in supporting the eradication of poverty".

RESULTS

VNA information institute, the training arm of the VNA is fully modernized to offer essential computer training for journalists. At least 40 journalists are trained to use computers in their day-to-day occupational work.

CONCLUSIONS

The project is completed and needs to be evaluated. The IPDC has already approved a follow-up project to enhance the capacity of regional bureaus of VNA with computer equipment. The training provided by this project will be useful in the follow-up project.

NATIONAL PROJECT

VIETNAM

HO CHI MINH CITY BROADCASTING TRAINING PROJECT

PROJECT NO : PDC/19 VIE/01 (352 VIE 91)

US\$ 46,000

TYPE OF PROJECT

The project was approved to enable the Ho Chi Min City Broadcasting Training College to meet the training needs of the new broadcasting technology environment. The college offers training in both technical (70%) and journalistic aspects (30%) of broadcasting and annual student intake is around 240. It enrolls students from the 29 provinces of South Vietnam and the average duration of training course is 30 months. The objective of the project was to provide the college with production facilities compatible with digital environment and to train the teaching staff to use them in their training activities.

IMPLEMENTATION

In February 2001 a contract was established with the Radio the Voice of Vietnam (VOV) who owns the college enabling them to purchase the equipment and engage the suitable trainer to conduct training. The college wanted to use the opportunity to replace the existing analogue VHS equipment with S-VHS equipment. After UNESCO had pointed out the incompatibility of this approach with the project objectives, which relates to the digital production environment, the college agreed to install non-linear production facilities and digital equipment including digital cameras. Accordingly VOV engaged the state company to purchase, install equipment and train the staff to use them. All equipment was purchased and installed at the college by May 2001 and training to the staff was provided.

RESULTS

Ho Chi Min City Broadcasting College is equipped with facilities to impart training on non-linear productions and using digital cameras. The staff is trained to offer the relevant training.

CONCLUSIONS

The Project completed. Vietnam has 61 broadcasting stations at provincial levels and 528 at district level. This requires steady flow of trained people provided by the institutes such as Ho Chi Min City Broadcasting College. To the extent of funding availability the project has enabled the staff of the College with necessary facilities and training to use modernize production techniques in less expensive non-linear production environment. Project has to be evaluated.

**LATIN AMERICA
AND THE CARIBBEAN**

REGIONAL PROJECT

PROFILES ON HEROIC WOMEN OF THE CARIBBEAN
PROJECT NO : PDC/18 RLA/01 (352-RLA-81)
US\$ 38,000

TYPE OF PROJECT

This project in its original form had a number of objectives to encourage mainstreaming of gender using the modern tools of the media, through television production and networking of women professionals in the Caribbean.

IMPLEMENTATION

The grant of US\$ 38,000 approved by IPDC allowed for the creation of a web page to showcase women's productions at: www.reggaelovers.com/msf. One regional workshop was held entitled *Putting women on screen*, (CPTC, Jamaica, July 2000) during which three scripts of outstanding women and programmes were produced to be finalised for production 3 months later.

RESULTS

Efforts were unsuccessful in attracting additional funds to complete the productions. The first programme in the series entitled "The Doctress: Mary Seacole of Jamaica" was completed in March 2003 and an official launch is scheduled for early April 2003. The web page is presently being revamped and updated for more efficient networking. The new site is scheduled to be up and running in July 2003.

CONCLUSION

Tremendous efforts made to ensure maximum use of the modest project allotment resulted in several useful training and production activities. Development and maintenance of the web page in particular is to be encouraged.

REGIONAL PROJECT

CREATING AND IMPROVING COMMUNICATION CHANNELS FOR THE CITY

PROJECT NO : PDC/18 RLA/05 (352-RLA-73)

US\$45,000

TYPE OF PROJECT

This project, executed by Inter Press Service (IPS), had as its objectives to create and promote the flow of news and information available to municipalities in order to promote citizen participation in urban affairs and inter-community relations. The project also sought to improve training of municipal officials and journalists in order to improve the production and broadcasting of municipal information relating to urban issues and problems.

IMPLEMENTATION

IPDC approved US\$45,000 in funding for the project. It consisted of producing a bi-weekly bulletin distributed both in print form and as a Web page on the Internet; the holding of two training workshops and the production of a manual for use in reporting and communications supporting urban development.

RESULTS

IPS fulfilled all of its obligations set forth in the contract for the project

CONCLUSION

The project is an example of successful cooperation between UNESCO and a media NGO. The feedback on the project from municipalities, journalists and other institutions that benefited from its activities were very positive.

REGIONAL PROJECT

CENTRAL AMERICAN NETWORKS FOR DEMOCRACY, DEVELOPMENT AND PEACE

PROJECT NO : PDC/18 RLA/03 (352-RLA-82)

US\$45,000

TYPE OF PROJECT

The aim of the project, carried out by the **Fundación Centroamericana de Estudios Politicos y Sociales (FUNCEP)** based in Guatemala, was to foster the exercise of democracy through the media and to transmit to the population the values of a culture of peace. The project sought to set up three sub-regional networks: two on information on democracy and peace, and the third as an integrated network for local government officials responsible for communication .

IMPLEMENTATION

IPDC approved US\$45,000 for the project at its 18th session, but the funds did not become available until 1999. The project organized six national training workshops, one in each country comprising the sub-region, as well as three sub-regional workshops. It also established the networks mentioned in the work plan. The project also included the purchase of equipment and the production of instructional videos and audio tapes.

RESULTS

FUNCEP executed most of the activities that were included in the work plan. However, one of the proposed sub-regional meetings was not held and the final publication detailing the experiences of the project has not been submitted. Almost all of the funds were spent on activities, except for US\$2,950 that was liquidated at the end of 2001.

CONCLUSION

The progress report was sent to Headquarters on 18 October 2002. The remaining funds of US \$2950 were liquidated. The project should be considered terminated.

REGIONAL PROJECT

PULSAR NEWS SERVICE

PROJECT NO : PDC/19 RLA/01 (352-RLA-91)

US\$44,000

TYPE OF PROJECT

This project, executed by the World Association of Community Radios/Latin America (AMARC/LA) had as its objectives the improvement of programming, especially in the area of news, by community radios in Latin America; the modernization of the technical capacities of the community radios in the region; as well as improving the information available to the public on themes relating to regional integration, human rights, development and democracy. It also served to promote freedom of expression and the culture of peace.

IMPLEMENTATION

IPDC provided US\$44,000 in funding for the project, which was carried out from November 1999 to March 2001, at which time a final report was submitted to UNESCO.

The project organized training sessions for 33 radio journalists on subjects such as digital audio production, web page design, news writing and editing, and the creation of electronic mailing lists. A manual was also published on how to design, formulate and implement projects. The project also designed and implemented the Pulsar News Service which provided a variety of radio programmes (news reports, interviews, commentary), to enhance the services and programming of 596 community radio stations in the region. The programming was also provided in text format over the Internet. The IPDC funding also provided AMARC/LA to purchase two computers, two MINIDISC recording devices and a Sony microphone in order to enhance the services of the network.

RESULTS

In addition to having succeeded in launching a quality information service for the region that reached more than 1000 clients, among them community radios, communication specialists and radio producers, the project led to the creation of a network of correspondents who continue to provide news, commentary and other programming to PULSAR. In addition, the project contributed to the strengthening of the community radio programming in Latin America, as well as to help organize training seminars on a national (Ecuador) and regional level.

CONCLUSIONS

The PULSAR News Service project is an excellent example of a successful IPDC project, as well as an example of the high-quality cooperation that can exist between UNESCO and a well-organized NGO partner. The project helped strengthen the sharing of knowledge and free flow of information in the region, as well as significantly contribute to the development of community radios and communication capacities.

REGIONAL PROJECTS

STRENGTHENING OF COMMUNICATION CAPACITY IN MERCOSUR TO PROMOTE INTEGRATION

PROJECT NO : PDC/20 RLA/01 (353-RLA-01)

US\$40,000

TYPE OF PROJECT

The objectives of this project, which since January 2001 is being carried out by the Centro de Formación para la Integración Regional (CEFIR) in Montevideo, Uruguay, are to contribute towards a better understanding of MERCOSUR as a programme that not only involves economic and commercial integration but also has social, cultural and political implications. The project aims to strengthen the professional capacities of journalists in order to raise the level of information available to the public concerning the process of integration in the MERCOSUR countries as well as to promote the exercise of freedom of expression and the free flow of information.

IMPLEMENTATION

The IPDC approved US\$40,000 for this project with the goal of supporting three workshops in the MERCOSUR sub-region on the themes of “Freedom of Information and the Press within the Framework of Integration in MERCOSUR,” “MERCOSUR and Public Opinion,” and “Sustainable Human Development and its Communication Indicators”. To date, the first two activities have been carried out. A document has also been produced on the results and observations of these two workshops, as well as on suggestions for future lines of action.

However, as a result of the financial crisis in Uruguay, CEFIR's dollar accounts have been frozen and will not become unfrozen until March 24, 2003, at the earliest. Therefore, CEFIR has not been able to carry out the third, and final, regional course on MERCOSUR and Public Opinion. Until the funds become available, it is doubtful CEFIR can complete this project.

RESULTS

More than 60 specialists – journalists, academics, representatives of civil society and government officials – participated in the activities that CEFIR carried out before its IPDC funds were frozen. The participants in the two activities that took place have emphasized the importance of their continuation in order to promote greater exchange of information among the various actors involved in promoting the MERCOSUR integration process.

CONCLUSIONS

This project, through its first two activities, was demonstrating success in achieving its objectives as well as in advancing UNESCO's goals of promoting free flow of information, sustainable development and the sharing of knowledge. It is hoped that once the dollar accounts are unfrozen, the third and final activity will be carried out with similar positive results.

REGIONAL PROJECT

STRENGTHENING AND NETWORKING GRASSROOTS COMMUNICATION IN THE CARIBBEAN PROJECT NO : PDC/19 RLA/91 (352 RLA 91) US\$36 000

TYPE OF PROJECT

Under its Regular Programme beginning 1994 to promote independent media and pluralism for democracy, UNESCO supported the creation and/or reinforcement of twelve independently owned and operated community radio stations in the Caribbean region. These include: *Haiti* - Radio Tiburon; Radio Belle Anse; Radio Fort Liberté and Radio Anse à Foleur; *Jamaica* : Roots FM inner city radio; *Cuba* : Radio Cocodrilo; *Barbados Community College* : Radio GED; *Dominica* : Radio em ba Mango; *Trinidad and Tobago* : Radio Toco; *Guyana* : Radio PAIWOMAK; *Suriname* : Radio Muye; and *Nicaragua* : Radio Bluefields. The positive experience of these initiatives in fostering the spread of information and knowledge at the grassroots level, and promoting empowerment and increased participation of local citizens in determining their own development, motivated a request from Radio Toco to UNESCO/IPDC to assist in broadening this process. This proposal received an allocation of US\$ 36,000 from IPDC.

IMPLEMENTATION

The project proposed to develop a permanent interactive electronic network of initially eight of these radio stations so as to facilitate discussions, public education and action; problem-solving and thinking skills, community building and sustainable development in the region. A base line study was carried out to determine the viability of such an activity. Workshops were held to review the results of this study and establish the structure and method of coordination of this network. Training was undertaken in community broadcasting production and operation and equipment provided to upgrade stations and facilitate their participation in this network. A major obstacle proved to be the lack of necessary resources, both financial and human, to advance the work of this project. Further technical studies to determine both broadcasting as well as IT needs, relevant training and other requirements, led to renewed funding assistance through the Swiss Funds-In-Trust under a new project to integrate new and traditional technologies for development, launched in October 2002. Under this project entitled "Multimedia for Caribbean Communities", a Network website is under construction at reggae lovers.com/mcc and a manual for the network staff is also being prepared. Radio Toco is primed to become the technical hub of the Network, and Radio GED, the training hub.

RESULTS

The eight participating stations remain fully committed to this overall activity. Representatives of each came together on two occasions for follow-up hands-on training. In April 2002 the participated in a regional hands-on workshop in community broadcasting held at Radio GED, where collectively the status of the network was reviewed and the concept officially launched. In November 2002 four of these stations (Paiwomak, Muye, and GED) had the opportunity to take part in a workshop on community-based production and broadcast of programmes in Early Childhood and Parenting, organised at and Radio TOCO with the collaboration of UNESCO and the Caribbean Support Initiative of the Netherlands-based Van Leer Foundation. The proceedings of these training activities and being edited for production on CD-Rom and eventual distribution for self-learning purposes.

CONCLUSION

This project, while operationally terminated in terms of its IPDC obligations still remains ongoing. The launch of the new MCC Network is typical of the catalytic role that IPDC/UNESCO often plays in fostering media freedom, development and pluralism.

REGIONAL PROJECT

**CREATION OF A NETWORK OF CENTRES FOR THE TRAINING,
TRANSMISSION AND DISTRIBUTION OF VIDEO PROGRAMMES FOR
POPULAR TELEVISION IN THE CARIBBEAN
PROJECT NO : PDC/19 RLA/03 (352 RLA 93)
US\$38 000**

TYPE OF PROJECT

This project emerged from the recommendation of a May 1997 Regional Experts Meeting on the State of Popular Video in the Caribbean, organised by the Cuban National Commission for UNESCO. Five of the production houses present committed themselves to this exercise and in particular : *Creative Production and Training Centres (CPTC) Jamaica; Television Jamaica; PODEGE Foundation, Curacao, Netherlands Antilles; Banyan Productions, Trinidad and Tobago; and Mundo Latino, Cuba as the Coordinating Unit.* The project's objectives were to create and maintain a regional network for the free flow, broadcast and distribution of endogenous video programmes of quality in the Caribbean; to promote the use of video in fostering Caribbean development; and to build and maintain an electronically accessible knowledge base for marketing and distribution of public interest videos in the region. The project received an allocation of US\$38,000 from IPDC of which an allotment was made beginning 2000.

IMPLEMENTATION

An initial study was completed to confirm the needs, capacity and production output of the institutions involved. Necessary equipment and personnel were put in place and a First Workshop and Exchange of Experiences in Video Production was carried out at Mundo Latino, Cuba, 2-8 September 2001. The workshop dealt with a variety of issues in video production for television and the new Caribbean Interactive Network for Video Producers entitled CARINET was launched at the web site www.carinet.org. The website showcases a quarterly English, French and Spanish bulletin on research, production, training and broadcast activities by members of the network and the rest of the region. Directories and catalogues of video makers for public television in the region are also published. The site has links to relevant production houses worldwide. Considerable efforts are being made to widen the network and introduce more income generating activities for sustainability.

Major difficulties lie in the inadequate tele-communications systems between Cuba and the English-speaking Caribbean, Jamaica in particular; delays in the disbursement of funds from Kingston due to insufficient imprest resources at the Havana office and some delay in the submission of reports. A second technical training workshop for video producers for public broadcast is being convened in the last quarter of 2002 at the PODEGE Foundation in Curacao. In the meantime, the site is increasingly being discovered, with new members subscribing and new links being created.

CONCLUSION

This project is still ongoing. It so far remains a success, though the underlying challenge rests on its capacity to sustain itself as it fills a vital need in the Caribbean.

REGIONAL PROJECT

DIGITISATION OF AUDIO-VISUAL COLLECTIONS OF BROADCASTING INSTITUTIONS IN THE CARIBBEAN
PROJECT NO : PDC/20 RLA/04 (353-RLA-03)
US\$ 52,000

TYPE OF PROJECT

The objectives of this project are to develop an information management capacity for enhanced access to the collections of the Bahamas Broadcasting Corporation (ZNS), in keeping with the establishment of a Central audio-visual archiving facility at the headquarters of the Caribbean Broadcasting Union, in Barbados. Regional training workshops in digital technologies and professional management are also an integral part of this project.

IMPLEMENTATION

A Report was completed on the storage capacity of ZNS. Equipment negotiations completed and purchase is being commissioned. Plans for a regional workshop in professional management will be completed on delivery of equipment by end April 2003.

RESULTS

Awaited

CONCLUSION

Awaited

REGIONAL PROJECT

**EASTERN CARIBBEAN INTERNET NEWSPAPER
NO : PDC/21RLA/05 (353-RLA-5011)
US\$ 48,000**

TYPE OF PROJECT

This project is intended to fill the gap in circulation of daily up-to-the-minute news and information, presently non-existent in the smaller states of the Eastern Caribbean and especially those of the Organisation of Eastern Caribbean (OECS) group. It will develop new on-line journalism skills, management and marketing of journalistic and media products and services. The objective is to establish a World Wide Web hub at the independently-owned and operated “The Grenada Voice” Newspaper to be linked all the 25 newspapers in the sub-region. Under the project equipment, training and materials will be provided.

IMPLEMENTATION

Funds for this activity were allocated in February 2003.

In a recent mission to Grenada the CI Adviser elements for a preliminary base-line assessment of preparedness of newspapers for participation in this project were reviewed prior to the launch of a survey. Maximum participation was targeted in spite of the reduction in the original project budget.

In anticipation of the results the terms of reference of a contract with the executing Agency, “The Grenada Voice” are being completed with a view to the early implementation of the project.

NATIONAL PROJECT

ARGENTINA

DEVELOPMENT OF A MASS MEDIA SYSTEM FOR RURAL AREAS

PROJECT NO : PDC/19 ARG/01 (352-ARG-91)

US\$24,000

TYPE OF PROJECT

Carried out by Radio Universal – Universal Televisora Color of Cordoba Province, Argentina -, this project had as its objectives the creation of a mass media system of radio and TV to provide information to rural areas, the creation of educational programming for use in the schools, as well as to training programmes for both teachers and students in the mass media use and production.

IMPLEMENTATION

The project received US\$24,000 in support from IPDC. It developed radio programming relevant to rural development and agriculture, training workshops on the use of video in the classroom and on audio-visual production techniques, programmes involving parents and students to promote reading, and workshops on book production.

RESULTS

The project successfully trained teachers in the use of audio-visual media in the classroom, instructed high school students in the techniques of television production, promoted reading at the primary school level, helped strengthen and promote school libraries, and facilitated the interchange of ideas and experiences among schools in the region which contributed to the development of a curricula in communication and social development.

CONCLUSION

This is an example of a successful IPDC project that combined the goal of improving communication capacities at the community level with educational objectives, including the promotion of literacy. It explored how audio-visual media can be used to enhance education and provided training to both teachers and students, thus contributing to the project's future sustainability.

NATIONAL PROJECT

BRAZIL

AUDIOVISUAL PRODUCTION AND TRAINING CENTRE FOR THE DEVELOPMENT OF CITIZENSHIP

PROJECT NO : PDC/19 BRA/01 (352-BRA-91)

US\$40,000

TYPE OF PROJECT

This project was carried out by Sociedad Brasileña de Estudios Interdisciplinarios de Comunicación (INTERCOM), headquartered in Sao Paulo, with the objectives of contributing to the development of community-based communication capacities in both rural and marginalized urban areas. The activities under this project were to include training and promoting the sharing of knowledge and cooperation among community groups, NGOs and associations.

IMPLEMENTATION

IPDC approved US\$40,000 for this project. However, only about US\$23,500 was spent on activities before the obligated funds were liquidated when the two-year time period expired. By the end of 2001, INTERCOM had organized regional seminars on "Audiovisual Production and Training for the Development of Citizenship in Brazil," as well as created a database on community television stations in San Paulo, Rio de Janeiro, Belo Horizonte and Vitoria. In addition, INTERCOM produced six videos on themes related to the project.

RESULTS

INTERCOM carried out a regional seminar on community television channels and their role in promoting citizenship and four workshops on audiovisual training. Some members of INTERCOM participated in the 5th International Course in Communication for the Regional Development of Community Television. However, INTERCOM did not publish a book on the main achievements of the project, which was part of the contract. Furthermore, they did not present their second progress report on time and it was not received by the Quito office until June 2002. As a result of this delay, the final two payments of \$11,500 and \$2000 were not made and these funds were liquidated by Headquarters in 2001.

CONCLUSION

This project has been terminated. The expenses made with the two first payments were duly supported by documentation. Although it is unfortunate that the book was not published, and \$13,500 in funds not spent, what was carried out under this project was worthwhile.

NATIONAL PROJECT

COLOMBIA
SUPPORT FOR LOCAL RADIO STATIONS
PROJECT NO : PDC/18 COL/01 (352-COL-81)
US\$30,000

TYPE OF PROJECT

The main objective of this project was the purchase of equipment in support of community radio stations.

IMPLEMENTATION

IPDC approved US\$30,000 for this project that was to be carried out by Colombia's Ministry of Communication, but it was not implemented.

RESULTS

At the end of 2001, the Director of the Regional Office for Communication and Information for Latin America and the Caribbean held several meetings in Colombia with a view to reviving the project. UNESCO headquarters said it would be willing to authorize the use of the unspent funds if a full description of the activities for which the funds would be used were provided, and if the activities proposed were within IPDC rules and regulations. The requested report was never sent. In October 2002 the Ministry of Communication of Colombia returned to the Quito office the first payment of U.S. \$4000, which will be reimbursed to the IPDC Special Account.

CONCLUSION:

With reference to the paragraph above, this project has been terminated.

NATIONAL PROJECT

CUBA

**UNITY RADIO IN THE CROCODILO DISTRICT PROJECT NO: PDC/17 CUB/01
(352 CUB 71)US\$40 000**

TYPE OF PROJECT

The community of Cocodrilo comprises some 400 people in a southwestern coastal enclave on the Isle of Youth in Cuba. The people are largely descendants of the neighbouring English-speaking Caiman Islanders, and lead a relatively quiet and remote existence relying on fishing and agriculture for their livelihood. A mountain range prevented their reception of the National Radio system for Gerona, capital of the Isle of Youth, some 2½ hours away by bumpy road. So Cocodrilo remained a silent zone. There was very limited electricity available, and no telecommunications infrastructure in the community.

The Cuban National Commission for UNESCO presented this project to the IPDC in 1996, with the objective of using community radio to assist in improving the social and economic well being of this community and motivate participation, particularly of young men and women. The emphasis was on increasing dialogue and exchange of communication within this community and between the community and the island's Capital. The project was expected to prepare the way for the introduction of an autonomous capacity for continued development efforts in this field.

IMPLEMENTATION

An executive committee was formed comprising members from the main NGO (the Centre for Research and Protection of Turtles); Radio Caribe (Gerona); the Cuban Institute for Radio and Television (ICRT) and representatives of government agencies. Radio Cocodrilo was set up with intense community participation and support, to include a relay system to permit transmission and reception of news and information between Cocodrilo and Gerona. It is operated by a cadre of young people from the Cocodrilo Community who received basic hands-on training. After an initial period of broadcasting using a public address system, Radio Cocodrilo was officially inaugurated in March 2002. A new telephone line dedicated to the station is scheduled to be installed by May 2002. Radio Cocodrilo is to be included in the Network project of Community Radios in the Caribbean (Swiss Funds in Trust) and will thus benefit from upgraded technical infrastructure to enable its networking. This project was fraught with its share of challenges, beginning with the search for creative and more effective ways of delivering required equipment and materials; and inadequate telecommunication systems connections between Jamaica and Cuba. Other delays lay in obtaining the radio broadcasting frequency; procurement through ICRT and ETECSA of the relay transmitting equipment, as well as in materials for refurbishing the premises.

RESULTS

All community members have shared a sense of ownership and accomplishment in this initiative. They are also grateful to UNESCO for this newly acquired access to information and knowledge afforded to them through this project and look forward to further collaboration in the electronic networking phase.

CONCLUSION

This project has had a very positive impact on the community particularly in its ability to articulate its needs and receive the desired attention from decision-makers. A new power plant providing up to 12 hours of electricity to the community and public access telephones as well as a local bakery are examples of some of the developments that have taken place since the introduction of the community radio.

NATIONAL PROJECT

JAMAICA

UPGRADING THE TRAINING AND STUDIO PRODUCTION CAPABILITIES OF THE CPTC

PROJECT NO : PDC/18 JAM/01 (352 JAM 81)

US\$90 000

TYPE OF PROJECT

UNESCO/IPDC has been involved in the development of the Creative Production and Training Centre (CPTC) from its inception in 1986. The present project aimed overall to reinforce the CPTC capacity to train Jamaican and Caribbean nationals in the production of high quality endogenous entertainment and educational television programmes for local and foreign publics.

IMPLEMENTATION

The main television studio control room was completed refurbished with new digital equipment and a training workshop was carried out for CPTC and other Caribbean television production staff in studio direction and switching, in close collaboration with the International NGO, International Liaison Association for Film and Television Schools (CILECT) in August 2001. The CPTC also collaborated in a training Workshop for Women producers entitled "Putting Women on Film" organised in association with the Mary Seacole Foundation and Women in Film. The project benefited from an IPDC allocation of US\$90,000 for this overall activity, complemented by an additional US\$10,000 from the CPTC.

RESULTS

A wider choice of production options is now available to Jamaican and Caribbean producers. CPTC has increased its capacity to produce programmes that could hold its own against the onslaught of cheap imported programmes that continue to flood the local and regional market.

CONCLUSION

This new upgrade was a great boost to the CPTC. The institution has since restructured and refashioned itself with forays into electronic sales of its productions on its new website www.Creativetyjamaica.com, and broadcast through its own local cable channel. (CTV). The CPTC continues to be a fine example of communication institution and capacity building in the Caribbean.

NATIONAL PROJECT

**PANAMA
STRENGTHENING AND DEVELOPMENT OF RADIO
PROJECT NO : PDC/19 PAN/01 (352-PAN-91)
US\$30,000**

TYPE OF PROJECT

The objectives of this project, executed by the Asociación Panameña de Radiodifusión (APR), were the strengthening of the participation of radio in the democratic process in Panama, as well as the defense and strengthening of press freedom and freedom of expression; the increase and improvement of radio programming production and dissemination and to improve the professional and technical skills of those persons working in radio.

IMPLEMENTATION

Although US\$30,000 was approved for the project, only US\$16,700 was spent by APR on activities carried out from 1 June 2000 through December 2001, at which time the remaining funds under the budget obligation were liquidated. Completed activities included three workshops dealing with news production, radio station management and achieving better efficiency in the selling of advertising.

RESULTS

More than 50 radio station directors and executives participated in these seminars that covered both radio production and radio management. APR also produced a compact disc on El Canal de Panama and the situation of radio in Panama, which also received support from Radio Nederland. A document on the experiences of the project was also published. Despite the achievements cited above, APR's second report on the activities undertaken was not satisfactory because the financial part was not supported by appropriate documentation. A new report was requested but never submitted. The last two payments totalling \$10,300 were not released and subsequently these funds were liquidated by Headquarters..

CONCLUSION

The Quito office time cannot recommend that this project be continued, and it should be considered terminated.

NATIONAL PROJECT

SURINAME

DEVELOPING A COMMUNICATION NETWORK IN THE HINTERLAND OF SURINAME

PROJET NO : PDC/19 SUR/01 (352-SUR-91)

US\$ 60 000

TYPE OF PROJECT

The longterm objectives of this project to use telecommunications and mass media to build integrated and self-sustaining rural and remote communities, were part of an overall National Plan for broadcasting in the interior in Suriname. Based on the experience of Radio Muye, the first community radio station to be set up by UNESCO in Suriname, the project aimed to provide basic community broadcasting (radio and television) infrastructure at 10 telecentre sites and hands-on training of 40 community youth in sustainable broadcasting techniques. It was later foreseen to begin the process of integration of radio and television telecentre and entertainment systems as a total solution to broader development of hinterland peoples.

IMPLEMENTATION

Taking into consideration the reduced project budget, equipment was delivered to set up five complete radio stations - three of them with solar power supply. A training programme for 20 village youth is also in preparation. During a mission to Suriname August 2002, a schedule of activities was agreed to, leading to an official launch of this project in January 2003. This project has been fraught with difficulty over the past year or so, due to internal political orientations and peculiarities.

CONCLUSION

Should this project be allowed to reach its logical conclusion, it would be of tremendous benefit for the people of the interior of Suriname and a model for such development in the region.

NATIONAL PROJECT

VENEZUELA

ESTABLISHMENT OF A SERVICES CENTRE FOR PRODUCTION AND TRAINING IN INTERCULTURAL, BILINGUAL RADIO BROADCASTING

PROJECT NO : PDC/19 VEN/01 (352-VEN-91)

US\$ 40 000

TYPE OF PROJECT

Carried out by Luz FM, the Radio Station of Universidad del Zulia, Venezuela, the project's objectives included the promotion of social, cultural and educational development, as well as the strengthening of democracy and freedom of expression and of the press through the implementation of communication strategies incorporating indigenous peoples and their culture into intercultural radio programming; improvement of programming by radio stations serving the Zulia province through the creation of productions that take into account the cultural identity and language of the indigenous population; and training of local ethnic groups in radio production so as to promote their active participation in the processes of communication.

IMPLEMENTATION

The project held workshops on reading, speaking and writing in the indigenous language, Wuayunaiki, as well as workshops on various aspects of radio programming production and station operation. The project also produced programmes on health and disease prevention, on preventing violence against women, on local cultures and music, as well as bilingual news programming in Spanish and Wuayunaiki. The project also included the acquisition of numerous pieces of equipment for radio production.

RESULTS

By the end of the project, other organizations had expressed interest in undertaking activities that would promote knowledge of the Wuayunaiki languages; and the workshop participants were themselves enthusiastic about producing programmes on indigenous languages and cultures. The project provided training in radio programming technologies to technical personnel, as well as to journalists, who had not had access previously to such training and equipment, with the result being a marked improvement in the quality of programming available to audiences in the project's target area. The project also succeeded, through its programming, in providing local communities with effective information on preventing diseases among children and on the rights of women and families to be secure from violence.

CONCLUSIONS

This project is a successful example of how radio can be used to promote cultural preservation and intercultural understanding in addition to fulfilling its function as a news and information medium. It could also serve as a model for future projects involving bilingual radio production, and it demonstrates what can be accomplished when support is given to a dedicated and effective partner.

ARAB STATES

REGIONAL PROJECT

**ARAB STATES: ARAB STATES BROADCASTING UNION
ENHANCING THE QUALITY AND STRENGTHENING EXCHANGES OF
VIDEO/AUDIO PROGRAMMES AMONG ASBU MEMBERS
PROJECT NO : PDC/20 RAB/01 (353-RAB-01)
US\$45 000**

TYPE OF PROJECT

The project's objectives were to strengthen the exchange of television and radio programmes among Arab States and private broadcasters, especially in the fields of news, sports, cultural and educational programmes and to promote intercultural exchanges within the Arab world by providing viewers with wider opportunities to open their minds to other societies and realities.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$45,000 for the purchase of a digital video tape recorder and non-linear editing suite to enable this regional broadcasting union to provide a better service to its member states.

RESULTS

The equipment was installed in September 2001 and staff training took place in October. The system is now fully operational and in fact is being used for the ASBU TV coverage of the Arab Summit in Beirut, 23-29 March 2002.

CONCLUSION

The IPDC allocation, topped up with ASBU funds, has considerably improved their coverage of events in the Arab region.

NATIONAL PROJECT

ALGERIA

TRAINING FOR WOMEN BROADCASTERS AT THE NATIONAL RADIO BROADCASTING COMPANY OF ALGERIA

PROJECT NO : PDC/20 ALG/01 (353-ALG-01)

US\$27 000

TYPE OF PROJECT

The objective of the project is to bridge the gap in the training of women journalists, to teach them the new techniques in editing, feature reporting, interviews and live debates, basic training in computing and to help them benefit from the information technology revolution by providing access to the Internet and distance learning. In the long-term, it will facilitate reflection on content and improvements in the level of programmes and also promote exchanges with women from the region, the continent and the Mediterranean basin.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$27,000 for this project. Since funding was not immediately available, an initial series of five training sessions (in Annaba, Algiers (two), Tlemcen, and Sétif) was organized between June 2000 and May 2001, financed from Regular Programme funds decentralized to the UNESCO Rabat Office. The IPDC funds became available at the end of 2001. The five workshops foreseen – in El Oued, Algiers, Oran, Tlemcen and Annaba – have now taken place and final reports are awaited to enable the project to be closed.

RESULTS

The training organized under the Regular Programme financing (US\$25,000) enabled 80 women to be trained. We are informed by the National Radio's Management that these training workshops have had a very positive impact, not only from a technical training point of view, but also in that for some of the women trained this was the first time they had been able to travel on their own. The offer of training thus led to family discussions of women's issues and to an increase in respect for the participants

CONCLUSION

The training programme has proved both popular and effective.

NATIONAL PROJECT

JORDAN

EXTENSION OF TRAINING CAPABILITIES OF THE NOOR AL-HUSSEIN FOUNDATION

PROJECT NO : PDC/15JOR/01 (352-JOR-51) (Phase I) PDC/18JOR/01 (352-JOR-81) (Phase II)

US\$ 50 000 and US\$ 45 000

TYPE OF PROJECT

This project, executed in conjunction with the Jordan Al-Hussein Foundation sought to help the Foundation to produce audiovisual-materials for its poverty-alleviation activities in rural Jordanian areas and principally targeted on rural women: one of the most marginalized segment in Jordan society.

IMPLEMENTATION

The IPDC provided \$95,000 under two phase of the project. The project produced twenty short documentaries covering mostly income generating activities in rural areas. The emphasis was on empowerment. Another aspect given the required attention was institutional capacity-building within the Noor Hussein Foundation whereby the staff in the communication/extension services had the opportunity to be trained in most of the areas of film production: script writing; shooting and post-production activities. The availability of highly qualified staff within as well as journalists made that the project was executed within a professionally enabling environment.

RESULTS

Twelve short films were produced covering income generating activities and empowerment of rural women. Other issues also concerned the application of communication techniques to support education, health and agriculture. The Film – as a medium of communication – proved very popular in rural settings whereby most of the women are still illiterate. Moreover the recruitment of Jordanian actors as well as other local community activists meant that the local communities could easily identify themselves with the problems and appreciate the need of seeking solutions to their common problems.

CONCLUSIONS

The project the UNESCO/IPDC executed in cooperation with the Noor Al-Hussein Foundation was one of the examples whereby rural communities were assisted through film to understand the issues of poverty and self-empowerment. The Foundation was also assisted with capacity building efforts since most of the staff were trained in film production techniques hence ‘guaranteeing’ that poverty-alleviation activities would continue when UNESCO’s financial support had been exhausted. UNESCO staff has continued to informally visit the project and it has been observed that the Noor Foundation is still continuing with the activities

NATIONAL PROJECT

**LEBANON
TRAINING OF JOURNALISTS AT THE DAILY STAR NEWSPAPER
PROJECT NO : PDC/20LEB/01 (353-LEB-01)
US\$25,000**

TYPE OF PROJECT

This project sought to organize assist the Daily Star Newspaper in Lebanon organize specialized training courses for its management and journalistic staff.

IMPLEMENTATION

UNESCO signed a contract with the Star Newspaper for the recruitment of an international team of experts to conduct courses on: Management essentials for Administration Managers, People Management for Editors, Sales and Management Team, Skills for Sales and Management Team. All these courses were organized during the month of January 2003. The management of the Daily Star Newspaper has prepared a videocassette on the different training courses and this will be shared with other media institutions in Lebanon as well as, on demand from other regions.

RESULTS

The training of the Daily Star Newspaper staff is one of the very few projects executed by the UNESCO/IPDC in Lebanon. The management's commitment to continuous and further training of its personnel demonstrates the recognition by newspaper publishers/owners of the importance of training in media institutions. The decision of the Daily Star Newspaper management to share its training experiences with other newspapers by producing training videocassettes indicates a path – of sharing training experiences and expertise - that could be followed by newspapers worldwide.

CONCLUSION

UNESCO/IPDC approved seed money to support the training and further training of personnel of the Daily Star Newspaper. The response of the management of the Daily Newspaper has been very supportive and demonstrates the recognition of newspaper owners/publishers of the importance of training in furthering journalistic and managerial standards in media institutions.

NATIONAL PROJECT

MAURITANIA

STRENGTHENING THE PRODUCTION CAPACITY OF THE FM RADIO STATION “FEMME ET DÉVELOPPEMENT” IN ROSSO, MAURITANIA

PROJECT NO : PDC/20 MAU/01 (510-MAU-60)

US\$25 000

TYPE OF PROJECT

Within the framework of the national strategy for the promotion of women through education, the improvement of health care, and development of the community, the project aims to promote the concept of participation and communication. The second phase of this project, initiated within the framework of a wider UNFPA project, is to strengthen the production capacity of the local radio station at Rosso on the Senegal River through the creation of a second studio destined for production, releasing the existing studio and its equipment for broadcasting purposes.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$25,000 for this project. However, it was subsequently submitted to DANIDA for financing and the Danish agency approved \$33,000 for the equipment of this second studio. Radio Mauritanie has built the second studio and the equipment has been delivered and installed. Irregular electricity supply has proved somewhat of a problem in delivering daily broadcasting, but it is expected that this problem should be solved when the supply from the Manatally dam (serving Mali, Senegal and Mauritania) becomes fully operational. The last few pieces of equipment that were missing from the first delivery should arrive before the end of April 2003.

RESULTS

Awaited.

CONCLUSION

The project was visited by a UNESCO staff member and lengthy discussions were held with the Director-General and other managers of Radio Mauritanie and the UNFPA concerning the viability of this project. The Head of the station in Rosso was also extensively interviewed. The local population is very attached to its radio station and has created an Auditors Committee that has protested to the authorities when electricity cuts or other problems have prevented broadcasting. The second studio should facilitate programme production and take some of the pressure off equipment in the existing studio, part of which is now ready for replacement.

NATIONAL PROJECT

MOROCCO

DATA BANK FOR THE MAGHREB ARAB PRESS AGENCY

PROJECT NO : PDC/15MOR/01 (352-MOR-51; 520MOR5063)

TYPE OF PROJECT

Within the framework of the project the IPDC and French Government provided US\$170,000 for the acquisition of news reception, processing, transmitting and archiving software and also to provide training in all relevant fields such as advanced journalism, general computing as well as system optimisation skills-training for technicians and engineers..

The Moroccan authorities on their part committed themselves to purchasing the systems hardware.

IMPLEMENTATION

The project experienced delays primarily because then the Moroccan authorities had suggested that they had wanted to work closely with their Tunisian counterparts to facilitate sharing of experiences and cross-fertilisation of ideas. However eventually they both preferred to go different ways. The foregoing notwithstanding, advances in news processing software meant that decisions had to be 'weighed' in function of 'credibility of tendering suppliers as well as the suitability of the software in meeting the professional needs of small news agencies working in several languages.

RESULTS

UNESCO completed the tendering procedures and technical evaluation of the different offers submitted within the framework of the project and in October 2002 a contract of US\$123,000 was issued to a Jordanian firm for the supply of relevant software and the conducting of relevant training courses.

CONCLUSION

The Moroccan authorities have advised UNESCO that they have now purchased the different hardware required for the installation of the software to start within the month of March 2003 relevant training courses are also been planned for the same month. Activities relating to the installation of news archiving system will retain UNESCO's attention and so will capacity building activities concerning the computer department of the agency.

NATIONAL PROJECT

**OMAN
PRODUCTION OF TELEVISION PROGRAMMES
TARGETED AT RURAL WOMEN
PROJECT NO : (PDC/20 OMA/01) 353-OMA-01
US\$50,000.**

TYPE OF PROJECT

This project, executed in conjunction with the Oman Ministry of Social Affairs, Labour Health as well as other relevant national rural development offices developed three television programmes aimed at Oman rural women. Women are generally marginalized in national media landscapes and it can be said that rural women are often ignored. The project sought to address the communication needs of rural women by producing documentaries dealing empowerment and income generating activities.

IMPLEMENTATION

The project was executed in close collaboration with the Oman Television and this was carried out during a one year period.

RESULTS

Three short films were produced covering income generating activities and empowerment of rural women. Other issues also concerned the application of communication techniques to support education, health and agriculture.

The Film – as a medium of communication – proved very popular in rural settings whereby most of the women are still illiterate. Moreover the recruitment of Oman actors as well as other local community activists meant that the local communities could easily identify themselves with the problems and appreciate the need of seeking solutions to their common problems.

CONCLUSIONS

The project the UNESCO/IPDC executed in cooperation with the Oman Television enabled the country to meet the communication needs of rural women whereby they were also assisted through film to understand the issues of poverty and self-empowerment. Oman television has continued its programming aimed at rural women.

NATIONAL PROJECT

TUNISIA
COMPUTER-BASED DOCUMENTATION MANAGEMENT SYSTEM AT THE
TUNIS AFRIQUE PRESSE
PROJECT NO: PDC/15TUN/01 (352-TUN-51 AND 520TUN5062)

TYPE OF PROJECT

Within the framework of project the IPDC and the French Government provided US\$170,000 to support the purchase of news reception, processing, transmitting and archiving software and to also provide training in all relevant fields such as advanced journalism, general computing as well as system optimisation skills-training for technicians and engineers.

The Tunisian government on its part committed itself to purchasing the system's hardware.

IMPLEMENTATION

The project experienced delays due mostly to advances in news processing software and the unreliability of some of the software proposed by new communication and information technology start-ups. Software recommended by other major international news agencies proved ill-suited for smaller news agencies and system customisation to meet specific needs proved even harder.

RESULTS

The different tendering processes were successfully completed by October 2002 UNESCO then issued a contract of US\$140,000 to an English firm for the supply of relevant software and the conducting of relevant training courses at the TAP Headquarters in Tunis.

CONCLUSION

The project implementation has now started on more solid foundations; most of the software has been installed and different courses organised. The TAP management has committed itself to include in its annual budgets funds for equipment upgrading as well as the further and continuous training of its personnel thus assuring the long-term self-sustainability of the project. UNESCO will continue monitoring the implementation of the project and particular attention will be given to news-archiving activities which are the major components of the project. Support is being provided to enhance capacity building activities particularly within the computer department: the linchpin of the project.

NATIONAL PROJECT

TUNISIA

REPLACEMENT OF RADIO AND TELEVISION EQUIPMENT AT THE INSTITUT DE PRESSE ET DES SCIENCES DE L'INFORMATION (IPSI)

PROJECT NO : PDC/20 TUN/01 (353-TUN-01)

US\$55 000

TYPE OF PROJECT

The objective of the project is to provide IPSI with modern radio and television equipment to satisfy training needs, and to upgrade equipment and keep abreast of developments in teaching techniques. In the long term, this will strengthen capacity across the profession and contribute to the development of regional radio and television entities through the training of skilled personnel in the mastery of new, and in particular, digital, techniques.

IMPLEMENTATION

At the 20th session of its Council, IPDC approved US\$55,000 for this project. Funding became available in February 2002, and the equipment was purchased locally in order to ensure maintenance. It was installed at the end of 2002 and is now fully operational.

RESULTS

The contribution of IPDC assists students in the third and fourth years of training at IPSI in their journalism and communication studies. It will enable them to prepare for the evolution to digital technology and thus give them an edge in their field.

CONCLUSION

The IPDC contribution will enable the IPSI students to arrive on the job market with up-to-date skills.

EUROPE

NATIONAL PROJECT

ALBANIA

TRANSFORMING THE NATIONAL TV AND NEWS AGENCY INTO INDEPENDENT MEDIAS

**PROJECT NO : PDC/19ALB/01 (352-ALB-91; 520-ALB-60) (FIT-FRANCE)
US\$65 000 & US\$31 000**

TYPE OF PROJECT

A UNESCO inter-sectorial mission to Albania took place in January 1998, following which a project was prepared and submitted to the Bureau of the International Programme for the Development of Communication (IPDC) in October 1998. The project, aiming at strengthening the National Television (TVSH) and the Albanian News Agency (ATA), was approved and an amount of US\$65,000 was assigned to it in summer 1999. In November 1999, the French Government allocated additional funds to the project (FF200,000). These funds were released in May 2000.

IMPLEMENTATION AND RESULTS

All equipment was purchased and is operational. Computer hardware, software, cameras, scanners and printers, and the necessary know-how to use them, were provided to the news agency ATA so that they can offer their services via Internet and set up a photo service which enables them to receive, process, transmit and save pictures. This is currently operational.

A modern newsroom was set up at TVSH, where information and broadcast material can now be processed with the computers purchased under this project;

Training courses for the staff of these institutions were also organized. Three Albanian women television professionals (director of marketing, news director and variety director) were trained during four weeks at the *Centre International de Formation Audiovisuel et de Production (CIFAP)* in Paris, with practical courses at TF1, France2, France 3 (rédaction nationale et régions, IDF), TV5, ARTE, Canal Plus, M6, "les chaînes tout-info" (LCI, I Télévision).

CONCLUSION

The project is terminated successfully

NATIONAL PROJECT

**ARMENIA
DEVELOPMENT OF JOURNALISM TRAINING
PROJECT NO : PDC/19 ARM/01 (352ARM91)
US\$40 000**

TYPE OF PROJECT

The objectives of this project were:

- To enhance the training facilities at the Faculty of Journalism at the Yerevan State University through the provision of modern equipment;
- To develop training programmes and to consolidate study exchanges between the University and the other educational institutions and training organizations overseas.

IMPLEMENTATION

IPDC approved this project with US\$36,000 in funding, which was used to organize an Exchange programme for students of the Journalism Department, to renovate the premises of the Faculty of Journalism, to purchase adequate furniture, to translate and publish relevant manuals and articles, to purchase and install equipment at the renovated premises, to provide the Faculty of Journalism with Internet connection and all other administrative support needed for an effective implementation of the project. From the start, Ms Christine Péronne, Regional Advisor for Communication, supervised the activities, in co-operation with Mr Sergey Karpov, CI/INF Specialist.

RESULTS

As a result of the project, premises at the Journalism Faculty of the Yerevan University were renovated and equipped with up-to-date facilities; two postgraduate students prepared journalism-related researches in two European universities: at the University of Paul Valeric Montpellier III (France), and at the Bournemouth University (Great Britain). Manuals prepared by Western authors were translated and published. Articles and research of local journalists were published as well.

CONCLUSION

The implementation of the project has greatly contributed to the development of journalism training corresponding more to world journalism standards and meeting the Armenian contemporary society's needs and challenges.

NATIONAL PROJECT

GEORGIA

INDEPENDENT RADIO NEWS AND INFORMATION SERVICES FOR REMOTE REGIONS (Radio One)

PROJECT NO : PDC/18 GEO/01 (352GEO81)

US\$55 000

TYPE OF PROJECT

The objectives of this project was to provide people living in remote areas of Georgia with a timely, accurate and objective radio news and information service through purchasing up-to-date equipment for Radio One which will be used for extending its broadcast outside Tbilisi.

IMPLEMENTATION

IPDC approved this project with US \$55000 in funding, for the purchase of equipment for Radio One which needed to extend its signals outside Tbilisi. The initial phase of the project implementation was supervised by Mr Martin Hadlow, former Head of UNESCO Almaty Office. Beginning from 1999, the project was supervised by Mr. Jorge Sequeira, new Head of UNESCO Almaty Office and, later, by Ms Christine Péronne, Regional Advisor for Communication. The starting date of the project implementation was delayed for a certain period of time as it took a long time for the implementing body to identify equipment which lagely met the project's objective (not an easy task), but after consultations with European experts, suitable equipment and the supplier were finally found. No problems arose and cooperation between the parties went smoothly.

RESULTS

Radio One, the leading radio station in Tbilisi obtained needed equipment; all frequencies were approved and the Radio extended its broadcast to the other provinces of Georgia.

CONCLUSION

IPDC helped Radio One to extend its coverage to other parts of the country, thus ensuring that the news and information void outside Tbilisi is filled. More projects of this kind should be encouraged and supported.

NATIONAL PROJECT

MACEDONIA

CREATION OF A NEWS AGENCY

PROJECT NO : PDC/19MCD/91 (352-MCD-91; 520-MCD-60) (FIT FRANCE)

US\$64 000 & US\$43 000

TYPE OF PROJECT

As early as 1992, following the independence of Macedonia, the Skopje authorities started making attempts to establish an independent news agency, the Macedonian Information Agency (MIA). However, for various political and financial reasons, it was impossible to implement the project at the time, and it was only revived in 1998. Its aim was to create a national independent news agency in a country that so far had none. UNESCO's assistance was requested in October 1998 and approved by the International Programme for the Development of Communication (IPDC), with an allocation of US\$60,000 at the end of 1999. The French Government announced the provision of additional funds (FF280,000) in November 1999. The funds were released in May 2000.

IMPLEMENTATION AND RESULTS

The project is currently being implemented. All equipment has already been purchased and is operational. Training courses have also been organized although some difficulties were encountered during the period 2000-2002, the agency not being very independent from government influence. A change of directorship has however improved the situation and the final cycle of training courses should take place in 2003.

The final objective is to broaden the scope of the news and information provided to the Macedonian society by developing a national independent news agency capable of distributing local and world news to the country's media. The uniqueness of MIA is that almost all its professionals are under the age of 30 and eager to learn and work efficiently if allowed.

- The equipment bought were the following: computers and software, laser printers, modems, TV screens and VCRs, an Internet server, photo equipment and computer software for a photo library and service.
- Three cycles of training courses were organized during the period 2001-2002. The final cycle should take place in 2003. The training has covered the following areas:
 - News agency journalistic practices and ethics,
 - Practical work with reporters, desk journalists and managers with a view to improving the quality of the agency's outputs (part of this course was conducted with real timing, that is while journalists performed their daily work),
 - Critical reading of the agency's news reporting and brainstorming for improvement,
 - Special session with managers on how to structure and stimulate the agency's work and outputs: daily summaries on important national issues, daily forecasting for clients, personality portraits, chronologies and photo service,
 - The agency's relationship with its correspondents, its clients and the new, tailor-made services to be offered,
 - Photo service: how to use it to boost the agency's output quality and its on-line services,

New technologies and new challenges for news agencies: managing a website, creating on-line data bases, etc.

INTERREGIONAL

INTERREGIONAL PROJECT

**AFRICA-CARIBBEAN TELEVISION CO-PRODUCTION AND EXCHANGE
(JAMAICA BROADCASTING CORPORATION (JBC / NAMIBIA BROADCASTING
CORPORATION (NBC),
PROJECT NO : PDC/16 INT/01 (352INT61)
US\$58 000**

TYPE OF PROJECT

While implementation of this project began in 1996 its origins lay in a request from the Namibian government, circa 1990 to facilitate, through the media, closer cultural and socio-economic cooperation between Namibia and Jamaica, particularly in the wake of Namibia's newly acquired independence status. Consequently the objectives of this subject were to foster an endogenously stimulated relationship and mutual understanding between Jamaica and Namibia and by extension Africa and the Caribbean. It also envisaged setting the stage for a mechanism to generate future production, programme and personnel exchanges between African and Caribbean broadcasting stations. A grant of US\$58,000 was approved by IPDC for the execution of this project.

IMPLEMENTATION

Following a series of challenges, three 30-minute professional quality intercultural broadcast documentaries were completed in 2000, through the continued efforts of JBC and NBC entitled "Her Intuition", and focusing on different aspects of life common to both countries/ regions with specific reference to African and Caribbean women. It was broadcast in Namibia. Footage was gathered on location in Namibia, Jamaica and Barbados, with the Caribbean Broadcasting Corporation (CBC) and assistance from the Caribbean Broadcasting Union which will also facilitate its packaging and distribution. Following a re-edit 2002 carried out by Television Jamaica (TVJ) formerly JBC, these programmes are now titled after their intrinsic theme of "Women, globalisation and survival".

RESULTS

Fundamental challenges lay in the divestment of the government-owned JBC and change in ownership. Long term plans could not be made. The project was also beset by communication problems between the co-producing partners located in such a vast distance apart; inadequate technical and human resources; rising production costs resulting in constant adjustments to the treatment of this project.

In Namibia where the documentaries were first viewed, the results were reportedly favourable. They are foreseen for early release in the Caribbean. Overall, a new sense of pride and accomplishment was felt in this endogenously produced, and publicly visible source of new information on women in both Africa and the Caribbean. Young trainees benefited tremendously from this in-house production experience. New relationships were formed and deeper understanding of the socio-economic and professional environments of each co-partner was created, now requiring appropriate reinforcement through the organisation of similar activities on an on-going basis.

CONCLUSION

Through this project a foundation has been laid for production and exchange of endogenous programmes which may be aired on public television in the world regions concerned. Plans are underway for the appropriate packaging and distribution of these programmes as soon as possible. This initiative will require steady reinforcement by UNESCO until the endogenous co-production and exchange habit is fully entrenched.

INTERREGIONAL PROJECT

CARIBBEAN-PACIFIC WOMEN'S TELEVISION CO-PRODUCTION AND EXCHANGE

PROJECT NO : PDC/18 INT/01 (352INT83)

US\$60,000

TYPE OF PROJECT

The long-term vision of this project was to put in place a programme of joint television production for broadcast and exchange on subjects of mutual interest, amongst island developing countries, through the experience of documentary production and on-the job training, particularly for women and young people

IMPLEMENTATION

Filming in both Trinidad and Tobago and Fiji is completed. The hour-long documentary is still in process of completion by the Trinidad and Tobago partners.

The project had to overcome many obstacles including, internal political problems; difficulties of coordination due to tele-communications and the distances involved, communication, human interaction; internal changes in staff with the Fiji partners; as well as an economic crisis with the Trinidadian partners. The project expects to be on-going until end April 2003.

INTERREGIONAL PROJECT

**INTERNATIONAL NETWORK OF JOURNALISM SCHOOLS ASSOCIATED
WITH UNESCO (JOURNET)
PROJECT NO. : PDC/17 INT/02 (352 INT 84)
US\$ 85 000**

TYPE OF PROJECT

This is a global network of Journalism schools and institutes whose objective is to improve the quality of Journalism and professional media practices as well as strengthening the press freedom worldwide by supporting professionalism. This is done by linking journalism training schools and institutes electronically through international interconnection by which training centres can update and share information on training, methodologies, materials, courses and thereby reinforce their own training programmes as well as link them to others within their respective regions and even internationally

IMPLEMENTATION

In the first phase of this project, the IPDC approved US\$ 85,000. Half of this amount was spent in the first Global (implementation) meeting held in Paris. The balance of the funds was used to cover the network coordinator-manager as well as the coordination operational and indirect costs. The implementation of the first phase went on smoothly and provided the network with a momentum to expand the network's associates.

RESULTS

The Global JourNet has been established as well as the virtual network through its website (<http://www.journet.unesco.org>). The recruitment and networking of institutions has expanded in all continents. The approval of its statutes as well as the preparation, ratification and translation of the charter; and the collection of institutions profiles and an International Workshop on Journalism Ethics have been carried out.

CONCLUSION

So far the project has proven to be a success as the Network groundwork has now been completed. With additional funding from IPDC as well as resource mobilisation by the Steering Committee, the project will achieve its objectives.