



United Nations  
Educational, Scientific and  
Cultural Organization

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

**PART I**

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**AFRICA**

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# BENIN

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>STRENGTHENING THE CAPABILITIES OF THE “GBOMANDO INFO ” DAILY NEWSPAPER</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 BEN/01</b>   |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | Category 4 : Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human Resource Development  |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Equipment and training  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 13 600   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 11 000   |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | “GBOMANDO INFO ” Daily Newspaper  |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                        | “GBOMANDO INFO ” Daily Newspaper<br>C/805 – Quartier Yénanwa – 01 B.P. 3980<br>Tel.: (+229)90923146 - (+299) 95795777<br>Email: <a href="mailto:gbomandoinfo@yahoo.fr">gbomandoinfo@yahoo.fr</a><br>DP / Basile K. A. KOUGNIMAN |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Cotonou   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | Conseil Media   |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

Freedom of the press in Benin is attested by a multiplicity of press organizations. It is protected by the Constitution, guaranteed by the High Authority for Audiovisual and and Communication Matters (HAAC), and regulated by Law 60-12 of 1960 for matters regarding the printed press, and by the 1997 Law on the liberalization of the audiovisual landscape for private radio and television stations.

The project for the strengthening of the capacities of the “GBOMANDO INFO” daily newspaper concerns the printed press. It is intended to stimulate the political and social life of the nation. Its vocation is national and even regional. It receives subscriptions from some Western countries.

It currently faces difficulties as regards IT equipment and updating the skills of its personnel because of a lack of appropriate IT equipment, and there is a need for its editorial team (journalists, graphic artists) to receive training.

In order to alleviate this problem, it is important to have appropriate high-performance IT equipment available. In the medium to long term, the newspaper should be operating its own printing works, which would permit it to reduce publication costs and improve technical and commercial productivity.

The newspaper is currently in a critical position, with practically no options left. Its equipment is outdated and in poor condition, which is why the acquisition of new computing equipment is now indispensable.

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

Personnel of the “GBOMANDO INFO” newspaper, comprising young men and women.

### **3. DEVELOPMENT OBJECTIVE**

To provide the “GBOMANDO INFO” press organization with high performance tools, together with effective and competitive human resources in order to improve productivity.

### **4. IMMEDIATE OBJECTIVE**

To upgrade the newspaper's equipment and to improve the training of personnel.

### **5. EXPECTED OUTPUTS**

- Acquisition of modern, high performing multimedia IT equipment;
- Retraining of editorial staff (3 journalists and 2 graphic artists for three months, in printed media writing techniques).

### **6. ACTIVITIES**

- Purchase and installation of equipment including office automation equipment;
- Course at the *Institut de Communication Audiovisuelle et de Réalisation Documentaire* (I.C.A.R.D.);
- Training of journalists and graphic artists is organized in Benin by the Institut de Communication Audiovisuelle et de Réalisation Documentaire (I.C.A.R.D.) at Cotonou.

## 7. PROJECT INPUTS

### Equipment:

2 computers;  
Printer;  
Scanner;  
2 digital cameras;  
3 recorders;  
3 UPS devices.

### Training:

3 journalists;  
2 graphic designers;

### Trainer:

Trainer attached to the *Institut de Communication Audiovisuelle et de Réalisation Documentaire* (ICARD).

## 8. WORK PLAN

| ACTIVITIES / MONTH    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------|---|---|---|---|---|---|---|---|
| Purchase of equipment | ■ |   |   |   |   |   |   |   |
| Installation          |   |   | ■ |   |   |   |   |   |
| Training course       |   | ■ |   |   |   | ■ |   |   |
| Reports:              |   |   |   | ■ |   |   |   | ■ |

## 9. INSTITUTIONAL FRAMEWORK

The “GBOMANDO INFO” daily newspaper has a circulation of 5,000.

It derives its resources from newspaper sales and from advertising. However, in light of the drop in the purchasing power of the general public and advertisers, it has not been able to mobilize the funds it needs to upgrade its equipment and retrain its personnel.

The project will be implemented by “GBOMANDO INFO”, with assistance from suppliers and professional organizations.

Training will be provided by the Institut de Communication Audiovisuelle et de Réalisation Documentaire (ICARD); The TOP MICROSERVICES group will be responsible for acquiring equipment and for its installation.

## 10. SUSTAINABILITY

The “GBOMANDO INFO” newspaper was founded on 31 July 1995. Its first issue was published in August 1995.

With the new IT equipment, it will increase productivity in terms of technology, effectiveness and management.

## 11. FRAMEWORK OF MONITORING

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

## 12. EVALUATION

The "GBOMANDO INFO" daily newspaper is contributing 15 % towards the cost of the project. It has not sought assistance from any other organization.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE         | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|----------------------------------|------------------|--|-------------|
| PDC/4BEN/07<br>350-BEN-41        | 40,000           | BENIN : ESTABLISHMENT OF A DOCUMENTATION CENTRE FOR INFORMATION SERVICES | 1984 - 1985 |
| PDC/7BEN/01<br>350-BEN-71        | 25,000           | MOBILE RADIO SERVICE   | 1987 - 1988 |
| PDC/8BEN/01<br>350-BEN-81        | 15,000           | SPECIALIZED SEMINAR ON THE PRODUCTION OF RADIO AND TV PROGRAMMES         | 1987 - 1988 |
| PDC/48BEN/02<br>354BEN5041       | 34,000           | VAKON COMMUNITY MULTIMEDIA CENTRE  | 2005-2006   |
| PDC/49 BEN/01<br>354BEN5051      | 14,000           | STRENGTHENING THE RESOURCES OF THE PUBLICATION "MADAME AFRIQUE"          | 2006-2007   |
| PDC/51 BEN/01<br>354BEN5061      | 18,000           | UPGRADING THE CAPACITY OF THE DAILY NEWSPAPER, "LA PYRAMIDE"             | 2007-2008   |
| PDC/52 BEN/01<br>354BEN5071      | 20350            | BENIN: UPGRADING THE CAPACITY OF THE NEWSPAPER, L'AVENIR "               | 2008-2009   |
| PDC/53 BEN/01<br>354BEN5081      | 22000            | STRENGTHENING CAPACITY AND ACCESS TO TECHNICAL RESOURCES                 | 2009-2010   |
| <b>TOTAL BENIN: US\$ 176,350</b> |                  |  |             |

### BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>   |     |            |               |
|---|-----|------------|---------------|
| <b>Equipment</b>  | Qty | Unit price | Total         |
| IBM compatible multimedia PC (P4) 512 Mo, 80 Go, MPEG S3 video card, modem, fax, Internet, with 17" screen: | 3   | 1 200      | 3 600         |
| HP 5460 C-A3 laser printer:   |     |            | 800           |
| Scanner (HP Scanjet 7400):  |     |            | 750           |
| UPS (APC 600 VA):   | 3   | 250        | 750           |
| Recorders:  | 3   | 200        | 600           |
| 2 digital cameras plus accessories:   | 2   | 650        | 1 300         |
| <b>Training</b>   |     |            |               |
| Printed press editorial staff trainers  | 3   | 700        | 2 100         |
| Graphic designers (DTP- CAD):   | 2   | 550        | 1 100         |
| <b>TOTAL:</b>   |     |            | <b>11 000</b> |



| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b><br><b>(in US dollars)</b> |                     |
|--|---------------------|
| Installation of equipment  | 330                 |
| Salary costs of trainees (3 journalists):                                | 585                 |
| Salary of 2 graphic artists:   | 300                 |
| Administration :   | 700                 |
| Production of reports:   | 685                 |
| <b><u>TOTAL:</u></b>   | <b><u>2 600</u></b> |

# CAMEROON

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>SETTING UP OF A PILOT COMMUNITY RADIO STATION FOR THE CITY OF YAOUNDE AND ITS OUTSKIRTS</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 CMR/01</b>   |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Development of community media  |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Equipment and training  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 128 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 40 000   |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | Africa News Network Multimédia<br>BP 35210 Bastos Yaoundé,<br>Tel.: +237 75816338 / +237 70496222<br>Marcel.amoko@ann24.com   |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                        | UNESCO Office for Cameroon, Central African Republic (CAR) and Chad   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Bastos, Yaounde   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | Marcel Amoko<br>Africa News Network Multimédia<br>BP 35210 Bastos Yaoundé,<br>Tel.: +237 75816338 / +237 70496222<br>Marcel.amoko@ann24.com<br>Contact person: J. P. ILBOUDO, CR/CI |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

Despite the liberalization of the audiovisual sector in Cameroon in 1990, the city of Yaounde, which for a long time had access only to national radio, with its national radio station, its regional station CRTV Centre and the music channel Yaounde FM 94, gradually adapted to the new world of other urban radio stations. In particular, these included Magic FM, Radio Lumière, Radio Siantou, Radio Reine, Radio Venus, la Tome Broadcasting Corporation, Radio Satellite FM, Radio Bonne Nouvelle, Sky One Radio, Radio Environnement, Radio Campus etc., to which must be added international radio stations such as Radio France Internationale, the BBC, and Africa N°1. The main problem experienced by these radio stations (except for CRTV - to a certain extent - and international radio stations) concerns personnel training, because they still have a number of employees without qualifications in journalism, communication or sound recording. As a result, many deficiencies and abuses have been evident in the treatment of news within these media. Proof of this can be seen in the numerous reminders issued by various Ministers for Communication about the need to observe ethical and professional standards. Moreover, the dramatic events which recently occurred at Yaounde Central Prison have once again highlighted the numerous deficiencies in journalistic practices in Cameroon and the increasing divide between public authorities and media personnel, and the wider public.

A desire to inform, educate and entertain, a concern to promote rigorous professional standards, compliance with ethical and professional standards and strict observance of lawful regulations are the key drivers of the KALAK FM project. It also aims to strengthen an awareness of citizenship on the part of journalists and listeners. The intention is to promote civic awareness and the idea of individual and collective responsibility. In an environment which seems to have lost its bearings and all sense of the essential values of ethics, respect for others, patriotism and respect for the common weal, this radio station is noteworthy for the quality of its promoters, whose experience is recognized both nationally and internationally. The radio station also aims to place experience gained outside the country at the service of communications within Cameroon.

Despite the high quality of its promoters, Kalak FM has to confront some of the difficulties encountered by most enterprises within the communications sector: the considerable amount of initial investment required, the lack of training for personnel and the absence of modern equipment. This project has been designed in order to solve these two principal difficulties and requests the support of IPDC to that end.

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

The immediate beneficiaries of this project as regards training and the acquisition of equipment are Kalak FM personnel. Secondly, listeners themselves will have the benefit of quality programmes.

### **3. DEVELOPMENT OBJECTIVE**

This project has as its aim the improvement of journalistic practice and the strengthening of the sense of citizenship. It contributes to the development of democracy and good governance by strengthening the credibility of media within Cameroon.

### **4. IMMEDIATE OBJECTIVE**

To provide Kalak FM with high-performance resources and to train journalists and technicians in the best use of high-performance equipment as well as in writing techniques.

### **5. EXPECTED OUTPUTS**

- Acquisition of production and broadcasting equipment;
- Training of journalists and reporters on appropriate equipment;

- Production of thematic programmes on MDOs, youth, and the issue of citizenship in Cameroon.

## 6. ACTIVITIES

- Selection and ordering of radio equipment;
- Organization of training in journalistic practice for KALAK FM personnel (journalists and technicians) on KALAK FM premises;
- Organization of training for upgrading and enhancement of writing techniques.

## 7. PROJECT INPUTS

- One engineer for installation of technical equipment;
- One consultant for training of journalists in professional ethics and journalistic practice;
- 2 computers to enable automated organization of programme schedules;
- Studio equipment comprising among other items one mixing console, recording equipment, microphones, one 300W FM transmitter, one four-element aerial, etc.

## 8. WORK PLAN

| ACTIVITIES / MONTH                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|
| Selection of equipment                  |   |   |   |   |   |   |   |   |   |    |
| Acquisition of equipment                |   |   |   |   |   |   |   |   |   |    |
| Preparation of workshops                |   |   |   |   |   |   |   |   |   |    |
| Use of equipment and production of news |   |   |   |   |   |   |   |   |   |    |
| Training in writing techniques          |   |   |   |   |   |   |   |   |   |    |
| Submission of activity reports          |   |   |   |   |   |   |   |   |   |    |

## 9. INSTITUTIONAL FRAMEWORK

Africa News Network Multimedia, located at Yaounde - Bastos B.P 35210, a national NGO, will be responsible for implementing the KALAK FM project. This organization has an effective structure and will have a workforce of around ten people. KALAK FM is a radio station project supported and designed by Cameroon nationals of good character, who are professional, patriotic, profoundly concerned with peace and justice, and who have decided to pool their experience and know-how. KALAK FM aims, within the Cameroon media landscape, to provide a citizen's radio whose contribution to cultural, political, social and educational development will be undeniable.

## 10. FRAMEWORK OF MONITORING

Monitoring of project implementation will be carried out by the UNESCO Office, Yaounde.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Three-monthly and annual reports will be drawn up by Africa News Network Multimedia and submitted to the UNESCO Office in Yaounde.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE                               | FUNDS<br>(US \$)           | PROJECT TITLE  | PERIOD      |
|--|----------------------------|--|-------------|
| PDC/3CMR/20<br>350-CMR-31<br>350-CMR-71<br>350-CMR-91  | 23,000<br>35,000<br>66,000 | CAMEROON<br>DEVELOPMENT OF THE NEWS AGENCY   | 1982 - 1991 |
| PDC/8CMR/01<br>350-CMR-81                              | 40,000                     | DEVELOPMENT OF THE ECOLE SUPERIEURE DES SCIENCES & TECHNIQUES DE<br>L'INFORMATION (ESSTI) IN YAOUNDE | 1987 - 1989 |
| PDC/17CMR/01<br>352-CMR-71                             | 70,000                     | COMPLETION OF THE COMPUTERISATION OF THE CAMNEWS AGENCY  | 1997 - 1998 |
| PDC/18CMR/01<br>352-CMR-81                             | 70,000                     | RENEWAL OF ASMAC BROADCASTING EQUIPMENT  | 1998 - 1999 |
| PDC/20CMR/01<br>353-CMR-01                             | 20,000                     | COMPUTERIZATION OF THE DOCUMENTATION SERVICE OF THE CAMEROON RADIO &<br>TELEVISION COMPANY (CRTV)    | 2000 - 2002 |
| PDC/20CMR/02<br>353-CMR-02                             | 40,000                     | MBALMAYO AND MEIGANGA WOMEN'S COMMUNITY RADIOS   | 2000 - 2002 |
| PDC/20CMR/03<br>353-CMR-03                             | 28,000                     | THE HERALD NEWSPAPER   | 2000 - 2002 |
| PDC/21 CMR/03<br>353CMR5011                            | 25,000                     | COMMUNITY RADIO FOR WOMEN OF SOUTH CAMEROON  | 2003 - 2004 |
| PDC/23 CMR/01<br>354CMR5031                            | 20,000                     | MULTIMEDIA CENTRE FOR THE YOUNG PEOPLE OF GAROUA   | 2004 - 2005 |
| PDC/23 CMR/02<br>354CMR5032                            | 23,000                     | STRENGTHENING THE INDEPENDENT NEWSPAPER "LE MESSENGER"   | 2004 - 2005 |
| PDC/24 CMR/01<br>552CMR5000<br>(FIT-JAPAN)             | 7<br>0,060                 | MEIGANGA COMMUNITY MULTIMEDIA CENTRE   | 2004 - 2005 |
| PDC/48 CMR01<br>354RAF5041                             | 15,000                     | CAPACITY-BUILDING FOR INDEPENDENT PLURALIST MEDIA  | 2005-2006   |
| PDC/53 CMR01<br>354RAF5081                             | 24,200                     | SETTING UP OF A COMMUNITY RADIO IN GAROUA  | 2009-2010   |
| PDC/54 CMR01<br>354RAF5091                             | 7,000                      | CAMEROON: STRENGTHENING CAPACITY IN JOURNALISM TRAINING  | 20010-2011  |
| <b>TOTAL CAMEROON: US\$ 528,200 +US\$ 70,060 (FIT)</b> |                            |  |             |

## BUDGET

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

| Equipment   | Total         |
|---|---------------|
| Digital 300W FM transmitter with aerials (4-dipole) with accessories; N-1 professional telephone interface; five microphones/lines + sound module; five (05) lines + sound; LED On Air indicator; 19" Professional CD Player/Recorder; MP3 player; 2-way 40 watt professional monitor + monitor stand; limiter-compressor; 6 headphones + individual control; professional studio microphone; Microphone stand; SD card for MP3; Player/recorder with HD and USB stick; Cabled professional studio kit (for instantaneous broadcast); protected audio cable; Tuner + RDS + fixing.; FM aerial + 20m cable and connectors; digital studio clock; Metallic rack; Installation kit 19 inch rack; "L" shaped studio table; LCD screen, AZERTY keyboard and wireless mouse, 10/100 network card; high fidelity sound card; 500G HD for additional backup + copy RAID card; online UPS (backup); DVD burner; broadcasting software; Windows XP; Anti-virus. | 25 000        |
| <b>Training</b>   |               |
| 5 day workshop on radio production techniques:  | 8 000         |
| 3 day workshop on enhancement of writing techniques:  | 7 000         |
| <b>TOTAL:</b>   | <b>40 000</b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b><br><b>(in US dollars)</b> |                      |
|--|----------------------|
| Personnel:   | 36 000               |
| Coordinator:   | 4 500                |
| Communications:  | 11 000               |
| Refurbishing of building and studio:                                     | 11 000               |
| Upkeep of vehicles and local transport expenses:                         | 11 000               |
| Unforeseen costs and expenses:   | 9 000                |
| Reports:   | 5 500                |
| <b><u>TOTAL:</u></b>   | <b><u>88 000</u></b> |

# CAPE VERDE

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>SETTING UP OF A COMMUNITY MULTIMEDIA CENTRE IN SÃO VICENTE</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 CVI/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | <u>Category 2</u> : Plurality and diversity of media, a level economic playing field and transparency of ownership |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b><br>(                               | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Financial; equipment   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 54 100  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 34 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | The women and young people of São Vicente  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                      | São Vicente Town Hall  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | São Vicente  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | São Vicente Town Hall, Mindelo   |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The Cape Verdean press currently comprises 5 newspapers and specialist magazines, which are published in Praia—the capital—and Mindelo, the country's second largest city. There are 4 privately owned newspapers, namely, *Terra Nova*, a monthly publication owned by the Capuchin Brothers, and published for the last 24 years; the fortnightly *Artiletra*; the monthly economic and business newspaper, *Cifrão*; and the weekly *A Semana*. The state-owned weekly, *Horizonte*, was first published in 1999. The audio-visual sector comprises the state-owned Radiotélévision Capverdienne (RTC), *Radio Nova*, *Radio Commercial* and *Praia FM* (a regional radio station headquartered in Praia), *Radio Morabeza* and 3 community radios (*Santo Antão*, *Mosteiro* and *São Nicolau*). There are still no privately owned television stations.

The island of São Vicente—Cape Verde's seventh largest island, with a 97% urbanisation rate (much higher than the national average)—has the highest unemployment rate in the country (23%, compared to the national average of 17 %). The unemployment rate is highest among women and youths. São Vicente has a youthful population: 66% of the inhabitants are less than 30 years old. Consequently, many of them take up an artistic career. São Vicente has always been culturally fertile. Today, because of its rich musical and artistic scene—theatre, plastic arts, painting, etc.—, the city of Mindelo is considered to be the cultural capital of Cape Verde. The *Centre national d'artisanat* (National Arts and Crafts Centre) in Mindelo was established a few years ago to support local arts and crafts activities, and particularly the production and sale of ceramic and coconut shell objects, and stone and seashell necklaces. In addition to that initiative, the São Vicente Town Hall would like to set up a Community Multimedia Centre (CMC) for the local artists, affording them access to new technologies and enabling them to promote their know-how. This project provides for (i) the acquisition of radio-broadcasting and computer equipment, (ii) the organization of training workshops in the management and maintenance of a radio station, and (iii) an introduction to new technologies. The other aspects of the telecentre will serve to ensure the sustainability of the project.

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

Setting up a radio station and telecentre in the city of Mindelo—which is the capital of the island of São Vicente, with a population of more than 80,000 inhabitants (66% under the age of 30)—will generate significant involvement on the part of the island's population.

### **3. DEVELOPMENT OBJECTIVE**

The Community Multimedia Centre will be a driving force for positive behavioural change among the island's populations, in the zone where it will be located. It will facilitate the socio-political and cultural activities engaged in by cultural players, who are, for the most part, women and youths.

### **4. IMMEDIATE OBJECTIVE**

To acquire the technical equipment required to set up the São Vicente Community Multimedia Centre, and train the personnel who will be running it.

### **5. EXPECTED PROJECT OUTPUTS**

The women and young artists of São Vicente will be more aware of development issues, and more familiar with ICTs.

The population of São Vicente will have access to a radio station broadcasting their personal messages and programmes primarily on cultural issues.



## **6. ACTIVITIES**

- Acquire equipment for the radio station and telecentre;
- Set up the CMC;
- Train personnel;
- Raise local awareness of development issues;
- Promote artistic and cultural creation, and foster inspiration;
- Encourage creativity-promoting initiatives among the population, especially young people;
- Contribute to the dissemination of high-quality production techniques;
- Organise game and other programmes to promote the island's cultural productions;
- Heighten awareness of the history of São Vicente and its cultural heritage;
- Familiarize the local population with ICTs.

## **7. PROJECT INPUTS**

- Equipment for the setting up of the community radio;
- Equipment for the setting up of the telecentre (telephone, fax, Internet, scanner, computers, etc.);
- Radio-broadcasting, management and ICT training for CMC personnel.

## **8. WORK PLAN**

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

## **9. INSTITUTIONAL FRAMEWORK**

The São Vicente Town Hall will work closely with the *Association des artistes de Mindelo* (Association of Mindelo Artists) and the *Association des journalistes du Cap Vert* (AJOC, Association of Cape Verdean Journalists) to implement the project. The experience brought by the journalists who already work in the radio sector will be particularly useful for the implementation and monitoring of the project.

## **10. SUSTAINABILITY**

The running of the São Vicente Community Multimedia Centre will be supported with funds raised by the broadcasting of private messages on behalf of the local population, and through the various paying services offered by the telecentre (fax, scanner, computing, Internet, etc.).

## **11. FRAMEWORK OF MONITORING**

The project will be jointly monitored by the *Association des Journalistes du Cap Vert* (AJOC) and BRENDA.

## **12. EVALUATION**

A study commissioned by the São Vicente Town Hall showed that the young people would remain marginalised if a more appropriate means of communication (radio) was not quickly placed at their disposal.

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

Every 4 months, the São Vicente Town Hall will submit to the UNESCO Office in Dakar a detailed report on the progress of the project.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE                            | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|---|------------------|--|-------------|
| PDC/7CVI/01<br>350-CVI-71                           | 35,000           | CAPE VERDE<br>DEVELOPMENT OF COMMUNICATION   | 1986 - 1988 |
| PDC/18CVI/01<br>352-CVI-81                          | 60,000           | COMPUTERIZATION OF THE NEWSROOM OF THE NATIONAL RADIO                              | 1998 – 1999 |
| PDC/19CVI/01<br>352-CVI-91                          | 25,000           | DOCUMENTATION CENTRE   | 1999 – 2003 |
| PDC/19CVI/02<br>352-CVI-92                          | 25,000           | STRENGTHENING OF THE INDEPENDENT NEWSPAPER “A SEMANA”                              | 1999 – 2002 |
| PDC/20CVI/0<br>548-CVI-5061<br>FIT-<br>LUXEMBOURG   | 28,000           | DEVELOPMENT OF THE MAGAZINE “ARTILETRA”  | 2003 – 2004 |
| PDC/21 CVI/01<br>353CVI5011                         | 10,000           | INSTALLATION OF AN INTERNAL COMMUNICATION NETWORK AT THE INFORPRESS<br>NEWS AGENCY | 2003 – 2003 |
| PDC/48 CVI/01<br>354CVI5041                         | 25,000           | MEDIA LAW REFORM   | 2005-2006   |
| <b>TOTAL CAPE VERDE: US\$ 180,000+ 28,000 (FIT)</b> |                  |  |             |

### Preliminary activities

The São Vicente Town Hall has successfully worked with the UNESCO Office in Dakar (BREDA) on several occasions, on projects in the areas of culture, education and the environment. On each occasion, the impact of the project was beneficial to the target populations.

## BUDGET

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

|   |               |
|---|---------------|
| Technical equipment for the studio: audio mixing console, 4 microphones with stands, acoustic loudspeakers, headphones, audio amplifier, sound card, wiring and connectors: | 7 000         |
| Computer with professional sound-processing software, and 19” screen:   | 2 400         |
| 500 VA UPS:   | 200           |
| Digital satellite receiver:   | 300           |
| Receiving antenna:  | 50            |
| Field reporting equipment (recorder, headphones, microphone)  | 2 540         |
| 1 kW stereo FM transmitter:   | 4 900         |
| Transmitting antenna (4 omnidirectional aerials, 50-metre feed line, cabling and couplers):   | 2 500         |
| 6 desktop computers:  | 6 000         |
| 2 printers:   | 2 000         |
| Scanner:  | 950           |
| Photocopying machine:   | 3 000         |
| Television receiver:  | 1 500         |
| Video recorder:   | 660           |
| <b>TOTAL:</b>   | <b>34 000</b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION<br/>(in US dollars)</b>                        |                      |
|---|----------------------|
| Submission of the technical offer (consultations, preparation of the file, photocopying): | 500                  |
| Submission of the financial offer (consultations, bank guarantee, photocopying):          | 3 000                |
| Licence:  | 100                  |
| Rentals:  | 7 000                |
| Office furniture:   | 2 500                |
| Electrical power supply (one year):   | 2 000                |
| Administrative expenses (salaries, etc.):   | 5 000                |
| <b><u>TOTAL:</u></b>  | <b><u>20 100</u></b> |

# CHAD

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>STRENGTHENING THE RESOURCES OF THE DEPARTMENT OF INFORMATION AND COMMUNICATION SCIENCES AND TECHNIQUES AT THE UNIVERSITY OF N'DJAMENA</b> |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 CHD/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | Category 4 : Professional training and support for training institutions to promote freedom of expression, pluralism and diversity           |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 316 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 40 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | Université of N'Djamena, Department of Information and Communication Sciences and Techniques   |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                        | UNESCO Regional Office in Yaoundé<br>Tel (+237) 22 20 35 47 / 48<br>E-Mail: <a href="mailto:yaounde@unesco.org">yaounde@unesco.org</a>       |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Université of N'Djamena,<br>Department of Information and Communication Sciences and Techniques.   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | Department of Information and Communication Sciences and Techniques.<br>Contact person: Jean-Pierre Ilboudo                                  |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Department of Communication in the Faculty of Arts and Social Sciences of the University of N'Djamena was set up in 2000. To date it has trained 105 students in four specializations: Journalism, Organizational Communication, Human Resource Management and Cultural Activities. The Department interrupted recruitment for two years in 2004 due to the political problems occurring within the country. In academic year 2009-2010, only two classes were functioning: Level 1 and Masters Level. For the current year, 14 students have enrolled for a Masters Degree and two lecturers within the department are finishing their doctoral theses. The difficulties experienced by the Department are essentially logistical: two cramped classrooms used on a rota basis and a very poorly equipped, embryonic laboratory.

The Minister for Communications of the Republic of Chad considers that the issue of training for journalists is crucial for the country. The few human resources with competences in journalism have been scooped up by NGOs and international organizations working within the country. A training plan for managers is currently operational and, for most participants who are trained *in situ*, is essential.

The Minister has drawn attention to two aspects of the project: the UNESCO quality mark for teaching programmes in Chad and the coordinated intergovernmental search for solutions to the crucial problem which "proper education in journalism" represents for Chad. He has clearly indicated that Chad has things to offer as well as to receive within this exchange, making it known that he would be personally attentive to the reciprocal nature of this exchange.

The evaluation mission to Chad which the UNESCO Office in Yaounde entrusted to ESSTIC in August 2010 has made in the following observations:

- The illegibility of current teaching programmes in terms of specializations and of courses devoted to particular professions;
- The incoherence of teaching consequent upon its arrangement into teaching units or modules;
- The relevance of recentring teaching on journalism in order to adapt it to the profiles of teaching staff currently available and to make it eligible for UNESCO programmes;
- The absence of doctoral level qualifications in information and communication sciences among teaching staff;
- The inadvisability of extending teaching to Masters level given the quantitative and qualitative insufficiency of teaching staff, before external teaching interventions can be implemented and before there is a quantitative and qualitative strengthening of permanent teaching staff;
- The strengthening of human resource capabilities in the teaching of journalism at the University of N'Djamena;
- The renewal of teaching programmes in order to aspire to the UNESCO quality mark as a Centre of Excellence for teaching journalism;
- The acquisition of equipment for practical journalism work.

These are some of the problems identified, especially that concerning the renewal of teaching programmes. This project aims to use ESSTIC as a Centre of Excellence to reorganize the Department of Communication at the University of N'Djamena by setting up a School of Journalism which will make use of UNESCO standards in its course design.

### 2. DESCRIPTION OF THE TARGET GROUPS

Teaching staff at the Université of N'Djamena, Department of Information and Communication Sciences and Techniques.

### 3. DEVELOPMENT OBJECTIVE

The project contributes to the development of training institutions for free and independent journalism, ensuring the observance of ethics and rules of professional conduct by future Chadian media professionals.

### 4. IMMEDIATE OBJECTIVE

This project aims to assist the University of N'Djamena to set up effective journalism teaching programmes, to train senior staff in the teaching of journalism, to benefit from teaching programmes by foreign universities, to take part in a network of exchanges of teaching staff, students and experiences along with other universities, and to benefit from logistical support for the teaching of journalism.

### 5. EXPECTED OUTPUTS

- Journalism training programmes reviewed and redesigned on the basis of UNESCO models for training courses in journalism;
- Two lecturers from the Department of Information and Communication Sciences and Techniques at the University of N'Djamena to be trained at the ESSTIC Doctoral School (Yaounde);
- Two ESSTIC missions specializing in the teaching of journalism to be sent to N'Djamena;
- The new journalism course to be provided with the necessary equipment and appropriate documentation.

### 6. ACTIVITIES

- One mission by an ESSTIC expert to renew journalism teaching programmes and to organize a two-day validation seminar;
- Recruitment of two lecturers from the Yaounde STIC Department to enrol on the doctoral programme in Information and Communication Sciences at the University of Yaounde (ESSTIC);
- Organization of three ESSTIC training to provide teaching in journalism and train students taking the course;
- Acquisition of equipment for practical journalism work.

### 7. PROJECT INPUTS

- One ESSTIC expert for renewal of journalism teaching programmes;
- Three ESSTIC trainers for training in journalism at the University of N'Djamena;
- Two grants for two Chadian trainers to be trained at ESSTIC/ Yaounde;
- Two office computers and DTP and multimedia software, 2 video projectors, one laptop computer, one video camera, 3 audio recorders, 4 digital cameras for organizing practicals, one screen and two mobile flip charts.

### 8. WORK PLAN

| ACTIVITIES / MONTH                                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Revision of the action plan                           | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Development of the training programme                 |   | ■ | ■ | ■ |   |   |   |   |   |    |    |    |
| Acquisition of equipment and materials for practicals |   |   |   |   | ■ | ■ | ■ |   |   |    |    |    |
| ESSTIC journalism training missions                   |   |   |   |   |   |   | ■ | ■ | ■ | ■  | ■  | ■  |
| Training of trainers                                  |   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Write-up and submission of reports                    |   |   |   |   |   |   |   |   |   |    | ■  | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The Department of Information and Communication Sciences and Techniques at the University of N'Djamena, under the direction of the Ministry of Higher Education and the Rectorate, will be responsible for the activities of this project in collaboration with the UNESCO Office in Yaounde and the UNESCO Office at N'Djamena.

## 10. SUSTAINABILITY

The viability of this project is ensured by undertakings made by the Government of Chad, which will provide a substantial, material and financial matching contribution in terms of institutional support for the development of the School of Journalism.

## 11. FRAMEWORK OF MONITORING

Project monitoring and evaluation will be carried out by the UNESCO Office at Yaounde, in collaboration with the UNESCO Office at N'Djamena. Pedagogical supervision will be provided by the ESSTIC unit of the University of Yaounde-2

## 12. EVALUATION

During the evaluation mission which UNESCO has commissioned from ESSTIC, meetings were held with the relevant political authorities (Minister of Higher Education and Minister of Communication) and academic authorities (Rector, Faculty Dean, Head of Department) as well as the Director General of the Chadian Television Service (Office National de la Radio Télévision Tchadienne), and working sessions were organized with them. The outcomes of this mission highlighted a real need to restructure the Department of Communication Sciences and Techniques and to set up a real School of Journalism within the Department with a view to offering quality professional training complying with UNESCO standards to student journalists. This mission also revealed the Chadian authorities' political resolution to contribute effectively towards the achievement of the project.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Department of Communication and Information Sciences and Techniques of the University of N'Djamena will be responsible for submitting six-monthly and end-of-project reports to the UNESCO Office in Yaounde.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                    | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|---|------------------|---|-------------|
| PDC/4CHD/14<br>350-CHD-41                   | 40,000           | CHAD<br>REHABILITATION OF THE MASS MEDIA                        | 1983 -1985  |
| PDC/11CHD/01<br>501-CHD-01<br>(SWITZERLAND) | 106,000          | REHABILITATION OF THE CHAD PRESS AGENCY                         | 1990 -1993  |
| PDC/15CHD/01<br>352-CHD-51                  | 60,000           | TRAINING OF JOURNALISTS AND AUDIO-VISUAL PROFESSIONALS          | 1995 -1998  |
| PDC/24 CHD/01<br>354-CHD-5031               | 30,000           | STRENGTHENING THE CAPACITY OF AGENCE TCHADIENNE DE PRESSE (ATP) | 2004 - 2005 |
| PDC/48 CHD/01<br>354-CHD-5041               | 25,000           | CAPACITY-BUILDING OF THE CHADIAN MEDIA                          | 2005-2006   |
| PDC/49 CHD/02<br>354 CHD 5053               | 20,000           | STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"       | 2006-2007   |
| PDC/52 CHD/01<br>354 CHD 5071               | 38,500           | CHAD:ESTABLISHMENT OF A PRESS HOUSE                             | 2008-2009   |
| PDC/52 CHD/02<br>354 CHD 5072               | 24,200           | CHAD:REINFORCING THE ROLE OF THE HIGH COUNCIL FOR COMMUNICATION | 2008-2009   |

|  |        |  |           |
|--|--------|--|-----------|
| PDC/53 CHD/01<br>354 CHD 5081                                  | 24,200 | CAPACITY BUILDING FOR THE DAILY, LE PROGRÈS          | 2009-2010 |
| PDC/54 CHD/01<br>354 CHD 5091                                  | 27,500 | CHAD: STRENGTHENING THE CAPACITY OF RADIO FM LIBERTÉ |           |
| <b>TOTAL CHAD: US\$ 289,400+ US\$ 106,000 (FUNDS-IN-TRUST)</b> |        |  |           |

## B U D G E T

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

|  | Qty      | Unit price | Total         |
|--|----------|------------|---------------|
| <i>Mission for renewal of programmes and validation seminar (1 person)</i> |          |            |               |
| Hotel in Doula   | 1 night  | 170        | 170           |
| Hotel in N'Djamena   | 6 nights | 336        | 2 016         |
| Air fare Douala - N'Djamena (Return):                                      |          |            | 726           |
| Fees:  | 6 days   | 200        | 1 200         |
| <i>PhD training at ESSTIC Yaounde (2 student trainers, 9 months)</i>       |          |            |               |
| Academic Enrolment Fees:   | 2        | 1 163      | 2 326         |
| Accommodation/subsistence:   | 2        | 3 812      | 7 624         |
| Air fare Douala - N'Djamena (Return):                                      | 2        | 746        | 1 492         |
| Teaching material (inclusive charge):                                      |          |            | 1 000         |
| Research fees (thesis):  | 2        | 329        | 658           |
| <i>Training of ESSTIC teaching staff (3 lecturers for one week)</i>        |          |            |               |
| Hotel in Doula   | 1 night  | 170        | 510           |
| Hotel in N'Djamena   | 6 nights | 336        | 6 048         |
| Air fare Douala - N'Djamena (Return):                                      | 3        | 726        | 2 178         |
| Taxis, bus transport   |          |            | 132           |
| Fees:  | 6 days   | 200        | 3 600         |
| <i>Equipment</i>   |          |            |               |
| Computers with accessories:  | 2        | 1 500      | 3 000         |
| Printers:  | 2        | 300        | 600           |
| Digital Cameras:   | 4        | 400        | 1 600         |
| Video projectors:  | 2        | 1 150      | 2 300         |
| Mobile Flip Charts:  | 2        | 200        | 400           |
| Recorders:   | 3        | 800        | 2 400         |
| <b>TOTAL:</b>  |          |            | <b>40 000</b> |



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

|   |                       |
|---|-----------------------|
| Building to house the new School of Journalism: | 200 000               |
| Research grants for doctoral students:          | 20 000                |
| Visiting Lecturers                              | 4 600                 |
| Temporary teaching staff:                       | 2 400                 |
| Teaching aids.                                  | 3 000                 |
| Operational costs of School of Journalism:      | 10 000                |
| Annual Salaries of Lecturers in Journalism:     | 36 000                |
| <b><u>TOTAL:</u></b>                            | <b><u>276 000</u></b> |

# CHAD

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>TRAINING OF MEDIA PROFESSIONALS IN ELECTORAL REPORTING</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 CHD/02</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | Category 3 : Media as platform for democratic discourse  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 44 200  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 31 700  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | Media professionals  |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                        | UNESCO Office<br>B.P. 12909, YAOUNDE<br>Republic of Cameroon,<br><i>Tel</i> : (237) 22 20 35 47 /22 20 35 48<br>E-Mail: <a href="mailto:yaounde@unesco.org">yaounde@unesco.org</a> |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | N'Djamena  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | Haut Conseil de la Communication du Tchad,<br>N'djamena<br><u>Contact person:</u> OJONG CLETUS   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

With the approach of legislative and local elections which are due at the end of 2010, the Haut Conseil de la Communication (High Council for Communication, HCC) intends to strengthen the capabilities of public and private media with a view to their participation in these polls. The problem faced by Chad during this crucial period is not only one of organizing elections, but above all one of ensuring their transparency and credibility. From this perspective, the contribution of the media and communication professionals is decisive, the more so that new legislative provisions authorize the publication of partial results and the broadcast of commentaries on the progress of electoral processes on election day.

The mission of supervising the electoral campaign for which the body which regulates the media in Chad is responsible (HCC), already faced with difficulty because of deficiencies in the material and human resources available, becomes problematic if actions are not carried out to train and raise the awareness of communicators and broadcasters.

UNESCO has shown particular interest in strengthening the capabilities of the High Council for Communication. Its constant support has enabled the body responsible for regulating communication within Chad to administer its responsibilities for internal management and training of communication professionals more effectively.

For these reasons, this project for training communication professionals in the coverage of elections is being submitted for consideration by the IPDC.

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

Public and private media professionals operating in the audiovisual communication sector and in the printed press sector are the principle beneficiaries.

### **3. DEVELOPMENT OBJECTIVE**

Improve the professional skills of journalists when covering the electoral process in Chad.

### **4. IMMEDIATE OBJECTIVE**

The principal objective is to better inform communicators about mechanisms for covering elections and about the drafting of a Code of Conduct during this period.

### **5. EXPECTED OUTPUTS**

- 100 Chadian media professionals trained in coverage of the electoral campaign;
- Identification of risks inherent in media coverage of elections;
- Guidelines for communicators made available to media professionals.

### **6. ACTIVITIES**

- Identification and recruitment of a group of local contributors;
- Organization of four-day training workshops at N'Djamena, Abéché and Sarh;
- Drafting and submission of interim reports and the final project report.

### **7. PROJECT INPUTS**

- 3 trainers;
- 100 participants (drawn from all media);

- Fees for the three trainers;
- Teaching materials;
- Training room.

## 8. WORK PLAN

| ACTIVITIES / MONTH   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Identification and recruitment of a group of local contributors; | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Identification and invitations to workshop participants          |   | ■ | ■ | ■ |   |   |   |   |   |    |    |    |
| Organization of a workshop at N'Djamena                          |   |   |   |   | ■ | ■ |   |   |   |    |    |    |
| Drafting of report on workshop                                   |   |   |   |   |   | ■ |   |   |   |    |    |    |
| Organization of a workshop at Abéché                             |   |   |   |   |   |   | ■ | ■ |   |    |    |    |
| Drafting of report on workshop                                   |   |   |   |   |   |   |   |   | ■ |    |    |    |
| Organization of a workshop at Sarh                               |   |   |   |   |   |   |   |   | ■ | ■  |    |    |
| Drafting and submission of final project report                  |   |   |   |   |   |   |   |   |   |    | ■  | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The High Council for Communication is a regulatory body created in 1994 by presidential decree and placed under the authority of the Prime Minister and Head of Government with the special status of an independent administrative body. It has been entrusted with the mission of assuring freedom of expression and the independence of the private and public press. Through its decision-making powers, it may adjudicate on any breach of the code of professional ethics following advice by professional associations, and has the power to impose moral sanctions on any public or private media who may fail to respect their obligations.

## 10. SUSTAINABILITY

The final project report and the evaluation report may give rise to a new approach affecting its impact and viability.

## 11. FRAMEWORK OF MONITORING

Operational responsibility for the project will be undertaken by the HCC and the UNESCO Office in Chad; the Yaounde Office will supervise implementation processes.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Executive Council of the High Council for Communication will prepare and submit a three-monthly report to the UNESCO Office in Yaounde.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE                    | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|---|------------------|---|-------------|
| PDC/4CHD/14<br>350-CHD-41                   | 40,000           | CHAD<br>REHABILITATION OF THE MASS MEDIA                        | 1983 -1985  |
| PDC/11CHD/01<br>501-CHD-01<br>(SWITZERLAND) | 106,000          | REHABILITATION OF THE CHAD PRESS AGENCY                         | 1990 -1993  |
| PDC/15CHD/01<br>352-CHD-51                  | 60,000           | TRAINING OF JOURNALISTS AND AUDIO-VISUAL PROFESSIONALS          | 1995 -1998  |
| PDC/24 CHD/01<br>354-CHD-5031               | 30,000           | STRENGTHENING THE CAPACITY OF AGENCE TCHADIENNE DE PRESSE (ATP) | 2004 - 2005 |
| PDC/48 CHD/01                               |                  | CAPACITY-BUILDING OF THE CHADIAN MEDIA                          | 2005-2006   |

|  |        |   |           |
|--|--------|---|-----------|
| 354-CHD-5041   | 25,000 |   |           |
| PDC/49 CHD/02<br>354 CHD 5053                                  | 20,000 | STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"       | 2006-2007 |
| PDC/52 CHD/01<br>354 CHD 5071                                  | 38,500 | CHAD:ESTABLISHMENT OF A PRESS HOUSE                             | 2008-2009 |
| PDC/52 CHD/02<br>354 CHD 5072                                  | 24,200 | CHAD:REINFORCING THE ROLE OF THE HIGH COUNCIL FOR COMMUNICATION | 2008-2009 |
| PDC/53 CHD/01<br>354 CHD 5081                                  | 24,200 | CAPACITY BUILDING FOR THE DAILY, LE PROGRÈS                     | 2009-2010 |
| PDC/54 CHD/01<br>354 CHD 5091                                  | 27,500 | CHAD: STRENGTHENING THE CAPACITY OF RADIO FM LIBERTÉ            |           |
| <b>TOTAL CHAD: US\$ 289,400+ US\$ 106,000 (FUNDS-IN-TRUST)</b> |        |   |           |

## B U D G E T

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

|  | Qty    | Unit price | Total         |
|--|--------|------------|---------------|
| <b>N'Djamena Workshop</b>                    |        |            |               |
| Fees for 3 trainers:                         | 4 days | 200        | 2 400         |
| Teaching material (lump sum):                |        |            | 1 500         |
| Transportation for the 40 participants:      | 4 days | 20         | 3 200         |
| Coffee and lunch breaks for 40 participants: | 4 days | 20         | 3 200         |
| Photocopies (lump-sum):                      |        |            | 1 500         |
| <b>Abéché Workshop</b>                       |        |            |               |
| Fees for 3 trainers:                         | 4 days | 200        | 2 400         |
| Teaching material (lump sum):                |        |            | 1 500         |
| Transportation for the 30 participants:      | 4 days | 20         | 2 400         |
| Coffee and lunch breaks for 30 participants: | 4 days | 20         | 2 400         |
| Photocopies (lump-sum):                      |        |            | 1 000         |
| <b>Sarh Workshop</b>                         |        |            |               |
| Fees for 3 trainers:                         | 4 days | 200        | 2 400         |
| Teaching material (lump sum):                |        |            | 1 500         |
| Transportation for the 30 participants:      | 4 days | 20         | 2 400         |
| Coffee and lunch breaks for 30 participants: | 4 days | 20         | 2 400         |
| Photocopies (lump-sum):                      |        |            | 1 500         |
| <b>TOTAL:</b>                                |        |            | <b>31 700</b> |

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

|                                       |                      |
|---------------------------------------|----------------------|
| Equipment                             | 6 000                |
| Administrative and logistics support: | 3 500                |
| Communications:                       | 2 000                |
| Activity report:                      | 1 000                |
| <b><u>TOTAL:</u></b>                  | <b><u>12 500</u></b> |

## CONGO (REPUBLIC OF CONGO)

| <b>A. PROJECT IDENTIFICATION</b> |                                     |  |
|----------------------------------|-------------------------------------|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                | <b>PROMOTION OF FREE, INDEPENDENT AND CREDIBLE MEDIA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                       | <b>IPDC/55 PRC/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MASS MEDIA</b>       | <b>Print and audio-visual media</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>           | <b>Promotion of freedom of expression and media pluralism</b>  |
| <b>5.</b>                        | <b>SCOPE</b>                        | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b> | <b>Financial</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>        | <b>US\$ 28 214</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>   | <b>US\$ 24 500</b>   |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>          | Ministry of Communication and Parliamentary Relations, Office of the Government Spokesman.<br>Mr Alain Guy Robert Onguele<br>Tel. 864.57.38. / alainonguele@yahoo.fr |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>            | UNESCO Office in Brazzaville   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>             | <b>Brazzaville</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>          | <b>Mr Alain Guy Onguele, with the support of Mr Michel E. Kenmoe, Communication Advisor, UNESCO/Libreville</b>   |
| <b>DECISION OF THE BUREAU:</b>   |                                     |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

In the Republic of Congo, freedom of the press is guaranteed by four (4) fundamental texts, namely, the Fundamental Law on Democratic Transition of 1991-1992, the Constitution of 15 March 1992, the Fundamental Law on Flexible Transition of 1997-2002, and the Constitution of 20 January 2002. Supporting these texts are various other laws, such as the Press Freedom Act (no. 30/96) of 2 July 1996, the Freedom of Information and Communication Act (no. 8-2001) of 12 November, the Pluralism in Public Audiovisual Media Act (no. 15-2001) of 31 December 2001, and the organic law (no. 4-2003) of 18 January 2003 establishing the missions, organisation, composition and functioning of the Higher Council for Freedom of Communication (CSLC, *Conseil Supérieur de la Liberté de Communication*). As a general rule, the regulatory framework is conducive to the promotion of media pluralism, the prohibition of censorship, free access to information sources, and the regulation of the sector by an independent body—the CSLC, established in 2003. Moreover, under the Freedom of Information and Communication Act (no. 8-2001), journalists cannot be imprisoned for press offences.

In statistical terms, Congo boasts more than 50 newspapers, the majority of which are published either weekly or on an irregular basis. Only two newspapers are published on a daily basis: *La Semaine Africaine* and *Les Dépêches de Brazzaville*. In the audiovisual sector, there has been a sharp increase in the number of operators since 2000. Currently, there are 37 radio stations operating in the country, 9 of which are community or associative radios.

As regards the training of media professionals, the vast majority of journalists currently employed in the country have been trained—and continue to be trained—at the Department of Communication Sciences and Technologies in the Faculty of Arts and Humanities (Marien University). The country also boasts 7 other training structures for journalists.

The daily practice of journalism, however, is often the target of harsh criticism. Journalists are regularly accused of practices which bring their profession into disrepute. Such practices include a lack of objectivity in news reporting, the high proportion of subjects relating to politics, to the detriment of other subject of importance to the population, biased reporting, use of the media to settle scores..., in a word, a general failure to uphold ethical standards and codes of conduct (see, Proceeding of the Conference on the Practice of Journalism in Congo, 8-10 June 2009).

In light of the foregoing, there is a need to strengthen professional capacity in the implications of freedom of expression. As such, this project proposes to (i) sensitize media professionals to the importance of upholding codes of conduct and ethical standards, and (ii) organize refresher programmes on reporting on subjects other than politics (e.g., the environment, the fight against poverty, development, the economy, etc.).

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

The group targeted by this project comprises journalists, editors and producers from public and private news agencies (printed press and audiovisual).

### **3. DEVELOPMENT OBJECTIVE**

To strengthen the role of journalists in promoting freedom of expression and diversity of opinion.



#### 4. IMMEDIATE OBJECTIVE

100 sensitised and trained journalists, editors and publication directors who are upholding the ethical standards and codes of conduct of their profession, and who are suitably reporting on an increasing number of subjects relating to the environment, the fight against poverty, health, etc.

#### 5. PROJECT OUTPUTS

- At least 100 print-media and audiovisual journalists, including some 30 female journalists, possessing the skills required to report on subjects relating to the environment, the fight against poverty, health, education, assessing the needs of the community, etc.
- At least 100 print-media and audiovisual journalists increasingly upholding the ethical standards and codes of conduct of their profession.

#### 6. ACTIVITIES

- Implementation of actions, conducted throughout the country over a period of one month, to sensitize journalists to the importance of upholding ethical standards and codes of conduct.
- Two-week training course in news reporting.

#### 7. PROJECT INPUTS

- 5 trainers with experience in reporting on the economy, the environment, health, the fight against poverty, etc.
- 1 Consultant for the production of materials to be used in heightening awareness of the importance of upholding ethical standards and codes of conduct.

#### 8. WORK PLAN

| ACTIVITIES/MONTH   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|--|---|---|---|---|---|---|---|---|---|
| Selection of the consultant, and production of communication materials |   |   |   |   |   |   |   |   |   |
| Heightening awareness of the importance of upholding ethical standards |   |   |   |   |   |   |   |   |   |
| Selection of trainers  |   |   |   |   |   |   |   |   |   |
| Training course  |   |   |   |   |   |   |   |   |   |
| Report   |   |   |   |   |   |   |   |   |   |

#### 9. INSTITUTIONAL FRAMEWORK

The Ministry of Communication and Parliamentary Relations, Office of the Government Spokesman, is responsible for formulating and implementing the Congo Government's policy on the development of the communication sector. The Ministry is made up of a number of technical departments.

#### 10. SUSTAINABILITY

In the course of the programme to heighten awareness of the importance of upholding ethical standards and codes of conduct, emphasis will be placed on the establishment, by the professionals themselves, of a framework enabling them to make a self-critical assessment of their profession. Establishing such a framework will undoubtedly contribute to preserving and maintaining the accomplishments of this project.

## 11. FRAMEWORK OF MONITORING

A Technical Committee will be set up. Its role will be to ensure that the project objectives are achieved. The Committee will comprise representatives from the following bodies: the UNESCO Office in Brazzaville; the Ministry of Communication and Parliamentary Relations, Office of the Government Spokesman; the Congolese Media Observatory (OCM, *Observatoire Congolais de Médias*); Higher Council for Freedom of Communication (CSLC, *Conseil Supérieur de la Liberté de Communication*). Periodic progress reports will be drawn up and submitted to the IPDC Office, and to all of the bodies involved.

## 12. EVALUATIONS

This project has been prepared with reference to the state of play established and the recommendations formulated during the December 2009 conference entitled "The practice of journalism in Congo: What future for the profession". Indeed, the issues addressed by this project were among the obstacles identified during the conference as barriers to the development of the communication sector in the Republic of Congo.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Two reports will be submitted to the UNESCO Office: the first will be submitted following the implementation of the awareness programme, and will present the results of the latter; the second will be submitted at the end of the project, and will provide details on the implementation of the project.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET<br>CODE                | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/11PRC/01<br>352-PRC-11                 | 125,000          | REPUBLIC OF CONGO : ESTABLISHMENT OF A COMPUTERIZED DOCUMENTATION AND ARCHIVES CENTRE FOR THE PRESS, RADIO AND TV | 1990 - 1993 |
| PDC/14PRC/01<br>352-PRC-41                 | 50,000           | RENEWAL OF BROADCASTING EQUIPMENT   | 1993 - 1996 |
| PDC/20PRC/01<br>353-PRC-01                 | 30,000           | REHABILITATION OF THE ACI (CONGOLESE NEWS AGENCY)   | 2000 - 2002 |
| PDC/48 PRC/01<br>354-PRC-5041              | 20,000           | SEMINARS FOR MEDIA PROFESSIONALS PROMOTING FREEDOM OF EXPRESSION AND FREE FLOW OF INFORMATION                     | 2005-2006   |
| PDC/51 PRC/01<br>523-PRC-5000<br>(FIT-USA) | 31,414           | CONGO (REP. OF): TRAINING OF JOURNALISTS TO IMPROVE UPCOMING ELECTIONS  | 2007-2008   |
| TOTAL CONGO: US\$ 225,00+31,414            |                  |   |             |

### D. BUDGET

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

| <b>Training/heightening awareness:</b>   |       |
|--|-------|
| Transportation for participants from the interior of the country<br>(60 pers. @ \$25./pers.) | 1 500 |
| Trainers' fees (\$150 x 5 pers. x 10 days)   | 7 500 |
| Catering (cocktails, coffee break, lunch break) (\$5 x 100 pers. x 10 days)                  | 5 000 |
| Consultant's fee for production of awareness programme materials                             | 2 500 |
| Printing of communication materials (1,000 copies)   | 4 000 |
| Logistics for training workshops (hiring of room, purchase of supplies, photocopying)        | 1 500 |
| Production of broadcast advertisements for the awareness programme                           | 2 000 |

|                     |               |
|---------------------|---------------|
| Drafting of reports | 500           |
| <b>TOTAL:</b>       | <b>24 500</b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b><br><b>(in US dollars)</b>          |              |
|---|--------------|
| Coordination and miscellaneous (telephone, monitoring, invitations, badges, etc.) | 2 714        |
| Secretarial tasks for training course   | 500          |
| Broadcasting of advertisements on public channels                                 | 500          |
| <b>TOTAL :</b>  | <b>3 714</b> |

## CONGO (Democratic Republic of Congo)

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                        | <b>RURAL RADIO FOR THE YOUTH AND WOMEN OF BUKAVU</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                               | IPDC/55 ZAI /01  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                   | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b>                                | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Equipment  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                | US\$ 40 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM THE PIDC</b>       | US\$ 26 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                  | ROAR CONGO NETWORK (RCN)<br>M. Placide Bagalwa, Director<br>144 avenue P.E.Lumumba<br>Commune d'Ibanda, Province Sud-Kivu,<br>Bukavu / RDC Tel. : +442084324090<br>Mob. : +447529283540/+243998765276<br>E-mail : Rcnbukavu@yahoo.fr |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                    | UNESCO / Kinshasa<br>Michel E. Kenmoe, Communication Advisor,<br>Libreville Regional Office  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                     | ROAR CONGO NETWORK: 144 avenue<br>P. E. Lumumba, Commune d'Ibanda,<br>Province du Sud-Kivu, Bukavu   |
| <b>12.</b>                       | <b>PROJET PREPARED BY</b>                   | Placide BAGALWA, Director of RCN, with<br>the assistance of Michel E. Kenmoe,<br>UNESCO / Libreville   |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Apart from the print media, the Democratic Republic of the Congo comprises three types of media: the public media, often managed by the government, the commercial private media and the private community media which includes our project. It should be noted that the DRC has a huge number of media organs. In the city of Bukavu, the print media boasts two weekly publications: *Karibu* and *Uhuru*. There are also three other press organizations: *Maendeleo*, *RTNC* (the official Radio and Television Broadcasting Service) and *Vision Shala* (Radio and television broadcastin).

At the legislative level, the media environment in DRC is governed by the law of 22 September 1996 on the rights and duties of journalists in RDC. In addition to this law, the Penal Code provides for press offenses.

In terms of regulation, the *Haute Autorité des Médias* (HAM) (High Authority for the Media) is the public institution responsible for regulating the media sector, and the entity responsible for self-regulation is the *Observatoire Congolais des Médias* (*The Congolese Media Watchdog*). Besides these two institutions, there is a large number of NGOs and media-professional associations, such as the *Union Nationale de la presse au Congo* (*UNPC*, Congo national Press Union), which has a branch in Sud-Kivu, and the NGO *Journalistes en Danger* (*JED*, Journalists in Danger).

In the area of training, Sud-Kivu province has two higher education institutes, each with a Communications Department. These departments organize classic continuous training geared towards students, journalists and volunteers.

Although a large part of the DRC is no longer at war, this is not the case for the Sud-Kivu where the population is still plagued with confrontations between factions. Women and young people are the main victims of rape, mutilation and other acts of violence. Unfortunately, given the absence of community media, and taking into account the current practices of the private and even the public media environments, which charge for access to the media, this population, for the most part impoverished, does not have access to the media.

The radio that the project is proposing to set up will thus give a voice to these voiceless groups, composed of women and young victims of abuse since the second war in 1998. The project will train about thirty women and young people in the production of radio content, and these trainees will host radio programs on various topics (sexual hygiene and reproduction, agriculture, animal husbandry etc.).

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

The direct beneficiaries of the project are young people and women (victims of atrocities and other war crimes), who would run the station.

### **3. DEVELOPMENT OBJECTIVE**

The project will contribute to promoting the participation of the communities in Bukavu in the democratic process, but will also give the community a measure of autonomy in the realm of communication.

### **4. IMMEDIATE OBJECTIVE**

To set up a rural radio station capable of serving 13 villages around Bukavu.

### **5. EXPECTED PROJECT OUTPUTS**

- The equipment for the community radio is installed and operational;
- 15 female community radio operators with the necessary skills and know-how to collect information on the Internet and use it in the production of their programs;

- 15 young technicians and 8 journalists trained to produce daily programs for youths and children.

## 6. ACTIVITIES

- A 3-week course on ethics, code of conduct and training methods, organised in the premises of the RCN and involving 45 members of the community from Bukavu and surrounding villages;
- Organization of a 6-day training program, at the RCN offices, on the production of broadcasts suitable for young people and children;
- Identification of suppliers, purchase and installation of equipment.

## 7. PROJECT INPUTS

The list of equipment is detailed in the budget.

In regard to the training, the investment will be used for hiring 2 trainers capable of delivering courses in radio production, ethics and ethics of media professionals, and media and information processing.

## 8. WORK PLAN

| ACTIVITIES / MONTH                                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Training workshop for journalists and technicians | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Purchase of equipment                             | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Installation of equipment                         |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Monitoring and evaluation                         | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Inauguration of the station                       |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Production and broadcast of programs              |   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Submission of activity reports                    |   |   |   | ■ |   |   |   | ■ |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

ROAR CONGO NETWORK (RCN) is a non-profit association established in July 2008 in Bukavu, in the province of Sud-Kivu, and registered under the number 01/1006/CAB/GOUPRO-SK/2009. Frequencies have been granted for the radio on a trial basis by the Ministry of Postal Services, Telephones and Communications.

The activities of RCN are financed by contributions from members, the proceeds from commercial activities enabling the organization to mobilize funds to reach its objectives in terms of self-financing, third party grants, gifts and bequests.

RCN's administration is composed of the various monitoring bodies: The General Assembly, the Executive Board, the Auditing Dept. and the Coordination Dept.

## 10. SUSTAINABILITY

When IPDC assistance ends, the project will be financed by RCN resources: the profits generated by the cybercafes run by the RCN, the gifts received from other local and international NGOs and associations, marketing and commercial advertising.

## 11. FRAMEWORK OF MONITORING

The implementation of the project will be coordinated by an RCN team under the control of the UNESCO Office.

## 12. EVALUATION

To carry out this project, the organisation held several consultation meetings with the women and the young people, as well as with the community, at which several participants expressed the view that the community should be provided with a radio station capable of giving them a voice. Also, they deplored the lack of information in various areas (health, education, agriculture) which could contribute to the development of the community and the region.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Activity reports will be sent to UNESCO every four months; they will be accompanied by concrete samples of what has been achieved, on CD and CD-ROM.

### C. ADDITIONAL INFORMATION

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

The organisation has sought assistance from sources other than the IPDC, from whom we are awaiting a response:

| In US\$                       |         |  |
|-------------------------------|---------|--|
| RCN Member Overseas:          | 8 000   | 20 computers, freight, basic software, internet connection |
| Radio Active:                 | 8 500   | Radio training, equipment and installation                 |
| Swiss Humanitarian Aid (SHA): | 100 000 | Equipment, infrastructure and training                     |
| Microsoft:                    | 80 000  | Training, broadband connection                             |
| SIDA:                         | 100 000 | Equipment, infrastructure and training                     |
| City of Geneva:               |         | 120 second-hand computers                                  |
| InfoDev:                      | 500 000 | Equipment, infrastructure and training                     |
| Europe AID:                   | 100 000 | Equipment, infrastructure and training                     |

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                     | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/8ZAI/01<br>350-ZAI-81                    | 32,500           | DEM. REP. OF CONGO: PLANNED PROGRAMME FOR THE TRAINING & DEVELOPMENT OF HUMAN RESOURCES IN THE BOOK INDUSTRY      | 1987 - 1991 |
| PDC/21 ZAI/02<br>353-DRC-5011                | 7,000            | EQUIPMENT FOR THE NEWSLETTER "TRIBUNE DE LA FEMME"  | 2003 - 2003 |
| PDC/49 ZAI/02<br>REGULAR<br>PROGRAMME        | 32,000           | CONGO (DEM. REP. OF): STRENGTHENING OF PROFESSIONAL ETHICS AND FREEDOM OF EXPRESSION IN KATANGA AND EASTERN KASAÏ | 2006        |
| PDC/54 ZAI/01<br>354 ZAI 5091                | 27,500           | CONGO (DEMOCRATIC REPUBLIC OF): CREATION OF A COMMUNITY RADIO STATION « FM KAMOLE »                               | 2010-2011   |
| <b>TOTAL DEM. REP. OF CONGO: US\$ 99,000</b> |                  |   |             |

### BUDGET

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

| Equipment              | Qty. | Unit Price | Total |
|------------------------|------|------------|-------|
| Condenser microphones: | 4    | 115        | 460   |

|  |   |                       |                      |
|--|---|-----------------------|----------------------|
| Microphone bases:  | 6 | 40                    | 240                  |
| Headphones:  | 6 | 50                    | 300                  |
| Ampli headphones:  | 1 | 150                   | 150                  |
| <i>Ultra di Pro</i> line control                                 | 1 | 150                   | 150                  |
| Audio cable (100 m.) with RCA and XLR connectors:                |   |                       | 300                  |
| Mixer console with telephone interface ( <i>hybrid system</i> ): | 1 | 3 100                 | 3 100                |
| Acoustic speakers with built-in amplifier                        | 2 | 1 000                 | 2 000                |
| Broadcast antenna with 4 components:                             | 1 | 1 000                 | 1 000                |
| Feeder line:   |   |                       | 300                  |
| Antenna mast:  |   |                       | 2 500                |
| 500W transmitter:  |   |                       | 4 900                |
| Transmission centre:   |   |                       | 9 100                |
| Freight and insurance:   |   |                       | 1 500                |
|  |   |                       |                      |
|  |   | <b><u>TOTAL :</u></b> | <b><u>26 000</u></b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> |                       |
|--|-----------------------|
| <b>(in US dollars)</b>                         |                       |
| Drafting of reports:                           | 350                   |
| Installation of materials:                     | 1 500                 |
| Microphones:                                   | 700                   |
| Radio production computers and UPSs:           | 2 700                 |
| Emergency generator:                           | 2 200                 |
| Trainers' fees:                                | 1 000                 |
| Organization of training workshops:            | 1 200                 |
| Trainee expenses:                              | 2 850                 |
| Consumables for the production:                | 500                   |
| Project monitoring:                            | 1 000                 |
|  |                       |
|  | <b><u>TOTAL :</u></b> |
|  | <b><u>14 000</u></b>  |



# COTE D'IVOIRE

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>TRAINING OF PHOTO JOURNALISTS IN AUDIO-VISUAL PRODUCTION FOR THE IVORIAN NEWS AGENCY</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>PDC/55 IVC/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | <u>Category 4</u> : Professional training and support for training institutions to promote freedom of expression, pluralism and diversity                       |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Equipment and training  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 45 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM THE IPDC</b>           | US\$ 40 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                         | Ivorian News Agency<br>04 BP 312 Abidjan 04<br>Tél : 20 30 34 80 - 20 22 71 89<br>Fax : 20 21 73 39 - 20 21 35 99<br><a href="http://www.aip.ci">www.aip.ci</a> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                      | Accra Regional Office, Ghana<br>Mrs Elisabeth MOUNDO  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Abidjan   |
| <b>12.</b>                       | <b>PROJET PREPARED BY</b>                       | Adoualou François GNANKOU<br>Technical Director<br>Mrs Elisabeth MOUNDO   |
| <b>DECISION OF THE BUREAU</b>    |   |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The Ivory Coast public and private media have their official site through which they broadcast some of their information. Today, all the national press agencies have to convert to electronic media if they want to take their rightful place in the information-driven world. And the convergence between the agency and the Internet gives a new vigour to the national agencies that do not want to remain on the periphery of this evolution, especially when the rapid development of the audiovisual landscape of the country will necessitate the taking into account of the new and pressing demands of the media, not only in the field of illustrated dispatches, but also of its video and audio components.

Since 1990, the country's media development has led to the emergence of over fifty publications (daily, weekly, monthly and bimonthly) and about fifty community radio stations. Long before all these radio stations, the public radio and television broadcasting service had been offering two television channels (competing and complementary) and two radio stations. In addition, several international UN radio stations in Ivory Coast, established in the wake of the military-political crisis, had also been broadcasting throughout the region. *Radio Nostalgie Abidjan*, a music station created in 1993, pioneered the development of audio media. Since then, it has become the most widely listened-to station in Abidjan, its sole broadcast area.

In this plethora of media, the Ivory Coast established two regulatory bodies: the CNCA/NACC (the National Audiovisual Communication Council) and the CNP/NPC (National Press Council). They monitor the media for compliance with ethical standards, and promote and guarantee pluralism in the audiovisual and print media.

Today, besides illustrated dispatches coming from the regions, the Agency wishes to transmit image and sound in real time on a dynamic website ([www.aip.ci](http://www.aip.ci)). For the Agency, the time has now come to move forward to embrace multimedia production.

This is why the Ivory Coast's Ministry of Communication is seeking assistance for this project in the form of audiovisual equipment and training for province-based journalists. Providing equipment for the head and regional offices will put at the disposal of media organs, in real time, comprehensive image and sound productions from the heart of the country.

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

Province-based photo journalists.

### **3. DEVELOPEMENT OBJECTIVE**

To implement the use of multimedia following the example of all the modern press agencies.

### **4. IMMEDIATE OBJECTIVE**

14 photo journalists from the various regions of the country will be based in the Agency's head office in Abidjan in order to master the technique of camera shooting and digital audiovisual editing after participating in two 3-day training workshops.

### **5. PROJECT OUTPUTS**

Upon completion of this project, the 14 journalists will have acquired the skills and the know-how that will enable them to collect, process and edit audiovisual information and post it on-line on the website. The audiovisual department of the central editorial office, in collaboration with the marketing department, will market the sound and visual elements transmitted to the head office in real time.

## 6. ACTIVITIES

After approval by the IPDC Office:

- Publication of a Call For Tenders for the supply of the materials;
- Training of journalists in camera shooting and video and audio editing;
- Training in the transmission of the audiovisual components to the head office and in website publication.

## 7. PROJECT INPUTS

The acquisition of laptops and audiovisual materials will enable the Agency to meet its objectives. In addition, the head office will be provided with a video editing studio and an audio recording studio.

## 8. WORK PLAN

| ACTIVITIES / MONTH  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Financing agreement   |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Call for tenders for the supply of equipment  |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Acquisition of materials  |   |   |   |   |   |   | ■ |   |   |    |    |    |
| 2 training sessions for 14 photo journalists in camera shooting, and audiovisual processing and editing |   |   |   |   |   |   |   |   |   | ■  | ■  |    |
| Submission of activity reports  |   |   |   |   |   |   |   |   |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

Established in 1961, the Abidjan-based Ivorian News Agency has a staff of 112 agents, operating throughout the nation. Today, it has representatives in each of the 14 administrative regions of the country, and operates out of 53 localities (prefectures and sub-prefectures) with freelance correspondents.

## 10. SUSTAINABILITY

Since the computerization of its central editorial and regional offices in 2001, the IPA has enjoyed a legal status guaranteeing both autonomy in its management and its editorial line. This autonomy will lead to the taking of decisions aimed at improving its productivity and profitability.

## 11. FRAMEWORK OF MONITORING

The project will be implemented by the Ivorian News Agency under the control of the Ministry of Communications and the UNESCO National Commission.

## 12. EVALUATION

The Ivorian News Agency network modernization project, approved in 1999, was implemented in May 2001. The Equipment and Photo-journalism Training project for the Ivorian News Agency, approved in April 2008, was conducted, for the most part, in October 2009.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET<br>CODE              | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/9IVC/01<br>350-IVC-91                | 40,000           | COTE D'IVOIRE<br>PRESSES UNIVERSITAIRES ET SCOLAIRES D'AFRIQUE  | 1988 - 1991 |
| PDC/11IVC/01<br>352-IVC-11               | 45,000           | COMPUTERIZATION OF "IVOIRE DIMANCHE"  | 1990 - 1992 |
| PDC/14IVC/01<br>352-IVC-41               | 80,000           | EXTENSION OF THE NETWORK OF COMMUNITY FM RADIO STATIONS   | 1994 - 1998 |
| PDC/16IVC/01<br>352-IVC-61               | 50,000           | FILMING AND POST-PRODUCTION UNIT  | 1996 - 2000 |
| PDC/18IVC/01<br>352-IVC-81               | 45,000           | PILOT RADIO PROJECT FOR THE ASSOCIATION OF AFRICAN MEDIA WOMEN  | 1998 - 2003 |
| PDC/19IVC/01<br>352-IVC-91               | 40,000           | MODERNIZATION OF THE IVORIAN NEWS AGENCY'S IT NETWORK   | 1999 - 2003 |
| PDC/20IVC/01<br>353-IVC-01               | 26,000           | TRAINING OF JOURNALISTS AND MEDIA MANAGERS IN INFORMATION LAW   | 2001 - 2003 |
| PDC/52IVC/01<br>354-IVC-5071             | 27,500           | COTE D'IVOIRE: PHOTO REPORTING EQUIPMENT AND TRAINING IN FOR THE IVORIAN<br>PRESS AGENCY                  | 2008 - 2009 |
| PDC/53IVC/01<br>354-IVC-5081             | 33,000           | CAPACITY-BUILDING FOR RADIO BOUTOUROU (COMOÉ NATIONAL PARK, WORLD<br>HERITAGE SITE AND BIOSPHERE RESERVE) | 2009-2010   |
| <b>TOTAL COTE D'IVOIRE: US\$ 386,000</b> |                  |   |             |

### B U D G E T

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

| Equipment  | Qty | Unit Price | Total         |
|--|-----|------------|---------------|
| 14 Sony digital cameras, optic zoom, SD memory card:   | 14  | 1 100      | 15 400        |
| 14 Sony digital mini disc with micro:  | 14  | 900        | 12 600        |
| 2 Acer laptops with Pentium 4, DD 80 DDR<br>1 GB DVD super, wifi, webcam :                                     | 2   | 1 200      | 2 400         |
| Consumables, software and accessories (external memory<br>hard disks:  |     |            | 4 600         |
| 2 three-day training workshops in camera shooting and virtual<br>editing for 14 journalists from the province: |     |            | 5 000         |
| <b>TOTAL :</b>   |     |            | <b>40 000</b> |

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

##### Training: 2 three-day workshops on editing, and putting on-line on the Net

|   |              |
|---|--------------|
| Accommodation and subsistence for the 14 journalists during their training in video<br>and audio editing software (2 sessions / 1 year) (US\$ 30/d. × 14 × 3 d.) × 2: | 3 120        |
| Training materials and hiring of teaching aids:   | 880          |
| Cabling:  | 400          |
| Trainer: 2 days of training and 2 × 3 days of preparation (US\$ 100 /d.):   | 600          |
| <b>TOTAL :</b>  | <b>5 000</b> |

# EQUATORIAL GUINEA

| <b>A. PROJECT IDENTIFICATION</b> |                                     |  |
|----------------------------------|-------------------------------------|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                | <b>HARMONIZATION OF THE JOURNALISM AND COMMUNICATION TRAINING PROGRAMS WITH UNESCO'S MODEL CURRICULA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                       | <b>IPDC/55 EQG/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF NEW MEDIA</b>        | Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity                                  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>           | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                        | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b> | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>        | US\$ 21 800  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>   | US\$ 17 500  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>          | Communications Department<br>Mrs Teresa Avoro N. Ebana, Dean, FLSS.<br>UNGE. Apdo. 661 Malabo,<br><a href="mailto:avoro_nguema@yahoo.es">avoro_nguema@yahoo.es</a> |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>            | UNESCO Office in Libreville;<br>Michel Kenmoe, Communication Advisor   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>             | <i>Université Nationale de Guinée Equatoriale</i><br>(UNGE, National University of Equatorial Guinea)  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>          | Mrs Teresa Avoro N. Ebana, with the help of<br>Michel Kenmoe, Communication Advisor  |
| <b>DECISION OF THE BUREAU:</b>   |                                     |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

In recent years the media environment in Equatorial Guinea has seen a number of developments which have led to greater freedom of expression and greater freedom for the media. The media industry is regulated by the Media Act of 1997 (*Ley de Prensa, Imprenta y Medios Audiovisuales*), (Law related to the Press, Print and Audiovisual Media), which has not been revised since.

Unlike the other countries in the sub-region, which have experienced a proliferation of media organs, Equatorial Guinea has only two television channels, 4 radio stations and a few newspapers which are not published on a regular basis. This lack of dynamism could be justified, on the one hand, by the country's historically cumbersome administrative procedures, and on the other hand, by the dearth of trained professionals. For example, less than 4% of the professionals employed by the national television station (TVGE) have university training in journalism and/or communication. Moreover, with the rapid economic development taking place in the country, reflected in the proliferation of private companies, there is an increasing need for communication professionals in public and private administrative authorities.

The Department of Communication of the Faculty of Humanities and Social Sciences (FLSS) at the National University of Equatorial Guinea (UNGE) aims to cater to the country's need for communication professionals capable of serving in the media as well as in public and private administrative authorities. In order to achieve this, the Department wants to align its training programs with international standards—such as those proposed by UNESCO in its model curricula for journalism education—so that students could benefit from training which would be recognized anywhere in the world.

To this end, the Department will first require the services of experts in journalism training for the development of the new curricula, and of trainers to strengthen the capacities of the Department's lecturers assigned to the new training units.

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

The lecturers in the Communication Department of the Faculty of Lettres and Social Sciences of the National University of Equatorial Guinea.

### **3. DEVELOPMENT OBJECTIVE**

To strengthen the capacities of the journalism and communication training institutions, with a view to improving the quality of the communication-professional training in the Republic of Equatorial Guinea.

### **4. IMMEDIATE OBJECTIVE**

The Communication Department of the FLSS has a journalism training course that conforms to the UNESCO models, and the Department's lecturers are capable of delivering the training in the Course Modules of the new curriculum.

### **5. PROJECT OUTPUTS**

- Fifteen lecturers trained in the teaching of journalism;
- A new, operational journalism curriculum, developed along the lines of the UNESCO model.

### **6. ACTIVITIES**

- Organization of harmonization and development work on the new curriculum, based on UNESCO's journalism education models;
- Organization of a 7-day journalism and communication training workshop for 10 lecturers.

## 7. PROJECT INPUTS

- A consultant specializing in journalism and communication curriculum development;
- Two experienced lecturers who are experts in university-level journalism and communication education techniques and approaches;
- Logistics for the organization of the workshop.

## 8. WORK PLAN

| ACTIVITIES / MONTH  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| Selection of the consultant for the harmonization of the journalism education courses.    | ■ | ■ | ■ |   |   |   |   |   |   |
| Drafting of the interim report  |   |   |   | ■ |   |   |   |   |   |
| Selection of trainers and organization of the workshop on journalism education techniques |   |   |   |   | ■ | ■ | ■ |   |   |
| Preparation of final report   |   |   |   |   |   |   |   |   | ■ |

## 9. INSTITUTIONAL FRAMEWORK

The Communication Department is a department of the Faculty of Humanities and Social Sciences of the National University of Equatorial Guinea (Université Nationale de Guinée), which is the first – and currently the only – state university in Equatorial Guinea.

## 10. SUSTAINABILITY

The long-term viability of this project will be assured by the fact that the curriculum developed during the project will be adopted by the University as the new curriculum. Furthermore, the lecturers from the Communication Department who will be trained during the workshop will implement, within the Department, the knowledge acquired from the content of the new curriculum.

## 11. FRAMEWORK OF MONITORING

The project will be supervised by the deanship of the Faculty of Humanities and Social Sciences of the University (UNGE), in collaboration with the National Commission for UNESCO of Equatorial Guinea, and with the assistance of the UNESCO office in Libreville.

## 12. EVALUATIONS

The harmonization of the journalism curriculum is an integral part of the process the curricula revision process currently in progress at the University; it is consistent with the policy agreed upon at the regional level, by the Rectors of ECCAS Universities, with the aim of aligning higher education in their countries with the Licence-Masters-Doctorate (LMD) system.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Two activity reports will be prepared during the course of the project, and submitted to the UNESCO office in Libreville. They will give an account of the progress of the project activities.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE                     | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/7EQG/01<br>350-EQG-71                    | <b>91,000</b>    | EQUATORIAL GUINEA: ASSISTANCE TO MEDIA  | 1986 - 1989 |
| PDC/11EQG/01<br>352-EQG-11                   | <b>163,000</b>   | TELEVISION PRODUCTION STUDIO IN BATA  | 1990 - 1994 |
| PDC/12EQG/01<br>352-EQG-21                   | <b>90,000</b>    | ESTABLISHMENT OF A NATIONAL NEWS AGENCY   | 1992 - 1995 |
| PDC/16EQG/01<br>352-EQG-71                   | <b>25,000</b>    | IMPROVEMENT OF NATIONAL RADIO AND TELEVISION<br>BROADCASTING COVERAGE   | 1997 - 1998 |
| PDC/54EQG/01<br>354 EQG 5091                 | <b>20,900</b>    | EQUATORIAL GUINEA: STRENGTHENING CAPACITY OF RTVGE<br>JOURNALISTS IN THE TREATMENT OF INFORMATION AND IN<br>PRODUCTION TECHNIQUES | 20010-2011  |
| <b>TOTAL EQUATORIAL GUINEA: US\$ 389,900</b> |                  |   |             |

## B U D G E T

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

|  | Qty.    | Unit<br>Price | Total                |
|--|---------|---------------|----------------------|
| Air fare for the expert (Madrid – Malabo return):              |         |               | 1 500                |
| Expert's fee:  | 10 days | 300           | 3 000                |
| Air fare for 2 trainers (Madrid – Malabo return):              | 2       | 1 500         | 3 000                |
| Trainers' fees (2 trainers):                                   | 7 days  | 300           | 4 200                |
| Accommodation (3 trainers):                                    | 10 days | 150           | 4 500                |
| Photocopying expenses:   |         |               | 460                  |
| Subsistence for participants (10 persons) during the workshop: | 7 days  | 12            | 840                  |
| <b><u>TOTAL:</u></b>   |         |               | <b><u>17 500</u></b> |

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

|   | Qty.        | Unit<br>Price | Total               |
|---|-------------|---------------|---------------------|
| Monitoring team's (2 persons) expenses:         | 9<br>months | 100           | 1 800               |
| Logistics for the organization of the workshop: |             |               | 2 500               |
| <b><u>TOTAL:</u></b>                            |             |               | <b><u>4 300</u></b> |



# ETHIOPIA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1</b>                         | <b>PROJECT TITLE</b>                          | <b>TRAINING ON INVESTIGATIVE JOURNALISM AND DOCUMENTARY PROGRAMME PRODUCTION</b>  |
| <b>2</b>                         | <b>NUMBER</b>                                 | <b>IPDC/55 ETH/01</b>   |
| <b>3</b>                         | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3: Media as a platform for democratic discourse  |
| <b>4</b>                         | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5</b>                         | <b>SCOPE</b>                                  | National  |
| <b>6</b>                         | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training support  |
| <b>7</b>                         | <b>TOTAL COST OF PROJECT</b>                  | US\$ 58 200   |
| <b>8</b>                         | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 39 800   |
| <b>9</b>                         | <b>BENEFICIARY BODY</b>                       | Ethiopian Radio and Television Agency,<br>P.O.BOX: 1020/5544, Addis Ababa, Ethiopia<br>Tel. 251- 11-5549066 Fax. 251-11-5512686<br>Mr. Abiy Abera; abiyabii@yahoo.com |
| <b>10</b>                        | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Cluster Office Addis Ababa   |
| <b>11</b>                        | <b>PROJECT LOCATION</b>                       | ERTA, Addis Ababa   |
| <b>12</b>                        | <b>PROJECT PREPARED BY</b>                    | Ethiopian Radio and Television Agency<br>Programme Research and Planning Directorate  |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

In Ethiopia, there are 6 television stations which are government-owned and 20 radio stations, out of which 8 are government-owned, 6 are privately-owned and 6 community-owned. There are over 33 daily and weekly-published newspapers. There are also a number of governmental and private colleges as well as universities that provide Journalism and Communication courses.

Article 29 of the Constitution of the Federal Democratic Republic of Ethiopia clearly guarantees the freedom of expression, information and the press. In addition, there is a recently amended press law that is actively serving all stakeholders in the country. In order to practice our constitutional rights to their full extent, we need a well-organized and vibrant media which can serve the people.

Ethiopian Radio and Television Agency (ERTV) is the most widely transmitted station in the country. However, in order to have quality transmissions it needs the assistance of its partners, for it faces several problems that cannot be solved by itself. Specifically, the lack of well-trained journalists is a major impediment to the agency's progress. Hence, the purpose of this project is to upgrade the capacity of journalists in investigative journalism and documentary programme production by providing a month-long training for 20 working journalists in investigative journalism and another month-long training for 20 working journalists in documentary programme production.

The month-long training will incorporate both theoretical and practical training sessions on both media (radio and television). Since our journalists work for both Medias, each participant is expected to gain a well-rounded knowledge and skills on the production of investigative programmes and documentaries for radio and television. The one-month duration is needed to be able to cover the key topics as well as the practical work. (The participants are expected to present small practical exercises after the theoretical parts have been completed.) They will also be expected to be more familiar with editing software.

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

40 working journalists in ERTV: 20 on investigative journalism and 20 on documentary production.

### **3. DEVELOPMENT OBJECTIVE**

The project contributes to professional capacity building and provides media workers the access to professional training and development, thereby promoting good governance, transparency and accountability. Training will give professionals tools and techniques to more effectively produce information and build info structures for public access.

### **4. IMMEDIATE OBJECTIVE**

To conduct a 2-month training course for 40 journalists, imparting essential skills in investigative journalism and documentary programme production at the education and training centre premises of the ERTV.

### **5. PROJECT OUTPUTS**

- 20 trained journalists capable of producing quality investigative programmes;
- 20 trained journalists capable of producing quality documentary programmes;
- Investigative programmes and 4 documentaries which will be aired by ERTV.

## 6. ACTIVITIES

- Selecting and contracting of two trainers (They will be recruited, in coordination with UNESCO Addis CI, from universities and institutes on the base of their academic record and professional experience in the respective topics);
- Selection of equipment;
- Selecting, purchasing and renting of training materials;
- Producing and broadcasting of 4 investigative programmes and 4 documentaries;
- Evaluation and reporting of the implementation of the project.

## 7. PROJECT INPUTS

- Two trainers: One capable of training journalists in investigative journalism and one capable of training documentary programme production;
- One coordinator who is capable of facilitating the implementation of the project;
- Two supporting staffs (from ERTV);
- One Toshiba laptop with 4GB memory;
- 5 Dell desktop computers with 2GB memory;
- 5 Sony tape recorders;
- 5 DVcam cameras;
- 1 LCD Sony TV set (for practical exercise during the training session);
- One projector;
- Studio and transmission materials
- The ERTV educational and research centre will be the training venue (free of charge).

After the implementation of the project, this equipment will serve ERTV's training centre to conduct similar training courses in the future. It currently has limited equipment for training since most of its equipment resource is dedicated to broadcasting and programme production for the station's 24 hour transmissions.

## 8. WORK PLAN

| ACTIVITIES   | Months of the year 2011 |   |   |   |   |   |   |   |   |    |    |    |
|--|-------------------------|---|---|---|---|---|---|---|---|----|----|----|
|  | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Selection of trainers, coordinator and support staff         | ■                       |   |   |   |   |   |   |   |   |    |    |    |
| Selection and contracting of training materials              | ■                       |   |   |   |   |   |   |   |   |    |    |    |
| Selection of equipment                                       | ■                       |   |   |   |   |   |   |   |   |    |    |    |
| Purchasing of training materials                             | ■                       |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of training materials                            |                         | ■ |   |   |   |   |   |   |   |    |    |    |
| Selection and notification of training participants          |                         | ■ |   |   |   |   |   |   |   |    |    |    |
| Conduct investigative journalism training                    |                         |   | ■ |   |   |   |   |   |   |    |    |    |
| Conduct documentary programme production training            |                         |   |   | ■ |   |   |   |   |   |    |    |    |
| Production/broadcast of investigative pieces / documentaries |                         |   |   |   | ■ |   | ■ |   | ■ |    | ■  |    |
| Submission of implementation report                          |                         |   |   | ■ |   |   |   | ■ |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

ERTV is government-owned and transmits news and programmes in more than 8 local and international languages via radio and television. It is the merger of Ethiopian Radio (established in 1936) and Ethiopian Television (established in 1964) which were previously working independently.

Its mission is to build up image and national consensus through an interactive broadcast media that provides timely, informative, educative and entertaining programmes utilizing state-of-the-art media technology. Currently, one Director-General and five Vice Director-Generals lead the agency. It has 1748 employees. Its annual average income is estimated at US\$ 6 million, and the major sources of income are government budget, commercial and license fee revenues. The implementation of the proposed project would utilize ERTV's budget in addition to the support provided by IPDC.

## **10. SUSTAINABILITY**

The four investigative pieces and four documentaries produced from this training will be broadcast, and relevant pieces will be worked into the station's programming. The agency also intends to follow-up on the training programme by evaluating the future work and production of the 40 journalists. ERTV also works with other international media partners on training, like the BBC. Future training and evaluations supported by other partners can build on the results gained from this training.

## **11. FRAMEWORK OF MONITORING**

UNESCO Cluster Office in Addis Ababa will monitor the project progress and implementation.

## **12. EVALUATIONS CARRIED OUT**

The agency has conducted training need assessments through its various business processes and put the needs based on their priorities within and among the business processes. The assessments showed a lack of investigative and documentary materials produced by the station, and therefore an opportunity to develop the agency's journalists. The two training needs are at the top of our priorities and need immediate attention.

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

The agency will report about the implementation of the project and how it has achieved its immediate objective in a four-month period. Mr. Asefa Bekele is the project manager assigned to prepare and submit the report to UNESCO field office.

## **C. ADDITIONAL INFORMATION**

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

| <b>PROJECT N BUDGET CODE</b>                          | <b>FUNDS (US \$)</b>                            | <b>PROJECT TITLE</b>   | <b>PERIOD</b> |
|---|---|--|---------------|
| PDC/4ETH/10<br>350-ETH-41<br>350-ETH-71<br>350-ETH-91 | <b>31,000</b><br><b>45,000</b><br><b>43,000</b> | <b>ETHIOPIA: ESTABLISHMENT OF MASS MEDIA TRAINING CENTRE</b>                                       | 1982 - 1991   |
| PDC/10ETH/01<br>352-ETH-01                            | <b>165,000</b>                                  | <b>ESTABLISHMENT OF COMMUNITY RADIO STATIONS</b>   | 1990 - 1992   |
| PDC/15ETH/01<br>352-ETH-51                            | <b>27,500</b>                                   | <b>ASSISTANCE TO THE WOMEN'S MONTHLY MAGAZINE "GENNET"</b>   | 1995 - 1997   |
| PDC/16ETH/01<br>352-ETH-61                            | <b>150,000</b>                                  | <b>MASS MEDIA TRAINING CENTRE</b>  | 1996 - 1998   |
| PDC/21 ETH/01<br>353-ETH-5011                         | <b>35,000</b>                                   | <b>HUMAN CAPACITY BUILDING OF THE ETHIOPIAN MASS MEDIA TRAINING INSTITUTE</b>                      | 2003 -2004    |
| PDC/48 ETH/01<br>354-ETH-5041                         | <b>12,000</b>                                   | <b>FM-RADIO SUPPORT AS AN INTEGRAL PART FOR RADIO JOURNALISM PROGRAM TRAININGS AT THE EMMTI</b>    | 2005-2006     |
| PDC/49 ETH/01<br>552-ETH-5000<br>(FIT-JAPAN)          | <b>45,000</b>                                   | <b>CREATING AWARENESS IN FIGHTING HIV/AIDS</b>   | 2006-2007     |
| PDC/51 ETH/01<br>354-ETH-5061                         | <b>30,000</b>                                   | <b>ETHIOPIA: KORE COMMUNITY RADIO</b>  | 2007-2008     |
| PDC/51 ETH/01<br>354-ETH-5062                         | <b>25,000</b>                                   | <b>ETHIOPIA: STRENGTHENING THE EDUCATIONAL CHILDREN'S TELEVISION PROGRAM TSEHAI LOVES LEARNING</b> | 2007-2008     |
| PDC/54 ETH/01<br>354 ETH 5091                         | <b>29,700</b>                                   | <b>ETHIOPIA: TRAINING FOR BROADCASTING JOURNALISTS ON ELECTION REPORT</b>                          | 2010-2011     |
|   |   | <b>Total Ethiopia: US\$ 593,200+ 45,000 FIT</b>  |               |

ERTV aims to become East Africa's journalism and mass media training centre, and it has been undergoing various activities to equip the centre with different infrastructure and human power.

It has partnered with various institutions such as the BBC, RNTC, Internews etc. in order to strengthen the capacity of its journalists. During the last budget year, BBC provided 10 days of training on advanced journalism skills, RNTC provided a 14-day workshop on the same topic and Internews conducted a training in script writing and television journalism.

## D. BUDGET

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

|  | Q-ty    | Unit price | Total                |
|--|---------|------------|----------------------|
| 40 participants' accommodation and subsistence:              | 30 days | 10         | 12 000               |
| Two trainers:  | 60 days | 80         | 4 800                |
| Training materials:  |         |            | 250                  |
| Video cameras:   | 5       | 2 000      | 10 000               |
| Tape recorders:  | 5       | 100        | 500                  |
| Desktop computers:   | 5       | 850        | 4 250                |
| Transport allowance:   | 40 pax  | 100        | 4 000                |
| Gathering materials for programme production (40 particip.): | 5 days  | 20         | 4 000                |
| <b><u>TOTAL:</u></b>   |         |            | <b><u>39 800</u></b> |

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

|  | Qty      | Unit price | Total                |
|--|----------|------------|----------------------|
| Staff costs for 2 staff members:                 | 2 months | 250        | 1 000                |
| Project coordinator:                             | 2 months | 300        | 600                  |
| Communications:                                  | 60 days  | 10         | 600                  |
| Transport cost for material gathering (8 trips): | 5 days   | 100        | 4 000                |
| Project reporting:                               | 4        | 100        | 400                  |
| Photocopy service:                               | 60 days  | 10         | 600                  |
| Use of projector:                                | 60 days  | 10         | 600                  |
| Studio and transmission:                         | 8 progr. | 1 000      | 8 000                |
| Laptop computer:                                 | 1        | 1 000      | 1 000                |
| Contingencies:                                   |          |            | 1 600                |
| <b><u>TOTAL :</u></b>                            |          |            | <b><u>18 400</u></b> |

# ETHIOPIA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>PROFESSIONAL CAPACITY BUILDING FOR SUDE COMMUNITY RADIO</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 ETH/02</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency ownership   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Development of community media  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training support  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 20 900   |
| <b>8.</b>                        | <b>MOUNT REQUESTED FROM IPDC</b>              | US\$ 15 200   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Sude Community radio station  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | Peace Family and Media Association (PFMA)<br>Haile Gebressilase Avenue, CMC road Mickeal Church, Tel +251 11 646 09 45<br>E mail <a href="mailto:pfma@ethionet.et">pfma@ethionet.et</a><br>Contact person Getachew Simie, Director, in collaboration with UNESCO Addis Ababa Cluster Office |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Oromia Regional State, Arsi zone, Sude District   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Getachew Simie  |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

Ethiopia, with a population of over 74 million is served by only six state-owned TV stations, two commercial radio stations, and five FM radio stations at the federal and regional level. Around ten private and five state-owned newspapers are distributed across the country. Since the enactment of the Broadcasting Law in 2007, various community radio stations have been established.

Over the last 19 years, private and state media have gained necessary experience and maturity through training facilitated by higher learning institutions. Even though print and electronic media can play a pivotal role in bridging the information gap, not all can reach groups whose languages are not yet covered by the mainstream media. The upcoming community radio stations in Ethiopia operate with limited means. Training and quality equipment are in short supply and where the equipment exists, it is shared by many. Above all, lack of professional capacities is a major constraint. Sude community radio station is one of the stations that lack professional capacities and skills.

Like other community radio stations in Ethiopia, Sude community radio relies extensively on volunteers to operate it. However, these volunteers do not have proper professional training on journalism. Thus, it would be important to offer the skills for trainers who are able to give basic journalism training for newcomers/volunteer journalists. This can help resolve the shortage of skilled manpower in Sude community radio.

Peace Family and Media Association (PFMA) is therefore proposing to carry out professional capacity building training for the Sude community radio. PFMA has previously organized and held a number of trainings for community radio broadcasters (including a 3-day initial orientation for Sude community radio), as well as community-based ICT centres from five regional states in Ethiopia.

This project aims to upgrade journalism skills using a ten-day course where ten selected trainees will be trained on radio journalism and provided with the skills to train effectively other upcoming journalists and volunteers. The training will focus on news writing for broadcast media, news gathering and reporting, interview techniques, feature writing, programme production and ethics of community radio. A 5-day follow-up refresher course will be carried out three months after the main training. Part of the training will include production of a 30-minute current affairs programme, covering main issues affecting the community, like sanitation and hygiene, environmental degradation, soil erosion and HIV.

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

The target group are broadcasters (station manager, technicians and volunteers) working in Sude community radio, which has a 25 km radius coverage and reaches around 150 000 inhabitants. The station is located in the central part of Ethiopia, Oromia Regional State, Arsi Zone, 170 km away from the capital city of Addis Ababa. The station broadcasts in the official language Amharic and the regional language Oromifa.

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

The project contributes to plurality and diversity of media in Ethiopia by enabling community media workers to have access to professional training, and ultimately to reflect and represent diverse views and interests aimed at strengthening the democratic participation of the Sude community in development and political matters, in a language best understood by the local communities.

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

To equip the Sude community staff / volunteers with journalism and radio broadcasting skills and competencies that will enable them to use the radio facilities at Sude Community radio to produce information as well as train other upcoming volunteers.

**5. PROJECT OUTPUTS:**

- 10 (5 men, 5 women) community radio volunteers trained in basic radio broadcasting techniques;
- Sude community radio station broadcasters will efficiently make use of existing studio equipment and will be equipped to produce basic radio programmes;
- Production and recording of 9 episodes of a 30-minute current affairs radio production on issues affecting the Sude community.

**6. ACTIVITIES:**

- One trainer will be selected and hired;
- A 5-day training course at a venue near Sude community radio station will be held to impart essential skills on professional radio broadcasting for 10 trainees by the trainer, as organized with PFMA. The training will be given in Amharic and Oromifa languages;
- A 5-day follow-up refresher course will follow three months thereafter to reinforce the first training course.;
- Once a month, trainees will produce one pre-recorded 30-minute radio programme on current affairs, to be broadcast on Sude community radio. Recordings will be sent to the trainer by PFMA for evaluation and feedback;
- Compilation and publishing of manuals for future trainings;
- Article about Sude community radio published in PFMA’s quarterly newsletter “Community Radio Today”;
- Monitoring and evaluation will be conducted and implementation reports will be submitted.

**7. PROJECT INPUTS:**

- One experienced trainer capable of training radio broadcasters on news writing for broadcast media, news gathering and reporting, interview techniques, feature writing, programme production, digital radio production, as well as ethics of community radio. (The trainer will be recruited by PFMA in consultation with UNESCO CI. Criteria for recruitment will include number of years experience in community radio development and training);
- One training venue near the community radio station (the station is too small to be the venue);
- Rental of training equipment: one overhead projector and 5 desktop computers;
- Preparation of training materials such as handbook, guidelines, newsletters,
- Purchase of stationery materials;
- PFMA will assign three staff members to oversee and ensure project’s smooth implementation.

**8. WORK PLAN**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection /contracting trainer   | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Selection/rental of venue, equipment, purchase of materials.                                 |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Preparation of training materials and identifying the training places near the station area. |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Notification to Sude community radio trainees.   |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Training workshop  |   |   |   | ■ |   |   |   |   |   |    |    |    |
| Follow-up refresher course   |   |   |   |   |   |   | ■ |   |   |    |    |    |
| Production / broadcast of monthly radio programme  |   |   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Compilation/production of manuals for future training  |   |   |   | ■ |   |   | ■ |   |   |    |    |    |



|   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Publication of article in PFMA newsletter |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Evaluation and monitoring                 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Submission of implementation reports      |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**9. INSTITUTIONAL FRAMEWORK:**

Since its establishment in 2006, PFMA’s mission has been to promote and facilitate Community Media, to improve access to information and communication. Currently PFMA has six regular staff, (Director, Finance and Administrative Head, Project Manager, Information Officer, Accountant and Secretary/ Cashier). Its annual income is 42 000 US\$, coming from international donor organizations and local government bodies. PFMA’s members are media practitioners from all forms of media.

PFMA helped establish Sude community radio by helping it through the licensing process and providing a three-day workshop on media management for its volunteers. In 2009, PFMA and UNESCO Addis worked together to provide equipment and training to school mini-media clubs in AddisAbaba [http://portal.unesco.org/ci/en/ev.php-URL\\_ID=28528&URL\\_DO=DO\\_PRINTPAGE&URL\\_SECTION=201.html](http://portal.unesco.org/ci/en/ev.php-URL_ID=28528&URL_DO=DO_PRINTPAGE&URL_SECTION=201.html)

PFMA will assign three staff members to the project. UNESCO Addis Cluster Office will work closely in the implementation of the project.

**10. SUSTAINABILITY:**

PFMA will compile the training materials and make them available for future training. The 30-min current affairs programme that the trainees will produce monthly will be included in the station’s regular programming. PFMA will also facilitate follow-up training by soliciting additional funds from other donors. PFMA will also report the progress of the project on the PFMA quarterly published newsletter “Community Radio Today”.

**11. FRAMEWORK OF MONITORING:**

The monitoring activity will be carried out by PFMA and its partner media professional organization, Ethiopian Environment Journalists Association (EEJA).

**12. EVALUATIONS CARRIED OUT:**

PFMA has been visiting Sude Community Centre once a month since it started broadcasting in February 2010. During these visits, the PFMA head and staff conducted informal interviews with the 10-15 volunteers and evaluated their improvement based on the previous training workshop. Observation of radio broadcasts was also performed.

In the past 3 years, PFMA has systematically evaluated its activities and training for community radio stations through interviews, questionnaires and reports.

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

PFMA will submit a quarterly progress report and a final report at the end of the project’s activities.

**C. ADDITIONAL INFORMATION**

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

| PROJECT N BUDGET CODE                                 | FUNDS (US \$)              | PROJECT TITLE   | PERIOD      |
|---|----------------------------|---|-------------|
| PDC/4ETH/10<br>350-ETH-41<br>350-ETH-71<br>350-ETH-91 | 31,000<br>45,000<br>43,000 | ETHIOPIA: ESTABLISHMENT OF MASS MEDIA TRAINING CENTRE | 1982 - 1991 |
| PDC/10ETH/01  |                            | ESTABLISHMENT OF COMMUNITY RADIO STATIONS             | 1990 - 1992 |

|   |         |   |             |
|---|---------|---|-------------|
| 352-ETH-01                                      | 165,000 |   |             |
| PDC/15ETH/01<br>352-ETH-51                      | 27,500  | ASSISTANCE TO THE WOMEN'S MONTHLY MAGAZINE "GENNET"   | 1995 - 1997 |
| PDC/16ETH/01<br>352-ETH-61                      | 150,000 | MASS MEDIA TRAINING CENTRE  | 1996 - 1998 |
| PDC/21 ETH/01<br>353-ETH-5011                   | 35,000  | HUMAN CAPACITY BUILDING OF THE ETHIOPIAN MASS MEDIA TRAINING INSTITUTE                      | 2003 -2004  |
| PDC/48 ETH/01<br>354-ETH-5041                   | 12,000  | FM-RADIO SUPPORT AS AN INTEGRAL PART FOR RADIO JOURNALISM PROGRAM TRAININGS AT THE EMMTI    | 2005-2006   |
| PDC/49 ETH/01<br>552-ETH-5000<br>(FIT-JAPAN)    | 45,000  | CREATING AWARENESS IN FIGHTING HIV/AIDS   | 2006-2007   |
| PDC/51 ETH/01<br>354-ETH-5061                   | 30,000  | ETHIOPIA: KORE COMMUNITY RADIO  | 2007-2008   |
| PDC/51 ETH/01<br>354-ETH-5062                   | 25,000  | ETHIOPIA: STRENGTHENING THE EDUCATIONAL CHILDREN'S TELEVISION PROGRAM TSEHAI LOVES LEARNING | 2007-2008   |
| PDC/54 ETH/01<br>354 ETH 5091                   | 29,700  | ETHIOPIA: TRAINING FOR BROADCASTING JOURNALISTS ON ELECTION REPORT                          | 2010-2011   |
| <b>TOTAL ETHIOPIA: US\$ 593,200+ 45,000 FIT</b> |         |   |             |

#### D. BUDGET

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

|   | Qty      | Unit price | Total                |
|---|----------|------------|----------------------|
| 10 participants' accommodation and meals:                 | 5 days   | 25         | 1 250                |
| Training hall rent:                                       | 10 days  | 70         | 700                  |
| Training materials:                                       |          |            | 820                  |
| Trainer:  | 10 days  | 100        | 1 000                |
| Stationery:   |          |            | 150                  |
| Rental of overhead projector:                             |          |            | 190                  |
| Rental of 5 desktop computers at \$25 @:                  | 10 days  | 25         | 1 250                |
| Follow-up refresher courses for 10 participants:          | 5 days   | 25         | 1 250                |
| Local travel:   | 10 pax   | 20         | 200                  |
| Production of monthly radio programmes:                   |          |            | 3 000                |
| Trainer to evaluate radio programmes once a month:        | 9 months | 100        | 900                  |
| Compilation and production of manuals for future training |          |            | 2 500                |
| Monitoring and evaluation                                 |          |            | 2 000                |
| <b><u>TOTAL:</u></b>                                      |          |            | <b><u>15 200</u></b> |

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

|   |                     |
|---|---------------------|
| Project coordination fee for three staff members (12 months): | 1 000               |
| Communications(12 months):                                    | 500                 |
| Per diem for staff:   | 600                 |
| Local travel (14 days):                                       | 2 240               |
| Fuel for rented car:  | 800                 |
| Contingencies:  | 260                 |
| Project reporting:  | 300                 |
| <b><u>TOTAL:</u></b>  | <b><u>5 700</u></b> |

# GABON

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>ASSISTANCE WITH THE SETTING UP OF THE DEPARTEMENT OF INFORMATION AND COMMUNICATION SCIENCES (UOB)</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                   | IPDC/55 GAB/01   |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity                                  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJET</b>                     | US\$ 38 200  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM THE IPDC</b>           | US\$ 25 500  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | Faculty of Humanities and Human Sciences, University Omar Bongo (UOB) - BP 13131 Libreville.<br><u>Contact</u> : Mrs Monique Mavoungou Bouyou, Dean. Tel. 73.20.33 |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                      | UNESCO Regional Office in Libreville<br>Michel E. Kenmoe, Communication Advisor  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Domaine universitaire, Université Omar Bongo - BP. 13131 Libreville (Gabon)  |
| <b>12.</b>                       | <b>PROJET PREPARED BY</b>                       | Michel E. Kenmoe, Communication Advisor  |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Since the early 90s, Gabon has experienced remarkable progress in the liberalization of the media landscape, the recognition of and respect for freedom of expression, and the media, which has resulted in media pluralism and diversity. Thus, even before the adoption of the Communication Code in 2001, Gabon already had several private press organs. Their proliferation has slowed in recent years because of economic difficulties encountered in ensuring their long-term viability.

While the imperatives of freedom of expression and of the media have led the government to enact legislation concerning the media (the Communication Code) and establish a media regulation body (The National Communication Council), the implementation of structures for training of professionals in this sector has not been given the same attention, despite the clause in the Communication Code which states “*The term “journalist” refers to any person possessing a diploma in journalism delivered by a school for such specialized training recognized by the State*”.

Currently, there are no structures in Gabon providing professional training in communication. Communication professionals are trained either on the job or abroad. Moreover, at the end of their training, the few professionals who return to the country prefer to be employed by the government or private companies as communication advisors, press attachés or public relations officers. This situation has a very negative impact on the media sector, which, despite its dynamism, is still hobbled by staff inadequacies, particularly in the private media where the limited financial resources make it impossible to employ properly trained professionals.

It is therefore necessary for Gabon to establish a structure which provides professional training in the communication sector so as to create a pool of well-trained professionals. This is why the Omar Bongo University (UOB) has decided to set up, within the Faculty of Humanities and Human Sciences, a Department of Information Sciences and Communication (DISC) to provide training in journalism and communication, following UNESCO’s *model curricula for journalism education*. Opening this department in academic year 2010-2011 requires, pending State financing, setting up a mini library specializing in journalism and communications, covering the costs of international instructors (to strengthen the local teaching staff and to share experience), and acquiring materials and other teaching aids.

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

The target groups are teachers and students in the Information Sciences and Communication Department (ISIC).

### **3. DEVELOPMENT OBJECTIVE**

This project fits in perfectly with the objectives described in Category 4 of the Media Development Indicators.

### **14. IMMEDIATE OBJECTIVE**

The DISC will benefit from the experience of international teachers who possess the qualifications and experience to deliver the training courses; it will also gain a specialized journalism and communication library, to meet the needs of students and teachers.

### **5. PROJECT OUTPUTS**

- At least three Course Modules managed by international teachers from UNESCO-recognised Centres of Excellence in journalism education;
- Acquisition of about 100 books and other teaching materials relating to journalism and communication to set up the DISC library.

## 6. ACTIVITIES

- Selection of and assumption of responsibility for 3 international university lecturers to conduct at least 3 Course Modules in journalism and communication;
- Acquisition of books and teaching aids on journalism education;
- Acquisition and installation of materials for the library and the office;
- Organization of the Course Modules.

## 7. PROJECT INPUTS

- Three lecturer who will be responsible for running at least three Course Modules;
- About one hundred books on communications and journalism;
- Two desktop computers, a television set and a video projector for the classrooms;
- Storage units for the books.

## 8. WORK PLAN

| ACTIVITIES / MONTH                            | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| Organization of the course modules            |   |   |   |   |   |   |   |   |   |
| Identification and selection of the lecturers |   |   |   |   |   |   |   |   |   |
| Acquisition of books and other teaching aids  |   |   |   |   |   |   |   |   |   |
| Drafting of reports                           |   |   |   |   |   |   |   |   |   |

## 9. INSTITUTIONAL FRAMEWORK

The Omar Bongo University in Libreville (UOB), founded in 1971, is the first public university established by the State of Gabon. It is dependent on the ministry responsible for Higher Education, and comprises two main faculties, namely the Faculty of Humanities and Human Sciences (FLSH) and the Faculty of Law and Economic Sciences (FDSE). The Department of Information and Communication Sciences (DSIC), the establishment of which was approved by the University Council in August 2010, is part of the Faculty of Humanities and Human Sciences. At the budgetary level, the University has a financial control department and an accounting firm which depends on the Public Treasury.

## 10. SUSTAINABILITY

The long-term viability of the benefits of this project will be assured not only by library management teams, but also and above all by government provisioning of the operating budget, which will enable, among other things, the recruitment of qualified teachers.

## 11. FRAMEWORK MONITORING

The project will be monitored by the *Commission Technique Projet de création du DICS* under the direction of the Dean of the FLSH. This commission, under the supervision of the UNESCO Office in Libreville, will regularly report on the progress and implementation of the project.

## 12. EVALUATIONS CARRIED OUT

As part of the creation of the Department of Information and Communication Sciences, a comprehensive evaluation of the technical, infrastructural and financial needs was performed.

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

Two reports will be submitted to UNESCO. The first will be submitted upon completion of work on the library (four months after the launching of activities), and the second technical report will be presented at the end of the project.

#### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE         | FUNDS<br>(US \$) | PROJECT TITLE                           | PERIOD      |
|----------------------------------|------------------|---|-------------|
| PDC/3GAB/23<br>350-GAB-31        | 30,000           | GABON: DEVELOPMENT OF THE PRESS         | 1982 - 1984 |
| PDC/13GAB/01<br>352-GAB-31       | 32,000           | DEVELOPMENT OF THE NEWSPAPER "LEGALITE" | 1993 - 1995 |
| PDC/18GAB/01<br>352-GAB-81       | 43,000           | GABON NEWS AGENCY                       | 1998        |
| PDC/53GAB/01<br>354-GAB-5081     | 24,200           | LA VOIX DE DIENGA                       | 2009-2010   |
| PDC/54GAB/01<br>354 GAB 5091     | 15,400           | GABON: SUPPORT FOR RADIO CAMPUS (UOB)   |             |
| <b>TOTAL GABON: US\$ 144,600</b> |                  |   |             |

#### BUDGET

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

|   | Qty.    | Unit<br>Price | Total                |
|---|---------|---------------|----------------------|
| Return air fare Yaoundé – Libreville for lecturers                                  | 3       | 450           | 1 350                |
| Stay and accommodation for 3 lecturers:   | 15 days | 200           | 9 000                |
| Fees for 3 lecturers:   | 15 days | 100           | 4 500                |
| Acquisition of 100 books and publications on journalism and communication:          |         |               | 5 000                |
| Documentation shipping costs:   |         |               | 2 000                |
| Desktop computers with monitor, printer and 750 VA<br>uninterruptible power supply: | 2       | 1 000         | 2 000                |
| Video projector (2000 lm) with screen:  | 1       | 1 000         | 1 000                |
| Television set:   | 1       | 650           | 650                  |
| <b><u>TOTAL:</u></b>  |         |               | <b><u>25 500</u></b> |

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

|   |                      |
|---|----------------------|
| Office supplies and equipment:                      | 2 700                |
| Setting up of the classrooms:                       | 8 000                |
| Monitoring of the projects and drafting of reports: | 2 000                |
| <b><u>TOTAL:</u></b>                                | <b><u>25 500</u></b> |

## GHANA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>SUSTAINING COMMUNITY BROADCASTING TO DEEPEN DEMOCRACY, GOOD GOVERNANCE AND ACCOUNTABILITY (RADIO BUILSA)</b> |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 GHA/02</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership      |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Development of community media  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Equipment and programme support   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US \$ 32 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 20 300   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Radio Builsa<br>P.O. Box 40, Sandema<br>Alandu Richard, Executive Director<br>akampiemba@yahoo.com              |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Office in Accra,   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Builsa District, Upper East Région  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Abubakar George, Programme Coordinator<br>Radio Builsa, with input by<br>Rebecca Tandoh, UNESCO Office in Accra |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

Since the liberalization of the airwaves in the late 1990s, Ghana's media landscape has seen tremendous change in terms of the number of media houses. From over-reliance on a single state owned media and a few government-controlled print media, the nation can today boast of over 130 FM stations and 16 TV channels as well as over 300 newspapers. The plurality of the media, however, in terms of content and orientation, leaves much to be desired. Most of these media houses are engaged in promoting the interest of politicians and the commercial interest of corporate organizations. In short, commercialism and the drive to survive in a very competitive media environment has relegated the social function of broadcasting to the background.

To ensure that radio continues to play its dominant and critical role of changing lives through better and increased access to information of social significance, community radio have arisen to fill the gap left by the craze for profit and commercialization of media in Ghana. Community radio stations, which also broadcast in the local language, play a critical role in increasing access to the media for ordinary people by removing language, one of the biggest bottlenecks to increased participation of the majority of people in governance. Despite the novelty of community radio in Ghana, it has great potential in promoting democracy and governance and bridging the information gap between rural and urban dwellers. But community radio stations, by virtue of their non-profit and non-sectarian orientation, really have a delicate balancing act to make in terms of providing a social service and surviving to continue with providing enlightenment, empowerment and education to ordinary people.

Low-revenue generation, untrained staff, lack of modern equipment, lack of transport, are some challenges that confront community radio stations and threatens their ability to provide the much-needed social service. Community radio stations are in principle expected to be owned, managed and supported by community members. However, a lack of understanding and appreciation of the concept of community radio makes this principle of community ownership and management a mirage. Levels of community support are equally non-existent, because paying for broadcasting is an entirely new concept to Ghanaians in general. Besides, levels of poverty in areas like Builsa make community support a no-go-area when it comes to considering options for the financial sustainability of community radio. It is for these reasons and many others that Radio Builsa is seeking support from UNESCO to strengthen its financial base in order to do better on its core mandate of providing information on sanitation, health, environment or agriculture, as well as bringing media close to the people as a way of democratizing the media landscape of the Upper East Region.

If community radio is not given attention to deal with issues of financial sustainability and cash flow, they will soon drift towards profit-making and so abandon their core duties of saving community members from ignorance, deprivation and exclusion.

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

The people of the Builsa District are mostly farmers who cultivate smallholdings mainly to feed themselves. Because agriculture is rain-fed and therefore not reliable most of the people have low income levels and so can be described as poor. In addition, the people also rear small ruminants and guinea fowl for sale. Literacy levels are low.

Many cultural practices that retard development, particularly of women, are still practiced among the people. Some of the negative cultural practices are Female Genital Mutilation (FGM), widowhood rites, wife inheritance and sister-in-bed.

Because of the low level of literacy and limited access to information, many are apathetic to governance issues and do not feel empowered to be part of public policy discourse.



**3. DEVELOPMENT OBJECTIVE:**

The citizens of the Upper East Region are empowered, enlightened, knowledgeable and active participants in public discourse, engaging their leaders and holding them accountable within 12 months of the project inception. This will eventually deepen democracy and good governance by enabling people to make informed decisions in the choice of leaders and make democratic debate more broad-based.

**4. IMMEDIATE OBJECTIVE:**

Upgrade the production capacity of Radio Builsa and training of the radio station volunteers and managers.

**5. PROJECT OUTPUTS:**

- New studio equipment procured and installed;
- Two new programmes to promote community participation in public discourse produced and broadcast;
- Two new programmes to create a platform for engagement between community members and elected representatives established to enhance accountability.

**6. ACTIVITIES:**

- Training of 60 new volunteers and managers;
- Procuring and installing a console, an amplifier, two equalizers and other modern studio equipment at Radio Builsa;
- Production and broadcast of radio programme series promoting community participation in public policy discourse;
- Production and broadcast of radio programme series to promote engagement between community members and elected representatives.

**7. PROJECT INPUTS:**

- Set of studio equipment, comprising a mixer, recording facilities, microphones, console, amplifiers and sound system to produce, record and broadcast high-quality programmes on public engagement with elected representatives;
- Funding for 5 day training of 60 volunteers

**8. WORK PLAN:**

| ACTIVITIES   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Baseline research/focus group discussion                       |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Procuring and installation of studio equipment at Radio Builsa |   |   |   | ■ |   |   |   |   |   |    |    |    |
| Recruitment and training of volunteers                         |   |   |   | ■ |   |   |   |   |   |    |    |    |
| Producing and broadcast of 8 week radio programme series       |   |   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  |    |
| Accountability forum on governance issues                      |   |   |   |   |   |   |   |   |   | ■  |    |    |
| Review meeting   |   |   |   |   |   |   |   |   | ■ |    |    |    |
| Participatory summative evaluation                             |   |   |   |   |   |   |   |   |   |    |    | ■  |

**9. INSTITUTIONAL FRAMEWORK:**

Radio Builsa is a Community Radio Station in Sandema established in 2008 as a joint project between the German and French and Embassies in Ghana. Radio Builsa is led by an Executive Director, a social worker with over 25 years experience in social work and a Programme Coordinator with 15 years experience in

project management and coordination. Both are responsible for the day-to-day management of the organization. The decisions of the management Committee are subject to review by a 13-member Board of Directors. The Board of Directors of Radio Builsa consists of representatives from the women and youth groups, Christian, and Moslem communities, an Association of persons with disabilities, the Builsa District Assembly and the Builsa Traditional Council. The Board meets every quarter to review the activities of the organization and to provide advice to the management on the way forward.

Radio Builsa does not select members of the Board but allows the groups to identify and appoint anyone whom they think could serve their interest. It makes use of the services of a hired accountant to prepare and finalize the accounts and finances of the organization. At the community level, two field staff with considerable experience in project management control project implementation. Radio Builsa also employs the services of 15 volunteers who serve in different capacities and as presenters / producers of a 300-W radio station which supports the advocacy activities of the organization.

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

The project seeks to empower ordinary people to hold elected officials accountable using radio as the means. The project also seeks to increase the range of voices heard in public discourse. Once people feel empowered, they will be self-motivated to continue to strive to be part of the public discourse. With better and modern equipment and a well trained staff, we hope to become more attractive and competitive to advertisers particularly the multi-nationals. This will improve the revenue base of the station and help it come out of the present financial predicament.

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

The relevant UNESCO Field Office will monitor project implementation, as a rule. The main tools for monitoring will be through interviews with listeners, or audience survey and coalition partners, using open-ended questionnaires and inspection of records of Radio Builsa. The Project Coordinator will interview a cross-section of listeners on the frequency, content of programmes, timing and knowledge gained, quality of recordings and formats from the various public interest programmes that have been broadcast.

In addition, after each accountability session, a cross-section of participants will be given evaluation forms to complete as a way of determining the success or otherwise of the programme. The elected representatives will also be interviewed to determine whether he or she is content with the preparation, process, quality of questioning and general comportment of participants as well as their own performance.

The Project Coordinator will meet regularly with project staff to share findings of the monitoring missions. Periodic reports will be prepared to identify the major findings of the monitoring and evaluation missions and how they can be used to improve project operation. At the end of the project a summative evaluation will be conducted by a selected project evaluator. He will seek to review project documents, reports, collect quantitative data from listeners of Radio Builsa, coalition partners and project staff, to determine whether the objectives of the project have been achieved. The focus group discussion carried out at the beginning will serve to provide baseline data to inform the evaluator of any change that has taken place in relation to the set objectives of the project.

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

A formative evaluation will be carried out at the beginning of the project. This will take the form of a focus group discussion. It will serve as baseline data to inform the evaluator of any change that has taken place in relation to the immediate set objectives of the project.

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

A 4-month reporting cycle will be maintained by Radio Builsa. Report will be prepared and submitted by Abubakar George, Programme Coordinator of Radio Builsa.

## C. ADDITIONAL INFORMATION

Radio Builsa has never received IPDC support. It is expected to make contributions to the project in terms of staff time, the use of equipment and 60% subsidy of the monthly salary of a station manager and a station secretary. The project will be funded by the IPDC and Radio Builsa. No funding support is expected from anywhere else.

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE  | FUNDS<br>(US \$)                     | PROJECT TITLE  | PERIOD      |
|---|--------------------------------------|--|-------------|
| PDC/5GHA/03<br>350-GHA-51<br>350-GHA-71<br>350-GHA-81<br>352-GHA-11 | 30,000<br>40,000<br>40,000<br>74,000 | GHANA<br>DEVELOPING OF HUMAN RESOURCES FOR THE BOOK INDUSTRY             | 1984 - 1994 |
| PDC/13GHA/01<br>352-GHA-31  | 80,000                               | THE GHANAIAAN CHRONICLE  | 1992 - 1994 |
| PDC/15GHA/01<br>352-GHA-51  | 40,000                               | STRENGTHENING THE CAPACITY OF THE GHANA JOURNALISTS'<br>ASSOCIATION      | 1994 - 1996 |
| PDC/17GHA/01<br>352-GHA-71  | 60,000                               | ADA COMMUNITY RADIO STATION  | 1997 – 1998 |
| PDC/18GHA/01<br>352-GHA-81  | 50,000                               | GRASSROOTS, RURAL COMMUNICATION RADIO FOR DISTRICTS OF<br>CENTRAL GHANA  | 1998 – 1999 |
| PDC/19GHA/01<br>352-GHA-91  | 40,000                               | TRAINING PROGRAMME PAIRING BEGINNING JOURNALISTS WITH NGO<br>SPECIALISTS | 1999 – 2002 |
| PDC/21 GHA/02<br>353GHA5011   | 25,000                               | STRENGTHENING “RADIO UNIVERS”  | 2003 -2004  |
| PDC/24 GHA/01<br>552-GHA-5000<br>(FIT-JAPAN)                        | 67,000                               | CAPACITY BUILDING FOR JOURNALISTS  |             |
| PDC/48 GHA/01<br>354-GHA-5041                                       | 22,000                               | COMMUNITY MULTIMEDIA CENTRE FOR AJUMAKO BISEASE                          | 2005-2006   |
| PDC/49 GHA/01<br>354 GHA 5051<br>(CO-FINANCED BY<br>GERMANY)        | 41,000                               | SOGAKOPE COMMUNITY MULTIMEDIA CENTRE (CMC)                               | 2006-2007   |
| PDC/52 GHA/01<br>354-GHA-5071                                       | 38,500                               | GHANA:BIMBILLA PEACE MEDIA   | 2008-2009   |
| PDC/53 GHA/01<br>354-GHA-5081                                       | 29,700                               | BOSOMTWE RADIO NETWORK   | 2009-2010   |
| <b>TOTAL GHANA: US\$ 677,200</b>                                    |                                      |  |             |

## D. BUDGET

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

|   | Q-ty   | Unit price | Total         |
|---|--------|------------|---------------|
| Stakeholders workshop for 60 participants:  | 5 days | 1 000      | 5 000         |
| Mixing console with built-in telephone hybrid:                                      | 1      | 4 100      | 4 100         |
| Studio condenser microphones:   | 4      | 300        | 1 200         |
| Field production microphones:   | 2      | 200        | 400           |
| Pairs of monitor speakers w. built-in amplifiers:                                   | 2      | 1 000      | 2 000         |
| Uninterrupted power supply 500 VA:  | 2      | 400        | 800           |
| 4-way headphone amplifiers:   | 2      | 200        | 400           |
| P4 audio editing computer with 320GB HD RAM 2GB, Windows<br>XP, CD-WR, 19” monitor: | 2      | 2 000      | 4 000         |
| Equipment installation:   |        |            | 1 500         |
| <b>TOTAL:</b>   |        |            | <b>20 300</b> |

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

|  | Q-ty      | Unit price | Total                |
|--|-----------|------------|----------------------|
| Training space:  | 5 days    | 200        | 1 000                |
| Furniture and infrastructure for new equipment                   |           |            | 2 500                |
| Staff costs (2 persons):   | 12 months | 100        | 2 400                |
| Project coordinator:   | 12 months | 150        | 1 800                |
| Communications:  |           |            | 150                  |
| Studio and station building renovation:                          |           |            | 500                  |
| Vehicle maintenance and local transport costs:                   |           |            | 550                  |
| Air time for " <i>Community Voices</i> " radio programme series: |           |            | 2 800                |
| <b><u>TOTAL :</u></b>  |           |            | <b><u>11 700</u></b> |

# GUINEA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                        | <b>SETTING UP RADIO LYNX</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                               | <b>IPDC/55 GUI/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | <u>Category 2</u> : Plurality and diversity of media, a level economic playing field and transparency of ownership   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                   | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b>                                | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Equipment and training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                | US\$ 41 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>           | US\$ 34 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                  | Lynx-Lance Group<br><u>Contact person</u> :<br>Mr Souleymane Diallo, Director<br>Email: <a href="mailto:diallosouleymane2001@yahoo.fr">diallosouleymane2001@yahoo.fr</a> |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                    | UNESCO office in Bamako<br>BP E1763 – Tel.: (223) 20 23 34 92<br>Rokia Bâ: <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                     | Koloma District (Soloprino)<br>Ratoma Commune, Conakry   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                  | Mr Souleymane Diallo<br>Mrs Rokia Bâ, CI Programme Officer   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

In Guinea, single-party government—prevalent at one time or another in many African states—came to an end with the institution of the 2<sup>nd</sup> Republic on April 3, 1984. In the wake of that event, the Guinean media (radio, television, and the national daily, "Horoya"), which up until then was wholly state-run, experienced several major developments.

The private print-media sector is now booming, and currently boasts more than 100 newspapers, according to the National Council for Communication (CNC, *Conseil National de la Communication*). Privately owned radio and television companies are now officially authorised, following a decree issued by the President of the Republic. Several radios now broadcast out of Conakry, including *Radio Liberté*, *Radio FM Soleil*, *Radio Familia*, *Nostalgie Guinée*, *Radio Sabari*, *Radio Voix de l'Afrique*, and the BBC. Laws on the freedom of communication have been passed.

The CNC is the body responsible for regulating the media. Several media associations have been formed, including the Guinean Journalists Association (AJG, *Association des Journalistes de Guinée*), which brings together journalists from both the private and public sectors, the African Media Professionals Association (APAC-Guinée, *Association des professionnelles africaines de la communication*), and the OGUIDEM, a media self-regulatory body.

The Lynx-Lance media group, which is submitting this project, has gained a solid reputation in the Guinean media landscape. The Group comprises 2 independent weeklies, both circulated in Conakry: *Le Lynx*, a 16-to-28-page satirical newspaper (circulation: 7,000 to 8 000) first published on 7 February 1992; *La Lance* (2nd highest circulation in Guinea, with 5,000 copies per issue) established on 18 December 1996. Both newspapers are published by a small, limited-liability company called GUICOMED (*Guinéenne de la Communication et de l'Édition (Guicomed)*).

The Group's experience and relevance in the local media landscape has been widely established, and today its promoters wish to broaden its activities by setting up "Radio-Lynx". This radio station will play a leading role in anchoring and consolidating the culture of democracy, and affirming freedom of expression in Guinea. A broadcasting licence application has been filed with the relevant authorities.

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

The 2 million inhabitants of Conakry.

### **3. DEVELOPMENT OBJECTIVE**

Contribute to diversifying the media landscape, and to strengthening democracy in Guinea.

### **4. IMMEDIATE OBJECTIVE**

Set up a radio station covering the entire Guinean capital and train 2 technicians, and 3 journalists.

### **5. PROJECT OUTPUTS**

- Radio-Lynx is fully equipped and operational;
- Two (2) technicians and 3 journalists have been trained;
- The inhabitants of Conakry are able to receive professionally produced local information in real time.

### **6. ACTIVITIES**

- Purchase and installation of equipment;

- Training for 2 technicians and advance training for 3 journalists.

## 7. PROJECT INPUTS

- Production and broadcasting equipment;
- Cost of training

## 8. WORK PLAN

| ACTIVITIES / MONTH                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|-----------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Acquisition                       | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Installation                      | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Training                          | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Trials and start-up of operations | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Reports                           | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The radio station will constitute the audio component of the Lynx–Lance media group.

## 10. SUSTAINABILITY

The media group has maintained its leading position for the last 16 years. Despite a difficult media landscape, it has been able to continue operating, and even to develop its operations, thanks to the credibility it enjoys and its sound financial health. The same rigorous and professional approach which it has always been recognised for, coupled with the financial and human resources at its disposal, will enable the group to assure the the long-term viability of the project.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Bamako, in collaboration with the Guinean National Commission for UNESCO.

## 12. EVALUATION

The surveys conducted on the Guinean media landscape confirm that there is a need for a reliable radio station in Guinea. This project, which fits in perfectly with the normal activities of the group, has every chance of coming to fruition.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Every four months, Radio Lynx will produce a project implementation report, which will be submitted to the UNESCO Office in Bamako.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE  | FUNDS<br>(US \$) | PROJECT TITLE                                  | PERIOD      |
|---------------------------|------------------|--|-------------|
| PDC/3GUI/21<br>350-GUI-31 | 40,000           | GUINEA<br>DEVELOPMENT OF COMMUNICATION SYSTEMS | 1982 - 1984 |
| PDC/9GUI/01<br>350-GUI-91 | 35,000           | LAUNCHING OF A RURAL RADIO NETWORK             | 1988 - 1991 |

|   |         |   |             |
|---|---------|---|-------------|
| 520-GUI-61<br>(FIT-FRANCE)                    | 7,000   |   |             |
| PDC/12GUI/01<br>352-GUI-21                    | 111,700 | EXPANSION OF A NATIONAL DAILY "HOROYA"  | 1991 - 1993 |
| PDC/53GUI/01<br>354-GUI-5081                  | 25,300  | TRAINING IN THE EXPLOITATION OF THE GUINEAN RADIO-TELEVISION SERVICE'S AUDIOVISUAL ARCHIVES | 2009 - 2010 |
| <b>TOTAL GUINEA: US\$ 212,000+ US\$ 7,000</b> |         |   |             |

### Preliminary activities

Courses for journalists have already been held in the Group's Press Room.

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

The editorial team is currently being strengthened, and premises are being readied, even though the licence application has not yet been approved.

## B U D G E T

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

#### **Equipment**

|   |                      |
|---|----------------------|
| Studio audio-control console, 2 x 20-watt audio monitors, CD player, 2-head cassette player, dual-line hybrid telephone (interface), studio synthesizer, audio compressor, 2 studio microphones, "On air" light sign: | 12 600               |
| <i>Studio automation</i> (computer workstation for live broadcasting):  | 775                  |
| Software, 19-inch monitor and accessories:  | 1 900                |
| 4x4, 24 bits/96 kHz audio interface:  | 380                  |
| Installation system:  | 305                  |
| FM transmitter (up to 550 W), with integrated amplifier and exciter; accessories:   | 295                  |
| Stereo option:  | 4 675                |
| 2 kVA UPS:  | 405                  |
| Omnidirectional antenna (87.5 to 108 MHz):  | 8 360                |
| 4-channel broad-band separator:   | 60                   |
| Feed line:  | 945                  |
| Connectors:   | 3 300                |
| <b><u>TOTAL:</u></b>  | <b><u>34 000</u></b> |

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

|  |                     |
|--|---------------------|
| Operating expenses:  | 4 400               |
| Training for 2 technicians and advance training for 3 journalists: | 2 600               |
| <b><u>TOTAL:</u></b>   | <b><u>7 000</u></b> |



# KENYA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>ESTABLISHMENT OF RWARE COMMUNITY MULTIMEDIA CENTRE, NYERI DISTRICT</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 KEN/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | <u>Category 2</u> : Plurality and diversity of media, a level economic playing field and transparency of ownership |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training and equipment   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 41 300  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 25 300  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Rware Community Center<br>P.O. Box 706, Nyeri<br>Contact Person: Christopher Karanja Murigo<br>Tel: 254-720-409405 |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Nairobi Office  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Rware, Nyeri District  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Rware Community  |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

The drive to popularize community media in Kenya has grown over the last ten years and efforts continue to be made to achieve the desired goal: setting up community radio stations in all parts of Kenya to give the communities a voice, mobilize them for development, articulate their aspirations including cultural regeneration.

The proposed Rware Community Multimedia Centre (CMC) emanates from a feasibility study that identified the various needs and proposed various channels of addressing the issues. The aim of the Rware CMC is to serve as a communication and information platform for the community's development and social needs. Rware community has a plethora of challenges that need a forum to discuss issues. The people in this area are deliberately marginalized since it is assumed that they must have benefited from governmental resources as the President of the Republic comes from the area. But this is on the contrary. Therefore, the Rware CMC envisages a platform where these challenges will be debated and local solutions sought. The Centre will serve as a reservoir of information on local knowledge, culture and local methods of harnessing development and poverty eradication.

The challenges/ and needs identified during the feasibility study include the following: public health and unhygienic conditions of life, the lack of education, unemployment, the hopelessness of the youth that may lead to delinquency, the issue of food security and ways that farmers can ensure it, the lack of knowledge of the community on how the people can participate in the constitution-making process, what Kenya's National Accord means and in what it affects them, what the Truth, Justice and Reconciliation are all about etc. Consequently, civic education on governance issues is of paramount importance to the people of the Rware community

Awareness creation on issues of importance to the community and for which information is lacking need to be addressed. For example, the Constituency Development Fund (CDF) officials have expressed that they would like more people to apply for project support. They are willing to provide to the public information about the funds, application process and project selection criteria. Information could also be shared about other funds that have been set aside by the Kenyan government to help women and youth develop macro-economic projects. Access to information is expected to increase participation.

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

The population to be served by the Rware CMC is over 300 000 people.

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

This project aims at uplifting living standards of the community through information provision, focusing on public health, social services and economic issues.

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

Establish an operational CMC in Rware, Nyeri District of Kenya with radio and computer facilities.

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

- A fully-fledged Rware Community Multimedia Centre (CMC) with a radio station and a computer centre;
- 3 staff and 8 volunteers trained;
- Computer applications and access to Internet facilities offered.

**6. ACTIVITIES:**

- Preparation of the radio station building;
- Identification, purchase and installation of equipment at the CMC;
- Training of CMC staff and volunteers.

**7. PROJECT INPUTS:**

- CMC housing;
- Training for CMC staff and volunteers;
- Computer equipment and Internet connection;
- Community Radio equipment.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Preparation of the CMC building and furniture installation | ■ | ■ | ■ |   |   |   |   |   |   |    |    |    |
| Building formal partnerships with local institutions       |   |   |   | ■ |   |   |   |   |   |    |    |    |
| Recruit core project workers/volunteers                    |   |   |   |   | ■ |   |   |   |   |    |    |    |
| Acquisition and installation of CMC equipment              |   |   |   |   | ■ | ■ | ■ | ■ |   |    |    |    |
| On-site training of volunteers and content production      |   |   |   |   |   |   |   |   | ■ | ■  | ■  | ■  |
| CMC testing and commissioning                              |   |   |   |   |   |   |   |   |   |    | ■  |    |
| Reporting  |   |   |   |   |   |   |   |   |   |    |    | ■  |

**9. INSTITUTIONAL FRAMEWORK:**

Rware Community Center is a registered community-based organization (CBO) which was established from an expressed need by the Community. Rware CMC is located at Wambugu’s Farmers training Centre. This is a Farmers training institution which has been existing for over 30 years; it will provide the CMC with the premises to host the CMC. The Wambugu’s Farmers training Centre houses, among others, the Regional Meteorological Station.

**10. SUSTAINABILITY:**

In the long-term, Rware CMC operations will supported by the Wambugu’s Farmers training Centre, NGOs and CBOs in the area, as well as by direct contributions from the community. The Constituency Development Funds (CDF) that is provided by the central government for community development will also be used to fund the centre.

**11. FRAMEWORK OF MONITORING:**

UNESCO Nairobi Office will be responsible for monitoring the implementation of the project in collaboration with the Community Radio Network of Kenya (KCOMNET) and EcoNews Africa.

**12. EVALUATIONS CARRIED OUT:**

In May 2009, UNESCO’s SHS Programme commissioned a feasibility study for this centre. The study informed the preparation of this proposal with identified needs on the ground as expressed by the target beneficiaries.

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

The Rware CMC Local Management Committee, through the station manager, will report to UNESCO Nairobi Office half-yearly on project implementation progress and achievement of its objectives.

#### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET<br>CODE                                     | FUNDS<br>(US \$)           | PROJECT TITLE   | PERIOD      |
|---|----------------------------|---|-------------|
| PDC/4KEN/11<br>350-KEN-41<br>523-KEN-11<br>(FIT-USA)            | 15,000<br>196,600          | KENYA: TRAINING OF TRAINERS FOR THE INSTITUTE OF MASS COMMUNICATION   | 1983 - 1987 |
| PDC/5KEN/05<br>350-KEN-51<br>507-KEN-62<br>(FIT-GERMANY)        | 40,000<br>1212,206         | COMMUNICATION TRAINING FOR TRAINERS IN RURAL COMMUNICATION  | 1984 - 1991 |
| PDC/7KEN/01<br>350-KEN-71<br>350-KEN-81<br>350-KEN-91           | 45,000<br>40,000<br>64,000 | READING MATERIALS FOR THE BLIND   | 1986 - 1992 |
| PDC/21 KEN/01<br>353-KEN-5011                                   | 20,000                     | DEVELOPMENT OF FREE PRESS INSTITUTIONS  | 2003-2004   |
| PDC/24 KEN/01<br>552KEN5000<br>(FIT-JAPAN)                      | 62,514                     | AUDIO VISUAL MEDIA TRAINING   | 2004-2005   |
| PDC/48 KEN/01<br>354 KEN5041                                    | 22,000                     | COMMUNITY MULTIMEDIA CENTRE, BONDO DISTRICT   | 2005-2006   |
| PDC/49 KEN/01<br>354-KEN-5052                                   | 20,000                     | SHINYALU COMMUNITY MULTIMEDIA CENTRES, KAKAMEGA DISTRICT KENYA: ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS | 2006-2007   |
| PDC/49 KEN/03<br>354-KEN-5053                                   | 20,000                     | RADIO FOR YOUTH CENTRE (KOINONIA MEDIA CENTRE )   | 2006-2007   |
| PDC/51 KEN/01<br>354-KEN-5061                                   | 30,000                     | KENYA: DEVELOPMENT OF MUGAMBO JWETU COMMUNITYMULTIMEDIA CENTRE  | 2007-2008   |
| PDC/52 KEN/01<br>354-KEN-5071                                   | 22,000                     | KENYA:COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO   | 2008-2009   |
| PDC/53 KEN/01<br>354-KEN-5081                                   | 22,000                     | PROFESSIONAL CAPACITY BUILDING FOR THE KENYAN MEDIA CORRESPONDENTS  | 2009-2010   |
| PDC/54 KEN/01<br>354 KEN 5091                                   | 20,900                     | KENYA: UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY   |             |
| <b>TOTAL KENYA: US\$ 380,900+US\$ 1,471,301(FUNDS-IN-TRUST)</b> |                            |   |             |

Rware CMC has obtained a broadcast licence and a frequency from the relevant national authorities.

#### D. BUDGET

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

|  | Qty | Unit price | Total |
|--|-----|------------|-------|
| Mixing console with telephone hybrid:      |     |            | 3 000 |
| Studio condenser microphones:              | 4   | 125        | 500   |
| Field production microphones:              | 4   | 75         | 300   |
| Monitor speakers with built-in amplifiers: | 2   | 500        | 1 000 |
| Headphones:                                | 8   | 50         | 400   |

|  |           |       |                      |
|--|-----------|-------|----------------------|
| 4-way headphone amplifier:                           |           |       | 100                  |
| Soundcard:   |           |       | 100                  |
| Microphone stands:                                   | 4         | 50    | 200                  |
| Shielded cable (100 m.) with XLR and RCA connectors: |           |       | 350                  |
| P-4 audio editing computer:                          |           |       | 1 300                |
| UPS 350 VA:  |           |       | 100                  |
| 300-W FM transmitter:                                |           |       | 2 000                |
| Omni directional 4-layer transmission antenna:       |           |       | 1 000                |
| Antenna feeder cable:                                | 50 m.     | 6     | 300                  |
| 30-m. antenna mast:                                  |           |       | 2 500                |
| Equipment transportation and installation:           |           |       | 500                  |
| Portable recorders:                                  | 4         | 200   | 800                  |
| Hands-on attachments of 3 CMC staff members          | 21 days   | 50    | 3 150                |
| PCs for computer centre:                             | 3         | 1 200 | 3 600                |
| Local area network (hub, cables, connectors):        |           |       | 1 500                |
| Printers:  | 2         | 500   | 1 000                |
| Internet connection:                                 |           |       | 1 000                |
| Initial Internet subscription:                       | 12 months | 50    | 600                  |
| <b><u>TOTAL:</u></b>                                 |           |       | <b><u>25 300</u></b> |

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

|  |                      |
|--|----------------------|
| Annual CMC Staff salaries (government Community Development Fund): | 10 000               |
| Premises, studio (To be offered by the Wambugu Farmers Centre):    | 4 000                |
| Radio and computer centre consumables (per year):                  | 2 000                |
| <b><u>TOTAL:</u></b>   | <b><u>16 000</u></b> |

# LESOTHO

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>BROADCASTING AND REGULATION DURING ELECTIONS PERIOD</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 LES/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3: Media as a platform for democratic discourse   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Capacity building  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 11 800  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 10 600  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Lesotho Communications Authority<br>6 <sup>th</sup> floor - Moposo House<br>P.O. Box 15 896 – Maseru 100.<br>Tel: +266 22224300<br>E-Mail: <a href="mailto:mposholi@lca.org.ls">mposholi@lca.org.ls</a><br>Contact: Mr. M. Posholi |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Office Windhoek<br>(Mr. Jaco Du Toit)   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Maseru   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY:</b>                   | Lesotho Communications Authority   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

Since Lesotho's return to democracy seventeen years ago, the landscape of the broadcasting sector has changed quite significantly. Lesotho airwaves used to be dominated by one state broadcaster, but now there is diversity in the ownership and running of broadcast media stations with private stations that have been licensed. Currently, Lesotho has 2 state radio stations and one state television, as well as 8 privately -owned radio stations.

The media has a very important role in a democratic set-up. All broadcasters have a public service duty to contribute to free and fair elections in any way they can. Radio and television create and foster the democratic environment by conveying authentic information to the public so that a well-informed electorate can make reasoned choices.

Broadcasters and regulators play an important part in this process. During election period, many people turn first to their radios to learn how election campaigns are progressing, and to discover the candidates' views. Therefore, it is imperative that broadcasters convey a balanced and accurate picture of the political candidates, parties and their agendas. The Regulator also has an obligation to monitor their output rigorously in order to quickly respond to complaints.

The Broadcasting Rules 2004 prescribe the Code of Practice that stipulates that the licensees must broadcast content that reflects journalistic principles of fairness, accuracy, integrity, objectivity and impartiality. Broadcasters often fail to adhere to these prescribed norms by providing inaccurate reports, especially during election period. This at times leads to potential political conflicts between rival political parties that can permeate to the electorate thereby causing instability. In the final analysis, the Regulator find itself dealing with many complaints due to non-compliance by broadcasters to the prescribed Code of Practice or standards.

The proposal seeks support to organize and conduct a 6-day training course for 20 people. The course should cover broadcasting regulation during election period as well as election coverage by broadcasters. Focusing on the election period, the course should also deal with the role of the Regulator, monitoring, complaints handling, and best practices on broadcasting and political advertising. The CBA/UNESCO Guideline in this regard shall be used as reference material among others.

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

The target group comprises staff members from broadcasting stations dealing with investigative journalism on issues of public interest, and those who conduct programs on current affairs. Selected staff members from the Regulator will also attend the training. The total number of trainees will be 20 and a majority will be drawn from broadcasting industry.

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

The project will contribute towards promoting existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information, based on international best practice standards and developed in participation with civil society.

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

Disseminate internationally recognized journalism code of practice to ensure high professional standards and consequently reduce the number of broadcast complaints.

**5. PROJECT OUTPUTS:**

- 20 broadcast journalists from both the radio stations and the regulator equipped with skills and techniques in broadcasting coverage during elections period;
- 20 broadcast journalists adhere to the journalism professional Code of Conduct;
- 20 broadcast journalists are able to deal with broadcast complaints during elections period and at other times.

**6. ACTIVITIES:**

- Session on relevant regulatory framework in Lesotho;
- Session on international and comparative law and standards;
- Session on the importance of media during elections period;
- Session on the role of broadcasters (e.g. debates, voter education);
- Session on balanced and equitable reporting;
- Session on broadcast standards and rules (with emphasis on elections period);
- Session on procedures for handling complaints.

**7. PROJECT INPUTS:**

- One trainer with relevant experience and university degree. The trainee should demonstrate ability to impart knowledge in investigative journalism as well as broadcasting regulation covering international best practices models relating to broadcasting content regulation with emphasis on coverage during elections period. The selection of trainer can be made through selection tendering procedures or in consultation with the UNESCO Advisor for Communication and Information and UNDP;
- Logistical arrangements regarding the training premises, refreshments and lunches;
- Transport cost for trainer and local transport;
- Duplication and distribution cost of the journalism professional Code of Conduct.
- Evaluation of activities and final report.

**8. WORK PLAN:**

| ACTIVITIES / WEEKS                         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
| Selection of 20 trainees                   | ■ |   |   |   |   |   |   |
| Selection of trainer                       |   | ■ |   |   |   |   |   |
| Preparation of training materials          |   |   | ■ | ■ |   |   |   |
| Logistics and preparation of workshop      |   |   |   |   | ■ |   |   |
| 6-day workshop                             |   |   |   |   |   | ■ |   |
| Evaluation (submission of workshop report) |   |   |   |   |   |   | ■ |

**9. INSTITUTIONAL FRAMEWORK:**

Date of establishment and functions: LCA is a statutory body established in June 2000, with a mandate of regulating the communications sector in Lesotho. This mandate entails issuing licences to telecom operators and broadcasters, promoting fair competition, approving tariffs, empowering and protecting consumers, approving equipment and other related matters.

Mission: To facilitate the development and provision of affordable and sustainable communications services while promoting free and fair competition and ensuring consumer protection.



**Management Structure:** It comprises of six Board members of which five are non-executive directors, the Chief Executive and 29 regular staff.

The organisation's income is around US\$ 4.5 million per annum, and the source is mainly through license fees.

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

The Regulator will ensure that the achievements of the training will be made sustainable by noting improvements, periodically conducting workshops and/or meetings with relevant stakeholders.

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

The Regulator will continue to monitor all the broadcasters in order to ensure that they adhere to the internationally recognised professional standards of journalism. For example, monitoring semi-annually the implementation of the programmes.

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

Participants shall be required to conduct an evaluation of the course and submit evaluation forms to the facilitator at the end of the activities.

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

Mr. M. Posholi, Chief Executive, will provide quarterly progress reports to UNESCO.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET<br>CODE                    | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|--|------------------|--|-------------|
| PDC/7LES/01<br>507-LES-61<br>(FIT-FRG)         | 868,244          | LESOTHO <sup>2</sup><br>DEVELOPMENT OF NATIONAL NEWS AGENCY                                      | 1987 - 1991 |
| PDC/16LES/01<br>352-LES-61                     | 50,000           | HUMAN RESOURCES DEVELOPMENT FOR MEDIA  | 1996 - 1998 |
| PDC/19LES/01<br>352-LES-91                     | 10,000           | LESOTHO NEWS AGENCY  | 1999 - 2000 |
| PDC/20LES/01<br>353-LES-01                     | 34,000           | ESTABLISHMENT OF A CENTRAL PRINTING HOUSE FOR THE INDEPENDENT PRESS OF THE<br>KINGDOM OF LESOTHO | 2000 - 2002 |
| <b>TOTAL LESOTHO: US\$ 94,000+US\$ 868,000</b> |                  |  |             |

### D. BUDGET

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

|   | Q-ty     | Unit price | Total |
|---|----------|------------|-------|
| Trainer:  | 6 days   | 100        | 600   |
| Resource person (to adapt UNESCO guidelines to training needs of Lesotho: | 6 days   | 100        | 600   |
| Accommodation for the trainer:  | 8 nights | 200        | 1 600 |
| Return airfare London – Maseru for the trainer:                           |          |            | 1 520 |
| Renting of premises for training:   | 6 days   | 200        | 1 200 |
| Morning tea and coffee (6 days):  | 25 pers. | 25         | 690   |
| Buffet lunch:   | 25 pers. | 96         | 2 400 |
| Soft drinks:  | 25 pers. | 20         | 500   |

|  |           |    |                      |
|--|-----------|----|----------------------|
| Afternoon tea and coffee (6 days):               | 25 pers.  | 25 | 690                  |
| Duplication and distribution of Code of Conduct: | 25 copies | 32 | 800                  |
| <b><u>TOTAL:</u></b>                             |           |    | <b><u>10 600</u></b> |

|   |  |  |                     |
|---|--|--|---------------------|
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |  |  |                     |
| Local transport (6 days):   |  |  | 800                 |
| Secretariat:  |  |  | 400                 |
| <b><u>TOTAL:</u></b>  |  |  | <b><u>1 200</u></b> |

# MADAGASCAR

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>PROFESSIONAL QUALIFICATION TRAINING FOR LOCAL RADIO EMPLOYEES</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 MAG/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDECATORS</b> | Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Training, equipment  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 51 700  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 36 500  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | <i>Consortium des Communicateurs pour le Développement</i> (CONCORDE), Antananarivo<br>Tel.: +261 340112079<br><a href="mailto:concordenational@gmail.com">concordenational@gmail.com</a>                    |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                      | UNESCO Regional Office<br>in Dar es-Salam: Mr Al-Amin Yusuph<br>UNESCO Liaison Office<br>in Antananarivo: Mrs Irène Ranaivozanany  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Antananarivo   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | Mr Angelo ANDRIAMAHEFA<br>Chairman of the <i>Consortium des Communicateurs pour le Développement</i> (CONCORDE),<br>assisted by Mrs Irène Ranaivozanany<br>from the UNESCO Liaison Office in<br>Antananarivo |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Media pluralism and diversity are more and more of a reality in Madagascar. Currently, the country boasts some 300 public and privately owned radio stations, 34 print media outlets, a dozen or so electronic media outlets, and 28 television stations. The number of privately owned media outlets far outweighs the number of public media outlets (10 to 1). Whereas the public broadcasting services provide national coverage, the private sector provides only limited coverage. Of the four types of media operating in Madagascar, radio tops the list.

Since the beginning of the political and economic crisis in Madagascar in 2009, the national media landscape has been dominated by radio. It is increasingly being adopted by the populations as the space of choice for free expression, and is the preferred communication medium of both the political class and the ordinary citizen, providing a space where different voices and viewpoints can be heard. Radio has also become the subject of controversy and contradiction.

Thus, media professionals are often criticised for their professional incompetence, and media players are regularly accused—rightly or wrongly—of a lack of professionalism, leading them to commit offences.

In 2008, 75% of the journalists who held press cards had been trained on the job, and most of them worked for local radio stations in the various regions of the Big Island.

Generally speaking, local-radio personnel lack adequate professional training, and the Malagasy radio landscape is all the worse off for it. The CONCORDE project aims to restore the credibility of local radios by providing their personnel with professional training.

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

The main beneficiaries of the project will be 48 male and female local-radio employees from the 12 regions of Madagascar.

### **3. DEVELOPMENT OBJECTIVE**

Develop skills required for professions in the local-radio sector, by providing modular, professional training courses leading to a qualification.

### **4. IMMEDIATE OBJECTIVE**

Train 48 local-radio employees in radio production, gathering information, and writing for radio, and, more generally, in all sectors of radio where training is required.

### **5. EXPECTED PROJECT OUTPUTS**

- Reference documents, and professional training manuals;
- 12 fully operational CONCORDE trainers;
- 48 trained and qualified radio workers.

### **6. ACTIVITIES**

- Adaptation of training manuals to the local context and language. The manuals will be provided by CONCORDE's partners (Gender Links, Intermédias Consultants Afrique, Alt Radio, SE/CNLS);
- Preparation of the training manuals in accordance with the professional and educational standards of the *Institut National de Formation des personnels de l'enseignement technique* (INFor, National

Technical Teacher Training Institute). This activity will take the form of workshops conducted by education specialists, and CONCORDE and *Gender Links* trainers;

- Publication of the educational materials by a local publishing house;
- Rental of the teaching aids required for the various training sessions;
- Acquisition of 4 sets of digital audio equipment for practical training in radio production techniques. Once the project is completed, the equipment will be used by the 4 Vocational High Schools for subsequent training in digital audio techniques and in other related areas.
- Training of 12 CONCORDE trainers (6 central and 6 regional);
- The participants will be recruited in 2 stages: an initial stage in which the candidates will be screened on the basis of a review of their application files, and a second stage involving a telephone interview;
- Training of 48 radio employees in 2 intensive sessions. The 2 sessions will be held simultaneously in 4 Vocational High Schools;
- In the interval between the sessions, the trainees will be required to produce their own work, which will be evaluated. During this phase, the trainees will be supervised by CONCORDE trainers.

## 7. PROJECT INPUTS

- 100 training manuals;
- 4 sets of digital audio equipment;
- Teaching aids;
- International consultation for trainer training;
- National consultation for the workshop to prepare reference documents and trainer training;
- 12 CONCORDE trainers for the "Trainer training" workshop;
- 48 local-radio employees for the training sessions at the Vocational High Schools.

## 8. WORK PLAN

| ACTIVITIES / MONTH                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Adaptation of manuals                       | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of reference training documents |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Publication of training documents           |   |   | ■ | ■ |   |   |   |   |   |    |    |    |
| Acquisition and hand-over of equipment      |   |   | ■ | ■ |   |   |   |   |   |    |    |    |
| Training of trainers                        |   |   |   |   | ■ |   |   |   |   |    |    |    |
| Recruitment of participants                 |   |   |   |   |   | ■ | ■ |   |   |    |    |    |
| Training for radio workers                  |   |   |   |   |   |   |   | ■ |   |    | ■  |    |
| Write-up and submission of reports          |   |   |   | ■ |   |   |   | ■ |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

CONCORDE (*Consortium des Communicateurs pour le Développement*) was established in 2005. Its main mission is to build capacity among actors in the communication and media sector through training. CONCORDE is a non-profit association with some 60 volunteer members in the 22 regions of Madagascar. Its financial resources come from membership fees and the services it provides. Its Executive Boars is based in Antananarivo, and manages the association's activities. To implement this project, CONCORDE will be drawing on partnerships with INFor—a specialist vocational training body, 4 Vocational High Schools—where the training sessions will be held, the Ministry of Communication—the ministry in charge of local radio, Gender Links—a South African NGO specialising in gender and media, and Intermédia Consultants Afrique—a firm specialising in community radio.

## 10. SUSTAINABILITY

For CONCORDE, providing vocational training for local radio workers is a first in Madagascar. Furthermore, this project is totally in keeping with the guiding principles for the reform of Technical Education and Vocational Training in Madagascar, i.e., decentralisation, standardisation and revaluation. It is these same principles which are advocated by CONCORDE: focussing on local radio promotes decentralisation; addressing the issue of standardisation fosters greater professionalism.

Thus, through this project, CONCORDE will be able to provide public Technical and Vocational High Schools in Madagascar with vocational training opportunities for careers in media and communication. The methods, referenced documents and training manuals developed and used in the framework of the project will subsequently be made available to public and private training institutions in the media and communication sector. They will also be used by CONCORDE in subsequent capacity-building initiatives.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Dar es-Salaam and/or the UNESCO Liaison Office in Antananarivo, together with the CONCORDE's authorised representative.

## 12. EVALUATION

The various training initiatives undertaken by CONCORDE since 2005 have revealed an urgent need for upgrade training among local-radio personnel in Madagascar. The studies involving CONCORDE's members have highlighted the lack of skills among local-radio journalists and presenters. Moreover, the institutions which provide journalism and/or communication training are higher-education institutions, while the majority of local-radio employees have only received education to secondary school level, according to the latest census carried out by the Press Card Authority.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

CONCORDE will submit 2 progress reports and a final report to UNESCO.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET<br>CODE            | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|--|------------------|--|-------------|
| PDC/4MAG/12<br>350-MAG-41              | 20,000           | MADAGASCAR<br>ASSISTANCE TO NATIONAL NEWS AGENCY OF MADAGASCAR (ANTA)  | 1984 - 1985 |
| PDC/7MAG/01<br>350-MAG-71              | 30,000           | DEVELOPMENT OF NEWS AGENCY   | 1986 - 1988 |
| PDC/11MAG/01<br>352-MAG-51             | 40,000           | CONTRIBUTION TO THE RE-EQUIPMENT OF 99 INFORMATION HALLS   | 1996 - 1998 |
| PDC/18MAG/02<br>352-MAG-81             | 30,000           | PREPARATION OF TEXTS GOVERNING AUDIO-VISUAL COMMUNICATION AND<br>PUBLICATION OF A COLLECTION OF LEGAL ARCHIVES       | 1998 - 1999 |
| PDC/19MAG/01<br>352-MAG-91             | 45,000           | "ANTA" NATIONAL NEWS AGENCY  | 1999 - 2001 |
| PDC/54MAG/01<br>354 MAG 5091           | 29,370           | MADAGASCAR: SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM<br>DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO | 2010-2011   |
| <b>TOTAL: MADAGASCAR: US\$ 194,370</b> |                  |  |             |

## BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION</b><br>(in US dollars)                  |         |            |                      |
|---|---------|------------|----------------------|
| <b>5-day workshop for the preparation of training manuals</b>             | Q-ty    | Unit price | Total                |
| Fees for 2 consultants:   | 5 days  | 50         | 500                  |
| Subsistence allowance and coffee breaks for 5 people:                     | 5 days  | 9          | 225                  |
| Rental of teaching aids:  | 5 days  | 70         | 350                  |
| Copying and binding of manuals:   | 100     | 18.5       | 1,850                |
| International consultant's air fare (Dakar - Tana return):                |         |            | 1,500                |
| International consultant's living expenses:                               | 5 days  | 80         | 400                  |
| National consultant's fees:   | 3 days  | 120        | 360                  |
| National consultants' (x3) fees:  | 5 days  | 40         | 600                  |
| National consultants' (x3) living expenses:                               | 5 days  | 40         | 600                  |
| CONCORDE trainers' (x12) living expenses:                                 | 17 days | 40         | 8 160                |
| Transfer to Tana of 6 CONCORDE regional trainers:                         | 17 days | 40         | 4 080                |
| Car rentals:  |         |            | 220                  |
| Rental of teaching aids:  | 15 days | 70         | 1 050                |
| Screening of files (10 radio workers):                                    | 2 days  | 9          | 180                  |
| Telephone interviews (10 radio workers):                                  | 4 days  | 9          | 360                  |
| Telephone (flat rate):  |         |            | 500                  |
| High-performance PCs, with production software:                           | 4       | 1,000      | 4 000                |
| UPSs:   | 4       | 200        | 800                  |
| Digital recorders for 4 sites:  | 3       | 300        | 3 600                |
| Transfer of equipment to the 4 sites:                                     | 4       | 250        | 1 000                |
| Transportation of 2 trainers and 12 trainees to the 4 sites (2 sessions): |         |            | 2 560                |
| Transportation for field work (48 people):                                |         |            | 95                   |
| Trainers' (x2) living expenses (2 sessions):                              | 15 days | 40         | 1 200                |
| Trainees' living expenses (2 sessions):                                   | 15 days | 20         | 600                  |
| Jury members' fees (presentation of projects):                            |         |            | 960                  |
| Video projector:  | 1       | 750        | 750                  |
| <b>TOTAL:</b>   |         |            | <b><u>36 500</u></b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b><br>(in US dollars) |                      |
|---|----------------------|
| Adaptation of manuals (6 persons):                                | 1 280                |
| Preparation and supervision of 48 trainee projects (50 hours):    | 12 000               |
| Premises for training (12 days × 2 sessions × 4 sites):           | 1 920                |
| <b>TOTAL:</b>   | <b><u>15 200</u></b> |

# MALAWI

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>LAUNCHING OF CAMPAIGNS TO ENACT ACCESS TO INFORMATION LEGISLATION</b>                                |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 MLW/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of media |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 22 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 17 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | NAMISA (Media Institute of Southern Africa) Malawi Chapter<br>P O Box 30463, Lilongwe                   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO, Harare Office   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Malawi  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | EBZ Kondowe   |
| <b>DECISION OF THE BUREAU:</b>   |   |   |



## **B. PRESENTATION**

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

Since the adoption of the new Republican Constitution, the media in Malawi has been operating fairly freely. Malawi's Republican Constitution has adequate positive provisions on relating to freedom of expression. Section 35 of the Constitution provides that "Every person shall have the right to freedom of expression" (Malawi 1999:21). Section 36 gives the media the right to operate without hindrance locally and elsewhere while Section 37 provides that any person has the right to access information held by government as long as it is "for the exercise of his right". Nevertheless, Malawi media is concerned by freedom of access to information in both public and private sectors.

The National Media Institute of Malawi (NAMISA) has over the years been spearheading campaigns to have the *Access to Information Bill* enacted. The campaign has however dragged on without results. The proposed project seeks to seriously work in this important but neglected area.

It has been argued during various meetings that one of the major obstacles to the enactment of the Malawi Access to Information legislation has been the misconception by local politicians and members of the general public that an access to information bill is a journalists'/media issue. This is a misconception because access to information concerns every member of the public in Malawi. The other problem is that politicians do not really accept that Malawian citizens have difficulties in accessing information needed to exercise their rights.

Access to Information is not just a necessity for citizens, it is an essential part for the good corporate and state governance. Secrecy breeds inefficiency, wastefulness and often allows corruption to flourish.

In terms of government, access to information allows people to scrutinise the actions of their government and is the basis for proper informed debate on those actions. For the private sector, access to good information is vital for transacting with government, for open competition and for an efficient market place of ideas and products.

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

The target group is the National Media Institute of Southern Africa (NAMISA) and the general public.

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

The project will contribute to ensuring that there exists in Malawi a legal framework that will enable the media and the general population to have access to information held by both public and private bodies for the exercise of their democratic rights.

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

Strengthen the campaign for the enactment of the Access to Information legislation to study and analyze the obstacles encountered by journalists and the general public who request for information from government and private bodies.

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

- A consultant to prepare a study on the obstacles to access to information by the media and the general public.
- National provincial campaigns led by NAMISA to sensitize the public about the findings.
- Revitalisation of the campaign on access to information legislation.

**6. ACTIVITIES:**

- Identification of issues relating to obstacles to access to information legislation.
- 3 days seminar: Issues relating to obstacles to access to information legislation.
- Relaunch of the campaign on access to information legislation.

**7. PROJECT INPUTS:**

- Data collectors to package information.
- 2 Resources persons for dissemination seminar.
- Media material on relaunch of access to information legislation campaign

**8. WORK PLAN:**

| Activities/Month  | 1 | 2 | 3 |
|---|---|---|---|
| Collection and packaging of information                   | ■ |   |   |
| Dissemination Seminar                                     |   | ■ |   |
| Relaunch of campaign on access to information legislation |   |   | ■ |

**9. INSTITUTIONAL FRAMEWORK:**

In line with MISA Regional Body, the mission of NAMISA (MISA-Malawi) is to play a leading role in creating an environment of media freedom and free expression that promotes independence, pluralism and diversity of views and opinions, media sustainability, competency and professionalism in Malawi.

NAMISA aims to create an environment in which civil society is empowered to claim information and access to it as unalienable rights and in which the resultant free information flow strengthens democracy by enabling more informed citizen participation.

The objective of NAMISA is to lobby for promotion and protection of media freedom and free expression. Another objective is to strengthen and support the development of a vibrant, professional and participatory media sector as an essential part of the deepening of democracy in Malawi.

NAMISA has over 255 individual members and 5 institutional members.

Policy directions are the responsibility of the Governing Council which has 8 members. The Secretariat, which translates policy directions into action, is headed by the National Director. Under him are 3 senior officers who include an accountant/finance officer. Apart from the four there is a secretary and a messenger.

NAMISA has vast experience in implementing projects funded by both local and international cooperating partners.

**10. SUSTAINABILITY:**

The project will be easily made sustainable by NAMISA as they have long standing cooperation agreements with some local cooperating partners in other areas of assistance. What NAMISA requires at the moment is to revitalise the access to information legislation campaign to demonstrate to local partners that the issue is still very important for the media in Malawi.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by the Malawi National Commission for UNESCO.

## 12. EVALUATION CARRIED OUT:

In December 2009 NAMISA organised a meeting on Access to Information which brought together members of the Media and Communications Committee of Parliament and representatives of civil society organizations. At this meeting Members of Parliament argued that there was no evidence to show that the country needs Access to Information legislation.

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

The beneficiary agent undertakes to report on project progress on a four-month basis to the UNESCO Harare Cluster Office through the Malawi National Commission for UNESCO and to submit a comprehensive final report describing the extent to which the immediate objective of the project were achieved.

The Reports will be prepared and submitted by Aubrey Chikhungwa, the National Director.

### C. ADDITIONAL INFORMATION

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

NAMISA on its own drafted a draft The Bill on access to information in 2003 and sensitization campaigns for various stakeholders were carried out over the years and NAMISA also carried out a small survey to assess the difficulty of public information.

#### Previous IPDC support received by the country

- Computerisation of the Malawi Broadcasting Corporation
- Establishment of Dzimwe Community Radio Station
- Purchase of computers for the degree programme of the Malawi Polytechnic
- Purchase of equipment for Malawi Television
- Preliminary assistance for the Malawi Polytechnic Journalism Degree Programme
- Capacity Building for Dzimwe and Nkhotakota community radio stations
- Establishment of Nsanje Community Radio Station
- Establishment of Usisya Community Radio Station

### C. ADDITIONAL INFORMATION

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

| PROJECT N BUDGET CODE                                    | FUNDS (US \$)    | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/11MLW/01<br>352-MLW-11                               | 139,000          | MALAWI: TECHNICAL ASSISTANCE TO THE DEPARTMENT OF INFORMATION                     | 1990 -1992  |
| PDC/16MLW/01<br>352-MLW-61<br>520-MLW-60<br>(FIT-FRANCE) | 50,000<br>30,000 | COMPUTERIZATION OF RADIO MALAWI NEWSROOM  | 1996 -1998  |
| PDC/17MLW/01<br>352-MLW-71                               | 55,000           | WOMEN'S COMMUNITY RADIO FOR NANKUMBA PENINSULA AND LAKE MALAWI NATIONAL PARK AREA | 1997 -1998- |
| PDC/18MLW/01<br>352-MLW-81                               | 30,000           | EQUIPPING THE POLYTECHNIC FOR JOURNALISM TRAINING                                 | 1998 – 999  |
| PDC/20MLW/01<br>353-MLW-01                               | 40,000           | STRENGTHENING THE CAPACITY OF TELEVISION MALAWI                                   | 2001 – 003  |
| PDC/21 MLW/01<br>353-MLW-5011                            | 25,000           | TRAINING OF MALAWI'S NEWS AGENCY  | 2003 -2004  |
| PDC/23 MLW/01<br>354-MLW-5031                            | 22,000           | CAPACITY BUILDING FOR PRIVATE AND COMMUNITY RADIOS                                | 2004 -2005  |
| PDC/51 MLW/01<br>354-MLW-5061                            | 24,000           | ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLAND        | 2006-2007   |

|                                   |        |  |           |
|-----------------------------------|--------|--|-----------|
| PDC/52 MLW/01<br>354-MLW-5071     | 22,000 | MALAWI: TRAINING OF TRAINERS IN PARLIAMENTARY REPORTING                                    | 2008-2009 |
| PDC/54 MLW/01<br>354 MLW 5091     | 20,900 | MALAWI: ESTABLISHMENT OF THE USISYA COMMUNITY RADIO STATION                                | 2010-2011 |
| PDC/54 MLW/02<br>354 MLW 5092     | 24,200 | MALAWI: ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR THE DISTRICT OF NSANJE AND CHIKWAWA | 2010-2011 |
| <b>TOTAL MALAWI: US\$ 452,100</b> |        |  |           |

## D. BUDGET

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

|   |                    |
|---|--------------------|
| Hire of personnel to package information/write a report on issues relating to obstacles to access to information legislation (5 days x US\$150 x 2) | 1 500              |
| Production of multiple copies of information/report   | 500                |
| Room hire   | 500                |
| Conference package  | 1 400              |
| Assorted minerals   | 200                |
| Participants' accommodation and meals (25x 3x \$100)  | 7 500              |
| Transport costs   | 1 000              |
| Stationery  | 2 000              |
| Production of media materials   | 1 000              |
| Dissemination of materials (airtime, space)   | 1 500              |
| <b>TOTAL</b>  | <b>US\$ 17 000</b> |

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

|  |                   |
|--|-------------------|
| Staff costs (3 months x \$300 x 3 persons) | 2 800             |
| Project Coordinator (3 months x \$400)     | 1 200             |
| Local transport costs                      | 500               |
| Project reporting                          | 500               |
| <b>TOTAL</b>                               | <b>US\$ 5 000</b> |

# MALI

| A. PROJECT IDENTIFICATION     |  |   |
|-------------------------------|--|---|
| 1.                            | PROJECT TITLE                                | SETTING UP THE COMMUNITY RADIO, RADIO BRICO   |
| 2.                            | NUMBER                                       | IPDC/55 MLI/01  |
| 3.                            | MEDIA DEVELOPMENT INDICATOR CATEGORY         | <u>Category 2</u> : Plurality and diversity of media, a level economic playing field and transparency of ownership  |
| 4.                            | IPDC PRIORITY AREA                           | Development of community media  |
| 5.                            | SCOPE<br>(NATIONAL, REGIONAL, INTERREGIONAL) | National  |
| 6.                            | TYPE OF ASSISTANCE REQUESTED                 | Equipment and training  |
| 7.                            | TOTAL COST OF PROJECT                        | US\$ 31 500   |
| 8.                            | AMOUNT REQUESTED FROM IPDC                   | US\$ 21 000   |
| 9.                            | PROJECT BENEFICIARY                          | RADIO BRICO<br>Contact: Mrs Maïmouna Coulibaly<br>"Gender and Media" Programme Coordinator<br>Association Femmes Marraines du Développement – Nouveau Marché de Médine<br>Immeuble Diaby—Tel.: (223) 66 73 72 48<br>Email: <a href="mailto:coulmaimouna@yahoo.fr">coulmaimouna@yahoo.fr</a><br><a href="mailto:associationfemmesmali@hotmail.fr">associationfemmesmali@hotmail.fr</a> |
| 10.                           | IMPLEMENTING BODY                            | UNESCO Office in Bamako<br>BP E1763—Tel. (223) 20 23 34 92<br>Rokia Bâ: <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>  |
| 11.                           | PROJECT LOCATION                             | Place du Marché, near Nyèsiguiso<br>(Sirakoro, Kita)  |
| 12.                           | PROJECT PREPARED BY                          | Mrs Maïmouna Coulibaly<br>Mrs Rokia Bâ, CI Programme Officer  |
| <b>DECISION OF THE BUREAU</b> |  |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Since the advent of democracy in Mali in 1991, and the subsequent liberalisation of the media space, the Malian media sector has undergone significant development. According to a survey conducted by the Malian media union, URTEL (*Union des Radios et Télévisions Libres du Mali*, Malian Union of Free Radio and Television Broadcasters), in January 2010 the country boasted a total of 241 private radio stations, which included associative, community, commercial, or denominational radios. Some 50 newspapers are also published in the country. Two radio broadcasting operators—one mixed and one privately operated—share the national market. The free radios are unevenly distributed across the country. Isolated areas still exist, such as the rural commune of Sirakoro, which is located some 200 km from the Malian capital, Bamako, in the south-western part of the Kayes region, near the border with Senegal.

In the rural commune of Sirakoro there are no local radios, and reception of the national station is no more than sporadic. The free radios closest to Sirakoro are located some 55 km away; their broadcasts can only be received in certain areas, and often only with makeshift antennas, due to the nearby hilly terrain. The isolation of the rural commune is a major obstacle to its development. Indeed, although the zone—more generally known as Brico—is acknowledged as one of the leading cultural-heritage and tourist sites in Mali, it is largely neglected on account of its isolation. Conflicts between farmers and herdsmen are a concern, as is the management of natural resources. The main sources of income are farming, intensive livestock rearing, fishing, market gardening and fruit picking.

The information and awareness programmes regularly broadcast by other radios do not reach the local populations. Hence the reason for this project, which aims to set up a viable community radio to serve the rural community of Sirakoro. On the basis of inter-ministerial order issued on 27 June 2005, the Association has been authorised to transmit on the 96.0 MHz frequency.

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

The 31,899 inhabitants of the 50 villages making up the commune of Sirakoro.

### **3. DEVELOPMENT OBJECTIVE**

To strengthen inhabitants' participation in the democratic life of and the social dialogue in the rural commune of Sirakoro.

### **4. IMMEDIATE OBJECTIVE**

To set up a viable community radio covering the entire rural commune of Sirakoro.

### **5. PROJECT OUTPUTS**

- An associative community radio is set up and operational in the rural commune of Sirakoro;
- Two general operators trained in various radio genres, and in the technical management of the station.
- The populations are regularly informed about their locality and the country as a whole, and can also voice their concerns.

### **6. ACTIVITIES**

- Acquire equipment and set up a community radio station;
- Train the local human resources who will be operating the radio;
- Provide the populations with information on sustainable development and saving the cultural and tourist heritage of the Brico region.

## 7. PROJECT INPUTS

- Radio transmission equipment (*details provided in the budget*);
- Relaying equipment to enable reception in villages separated by hills and mountains (*see budget*);
- Production equipment, as described in the budget, to produce live, interactive programmes;
- Plate-glass window;
- Two computers to digitize technical parameters and automate programme schedules;
- External hard disk to back up sound archives;
- One trainer for 17 days.

## 8. WORK PLAN

| ACTIVITIES / MONTH   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Refurbishment of premises and installation of plate-glass window         |   |   |   |   |   |   |   |   |   |    |    |    |
| Ordering and transportation of equipment                                 |   |   |   |   |   |   |   |   |   |    |    |    |
| Installation of antenna system and solar panels                          |   |   |   |   |   |   |   |   |   |    |    |    |
| Setting up of the studio and trials                                      |   |   |   |   |   |   |   |   |   |    |    |    |
| Training of the station manager and operators, and further trials        |   |   |   |   |   |   |   |   |   |    |    |    |
| Preparatory meetings with inhabitants to discuss programme content       |   |   |   |   |   |   |   |   |   |    |    |    |
| Official start-up of broadcasting  |   |   |   |   |   |   |   |   |   |    |    |    |
| Fieldwork with the aim of formulating a development plan for Radio Brico |   |   |   |   |   |   |   |   |   |    |    |    |

## 9. INSTITUTIONAL FRAMEWORK

*Femmes Mairaines du Développement* is an apolitical, non-profit making association, officially registered as such on 19 June 1998 in Bamako. It seeks to defend and promote women, encourage their involvement in framing and implementing coherent development policy, and alleviate poverty.

The association receives technical and financial support from its partners to implement its projects, which, so far, have focussed on building capacity among female Malian radio communicators, through its "Gender and media" programme. The Radio Brico project is part of this wider activity.

## 10. SUSTAINABILITY

The central town hall of the rural commune, as well as the the town halls of the various surrounding communes, will be encouraged to participate in the radio's operations. The various development partners operating in the area will also be mobilised.

Plans have also been made to set up a relay antenna to resolve reception problems in certain areas.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Bamako, in collaboration with the Malian National Commission for UNESCO.

## 12. EVALUATION

The feasibility studies conducted emphasised the fact that the locality was difficult to access and cover, and, as a solution to the problem, proposed that a relay antenna be installed, in addition to the main antenna. The association carried out its first feasibility study in 2002, and a second one in March 2010. *Femmes Marraines du Développement* has conceived and implemented a number of projects—both alone and at times with the RIF-AMARC (*Réseau International des Femmes de l'Association Mondiale des Radios Communautaires du Mali*)—, such as the project "Formation des femmes de radio" (Training for female radio presenters) on the theme of "Gender and media" in April 2010.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Every four months, Radio Brico will submit a project implementation report to the UNESCO Office in Bamako.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                                       | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/6MLI/01<br>350-MLI-61                                      | 20,000           | MALI: SEMINAR ON CINEMATOGRAPHIC TECHNIQUES   | 1985 - 1986 |
| PDC/7MLI/02<br>350-MLI-71                                      | 35,000           | AUDIO-VISUAL PRODUCTION UNIT  | 1986 - 1988 |
| PDC/11MLI/01<br>352-MLI-11                                     | 81,000           | IMPROVING THE PRODUCTION FACILITIES OF THE NATIONAL PRESS   | 1990 - 1993 |
| PDC/14MLI/01<br>352-MLI-51                                     | 58,000           | MOBILE PRODUCTION EQUIPMENT AND INSTALLATION OF SOLAR-POWERED TELEVISION RECEIVERS IN RURAL AREAS | 1996 - 1998 |
| PDC/17MLI/01<br>352-MLI-71<br>548-MLI-60<br>FIT-<br>LUXEMBOURG | 50,000<br>96,000 | REINFORCEMENT OF THE INDEPENDENT WOMEN'S PRESS  | 1997 - 1999 |
| PDC/18MLI/01<br>352-MLI-81                                     | 50,000           | COMMUNICATION STUDIES AT THE UNIVERSITY OF MALI   | 1998 - 1999 |
| PDC/19MLI/01<br>352-MLI-91                                     | 44,000           | INSTITUTIONAL SUPPORT FOR PROFESSIONAL ORGANIZATIONS  | 1999 - 2003 |
| PDC/20MLI/01<br>353-MLI-01                                     | 65,000           | ENG AND VIDEO PRODUCTION EQUIPMENT  | 2000 - 2003 |
| PDC/21 MLI/01<br>353-MLI-5011                                  | 25,000           | COMMUNITY RADIO IN THE SERVICE OF LOCAL DEVELOPMENT   | 2003 -2004  |
| PDC/24 MLI/02<br>354-MLI-5031                                  | 24,000           | LEARNING ABOUT NEWSPAPERS AND CITIZENSHIP   | 2004 -2005  |
| PDC/51 MLI/01<br>354-MLI-5061                                  | 16,000           | MALI: COMMUNICATION PROGRAMME FOR BEHAVIOUR CHANGE  | 2007-2008   |
| PDC/51 MLI/01<br>354-MLI-5062                                  | 25,000           | MALI: TECHNICAL UPGRADE FOR URTEL MEMBER RADIOS   | 2007-2008   |
| PDC/52 MLI/01<br>354-MLI-5071                                  | 39,600           | MALI: PORTING OF ORTM'S CHANNEL 2 TO THE INTERNET   | 2008-2009   |
| 354MLI 5091  | 19,800           | MALI: RADIO BROADCASTS ON PARLIAMENTARY AFFAIRS   | 2010-2011   |
| <b>TOTAL MALI: US\$ 522,400</b>                                |                  |   |             |

### BUDGET

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

| I - Equipment                       | Qty | Unit price | Total |
|-------------------------------------|-----|------------|-------|
| 12-channel studio console (Yamaha): | 1   | 200        | 200   |
| Condenser microphones:              | 2   | 120        | 240   |



|   |         |       |                      |
|---|---------|-------|----------------------|
| Acoustic loudspeakers with amplifier (pair):  | 1       | 300   | 300                  |
| Professional quality headphones:  | 4       | 15    | 60                   |
| 4-channel headphone amplifier:  | 1       | 144   | 144                  |
| Hybrid telephone:   | 1       | 220   | 220                  |
| Sound card:   | 1       | 100   | 100                  |
| 4-way splitter:   | 1       | 130   | 130                  |
| Microphone stands:  | 2       | 45    | 90                   |
| Shielded audio cable (100 m) with XLR and RCA connectors:   |         |       | 153                  |
| P4 computers for audio editing (Dell <i>Dimension 4600</i> , Win XP, 80 GB HDD, 512 MB RAM, 17" TFT monitor): | 2       | 1,055 | 2 110                |
| External hard disk:   | 1       | 400   | 400                  |
| 2-way compressor/limiter:   | 1       | 189   | 189                  |
| 350 VA UPS:   | 1       | 100   | 100                  |
| Digital receiver with antenna ( <i>WorldSpace</i> ):  | 1       | 350   | 350                  |
| Field reporting recorders ( <i>MP3 Reporter kit</i> ):  | 4       | 460   | 1 840                |
| Professional quality headphones:  | 4       | 15    | 60                   |
| Omnidirectional microphones for interviews:   | 4       | 75    | 300                  |
| 30-watt transmitter:  | 1       | 1700  | 1700                 |
| Omnidirectional transmitting antenna:   | 1       | 120   | 120                  |
| Feed line (50 m):   |         |       | 300                  |
| 350 VA UPS:   | 1       | 100   | 100                  |
| Transportation and installation:  |         |       | 2 500                |
| Solar panels (120W 24V) with mounting system:   | 4       | 655   | 2 620                |
| 25A charge controller:  | 1       | 200   | 200                  |
| Converter (1 kW):   | 1       | 1,641 | 1 641                |
| Batteries (120W A/h):   | 4       | 222   | 888                  |
| <b>II A - Training in radio presenting techniques (15 persons / 5 days)</b>                                   |         |       |                      |
| Trainer:  | 7 days  | 60    | 420                  |
| Subsistence allowance (15 participants):  | 5 days  | 20    | 1 500                |
| Teaching aids:  |         |       | 75                   |
| <b>II B – Training in radio presenting and radio technology) (6 persons / 10 days)</b>                        |         |       |                      |
| Trainer:  | 12 days | 60    | 720                  |
| Subsistence allowance (6 participants):   | 10 days | 20    | 1 200                |
| Teaching aids:  |         |       | 30                   |
| <b><u>TOTAL:</u></b>  |         |       | <b><u>21 000</u></b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b><br>(in US dollars) |                      |
|---|----------------------|
| Refurbishment of premises and plate-glass window:                 | 1 670                |
| Annual rent for the radio station headquarters:                   | 1 230                |
| Salaries:   | 7 000                |
| Recurring expenses:   | 600                  |
| <b><u>TOTAL:</u></b>  | <b><u>10 500</u></b> |

# MAURITIUS

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>BUILDING INSTITUTIONAL CAPACITY OF THE MAURITIAN AND SEYCHELLES PRESS FOR ETHICAL AND GENDER-SENSITIVE JOURNALISM</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 MAR/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3: Media as platform for democratic discourse   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | Sub-regional   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training support   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 39 600  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 34 600  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | UNIVERSITY OF MAURITIUS<br>(For Mauritius and Seychelles Media)  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Dar es-Salaam   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | UNIVERSITY OF MAURITIUS  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Christina Chan-Meetoo,<br>Lecturer in Media & Communication<br>With the advice of Al-Amin Yusuph<br>of UNESCO Dar es Salaam<br>Communication Studies Unit,<br>Faculty of Social Studies and Humanities,<br>University of Mauritius, Reduit<br>Email: chanssc@uom.ac.mu<br>Tel: (230) 4037938 |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Mauritius has three private radio stations in addition to the state-controlled broadcasting corporation. The state-controlled operator (MBC) which serves as a mouthpiece of governing parties runs television. The written press is diverse and heading towards intense competition.

In 2008, events related to the arrest of journalists and police raids on the premises of a local private radio station caused the country to drop down by 21 places on the Global Media Freedom Index by Reporters Without Borders. The 2008 African Media Barometer underlined that governing parties base appointments by the MBC on political considerations thus creating a perception of propagandist or impartial approaches.

Shortcomings in the private media as associated with priority for revenue generation as opposed to the public interest. Women's images are often used to boost sales whilst their role in society is misrepresented.

The above background points out that many issues need to be addressed in order to improve democratic setup and press freedom in Mauritius. This proposal has identified the following two priorities that may strengthen the professional capacity of the media: (i) ethical reporting and (ii) gender-sensitive journalism.

Ethical reporting is a growing concern due to a highly mediated social system. The information / news production sector must have the necessary skills and environment to report professionally and ethically. A workshop on professional and ethical journalism will provide media practitioners with the analytical skills necessary for self-regulating their practice without compromising freedom of the press. Indeed, political stakeholders often accuse the local media and governments of being biased and unprofessional. They often use these arguments to brandish the threat of state regulation and tougher media laws that would undoubtedly represent a threat to freedom of expression and democracy.

The workshop on gender-sensitive reporting aims to address gender-based stereotypes in the media. It will provide guidelines on how to become a gender-sensitive reporter. Gender-insensitivity in reporting and language will also be highlighted so that participants are aware of this issue.

The ongoing journalism certificate project being implemented at the Seychelles Institute of Management with collaboration from the University of Mauritius and support from IPDC facilitates the possibility of regional cooperation. The media professional capacity enhancement needs of Mauritius are not that much different from the needs in the Seychelles. The collaboration between the two institutions will prepare potential for both to deliver pre-service journalism students for an ethical and gender-sensitive approach to journalism practice. Senior journalists will be expected to transfer their skills to junior and aspiring journalists and act as role models for their peers and juniors within their respective newsrooms.

The project will contribute to the media as a platform for democratic discourse (Category 3 of UNESCO Media Development Indicators) and to professional capacity building (Category 4)

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

The target group consists of 20 in-service senior, junior and aspiring journalists from Mauritius and from the Seychelles (5).

### **3. DEVELOPMENT OBJECTIVE**

The development objective is to improve freedom of expression and democracy through strengthened journalistic capacity. The workshops may encourage inclusive and public-minded journalism as opposed to commercial.

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

The immediate objective is to identify 20 journalists and provide four days of training on ethical and gender-sensitive reporting.

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

- 25 journalists / media practitioners from Mauritius and Seychelles trained;
- 25 media houses will apply minimum standards of journalistic code of ethics in their daily practice;
- Four days of training on ethical and gender-sensitive journalism conducted through 2 workshops;
- At least one training manual developed, containing journalism codes of ethics for further professional capacity building in ethical and gender-sensitive reporting;
- A series of articles and audio or video reports that incorporate the results of the workshop for online dissemination, publication or broadcasting within respective newspapers or electronic media;
- A resource centre established at the University of Mauritius with adequate content on ethical and gender-sensitive journalism developed for continuing professional developments of journalists.
- Enhanced capacities to train ethical and gender-sensitive reporting at the University of Mauritius and the Seychelles Institute of Management.

#### **6. ACTIVITIES**

- Identification and appointment of trainers for the two workshops;
- Promotion of the workshops and identification of trainees;
- Conduct of workshop on ethical journalism;
- Conduct of workshop on gender-sensitive reporting;
- Identification of 5 local consultants to participate in the preparation media and gender materials;
- Debriefing for workshops and preparation of manuals;
- Dissemination of manuals to at least 25 media houses in Mauritius and Seychelles;
- Purchase of books for the Resource Centre.

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

- One South African and one Kenyan consultant to conduct two 2-day workshops;
- One consultant from La Reunion to incorporate francophone considerations in the first workshop;
- Four local trainers to contextualise the workshops to the local stakeholders through practical exercises;
- Five media stakeholders and gender specialists to participate in materials and programme development;
- Two consultants to develop the training manuals;
- Comprehensive resource centre equipped with relevant books and reading material for continued training of journalism students in the subject.

The Communication Unit at the University of Mauritius has very good working relations with the NGOs Gender Links and Media Watch. Preliminary discussions have started for their consultation and possible partnership in the organisation and promotion of the project.

## 8. WORK PLAN

| ACTIVITIES / MONTHS                                 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| Agreements sealed with Gender links and Media Watch | ■ | ■ |   |   |   |   |   |   |   |
| Consultants identified and appointed                | ■ |   |   |   |   |   |   |   |   |
| Resource materials purchased                        |   | ■ |   |   |   |   |   |   |   |
| Trainees identified and workshops promoted          |   |   |   |   |   |   |   |   |   |
| Workshop on ethical journalism conducted            |   |   | ■ |   |   |   |   |   |   |
| Progress report submitted to UNESCO                 |   |   | ■ |   |   |   |   |   |   |
| Workshop on gender-sensitive journalism conducted   |   |   | ■ | ■ |   |   |   |   |   |
| Consultations and debriefing on draft manuals       |   |   |   |   | ■ |   |   |   |   |
| Dissemination of manuals and Code of ethics         |   |   |   |   |   | ■ | ■ |   |   |
| Submission of first draft report to UNESCO          |   |   |   |   |   |   |   | ■ |   |

## 9. INSTITUTIONAL FRAMEWORK

The project will be under the responsibility of the Communication Studies Unit of the University of Mauritius, in collaboration with Media Watch and Gender Links. The Seychelles Institute of Management will also be involved in identifying participants from Seychelles and monitoring of project results. Local media stakeholders and media professionals in both Mauritius and Seychelles will also be consulted for additional support and advice.

The University of Mauritius (UOM) is the pioneer and biggest university in Mauritius which was established in the late 1960's. It is governed by the University of Mauritius Act and receives an annual grant from the government of Mauritius for operational purposes. The student population attending UOM stands at around 10,000.

The Communication Studies Unit was set up in the 1990's within the Department of Social Studies of the Faculty of Social Studies and Humanities. The Unit has been running a programme in communication and media for several years (a diploma since 1995, then a degree since 2001). It is run by 4 full-time lecturers and one technician. A dozen practitioners also work as regular part-time lecturers to run the course. The Unit has successfully established an audiovisual facility with funds from the 2007 IPDC. The facility Mediacom Studio provides a degree level course as well as production of videos for online dissemination.

## 10. SUSTAINABILITY

The training manuals will allow easy replication of the workshops and development of courses for the degree programme. Similar incorporation will be encouraged for the Seychelles Institute of Management. The outputs of this project will be used in the long-term to train media practitioners as well as journalism students.

## 11. FRAMEWORK OF MONITORING

Monitoring will be carried out on a quarterly basis by the Communication Studies Unit, with the help of the UNESCO Dar-Es-Salaam office, Gender Links and Media Watch.

## 12. EVALUATIONS CARRIED OUT

This project, if successful, will contribute to UNESCO's interventions in improving the role of media in mainstreaming gender for development and will form part of UNESCO's contribution to the activities of the UN in Mauritius.

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

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

#### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE            | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|-------------------------------------|------------------|---|-------------|
| PDC/20MAR/01<br>353-MAR-01          | 40,000           | MAURITIUS<br>SETTING UP OF AN EDUCATIONAL AUDIO-VISUAL ARCHIVES | 2000 – 2001 |
| <b>TOTAL MAURITIUS: US\$ 40,000</b> |                  |   |             |

#### D. BUDGET

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

|  | Qty        | Unit price | Total         |
|--|------------|------------|---------------|
| 3 consultants (2 Anglophone and 1 French-speaking):                      | 4 days     | 250        | 3 000         |
| Consultant's return airfare (South Africa, Kenya, Reunion to Mauritius): |            |            | 3 300         |
| Total accommodation of the 3 consultants:                                | 12 nights  | 180        | 2 150         |
| Consultant per diems:  | 12 days    | 50         | 600           |
| 4 local trainers:  | 1.5 day    | 100        | 600           |
| Airfare Seychelles participants (economy class / return):                | 5          | 700        | 3 500         |
| 5 Seychelles participants accommodation and per diem:                    | 5 days     | 230        | 5 750         |
| Teaching materials for 30 participants:                                  |            |            | 1 000         |
| Tea and lunch for 30 trainers and participants:                          | 4 days     | 50         | 6 000         |
| Development of training manual (concept, editing and layout):            |            |            | 1 700         |
| Printing and dissemination:  | 500 copies | 5          | 3 000         |
| Documentation for resource centre:                                       |            |            | 4 000         |
| <b>TOTAL:</b>  |            |            | <b>34 600</b> |

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

|  | Qty     | Unit price | Total        |
|--|---------|------------|--------------|
| Venue:                                     | 15 days | 200        | 3 000        |
| Logistics and overheads:                   |         |            | 1 000        |
| One support staff (equivalent of 20 days): |         |            | 1 000        |
| <b>TOTAL :</b>                             |         |            | <b>5 000</b> |

# SENEGAL

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>ASSISTANCE FOR THE COMMUNITY RADIO, "LA VOIX DU JEGUEM"</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 SEN/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | <u>Category 2</u> : Plurality and diversity of media, a level economic playing field and transparency of ownership |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Equipment and training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 24 750  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 22 450  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | <i>Synergies pour le Développement Local (SYDELI)</i>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                      | UNESCO (BREDA, Dakar)  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | Ndiagianiao  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | The Management Committee   |
| <b>DECISION OF THE BUREAU</b>    |   |  |



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Media diversity is a reality in Senegal, both in the broadcasting and print-media sectors. This pluralism is the result of a long political tradition dating back to the 1990s, which saw the emergence of private and community audio-visual media.

Currently Senegal boasts more than 58 community radios, and as many radio projects scattered throughout the country. There are also a number of private and transnational radio stations. The television sector, once the exclusive reserve of the State, is seeing the beginnings of liberalisation. There are currently 6 private channels, not to mention those which are on the verge of being launched.

Senegal also has 2 higher-education journalism institutions, namely, the CESTI and the ISSIC.

Through their experience of community radio, local populations have been better able to assess the need for local, non-commercial and apolitical media forms, set up by and for themselves. The community, associative and rural radio stations are a channel for social and cultural expression, and for education and information, providing associations and citizens with the opportunity to be directly involved in mass media. They promote our local languages and enable the dissemination of useful information on research projects and available products and services, while at the same time playing an important role as a natural-catastrophe early warning system.

Despite their important role, the local community media faces a number of problems, notably a lack of training among community-media personnel, and insufficient financial resources to maintain and replace equipment. Aware of the role of radio as a means of promoting economic, social and cultural development, the Ndiagianiao-based *Association Synergie pour le Développement Local Intégré du Jeguem*, through *La Voix du Jeguem*, wishes to contribute to the advancement of the democratic debate, but also, and above all, to the emancipation of the most vulnerable populations in the society.

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

The *Voix du Jeguem* is mainly targeted at rural and semi-urban populations in the centre of Senegal, in and around the regions of Thiès, Fatick and Diourbel. These populations are, for the most part, composed of farmers and herdsmen belonging to the Serer, Wolof and Peul ethnic groups. The station wishes to contribute to the emergence of development-promoting initiatives in these regions. Moreover, it will serve as a forum for vulnerable populations (women, youth and the disabled).

### **3. DEVELOPMENT OBJECTIVE**

To contribute to achieving greater involvement, on the part of vulnerable populations, in the local democratic debate, thereby giving rise a sense of citizenship capable of exerting action on local authority management practices.

### **4. IMMEDIATE OBJECTIVE**

To upgrade the *La Voix du Jeguem's* equipment, and to build the capacity of its personnel.

### **5. PROJECT OUTPUTS**

*La Voix du Jeguem's* broadcasting and production equipment is upgraded, and the capacity of the station's personnel enhanced in the following areas: information gathering and processing (12 presenters), development and production of local-language news broadcasts, and programmes on community development (24 persons, including 12 external presenters and producers), digital audio editing (12 presenters), and administrative and financial management (6 persons).

## 6. ACTIVITIES

### Purchase of equipment

- Purchase of a 500-watt transmitter, and a power generating unit in anticipation of the frequent power outages;
- Purchase of a 6-channel console;
- Purchase of office furniture;
- Purchase of 2 Pentium-4 computers.

### Training of personnel

The training will be delivered in 4 sessions:

- Information gathering and processing techniques;
- Development and production of local-language news broadcasts, and programmes on community development;
- Digital audio editing;
- Administrative and financial management.

## 7. PROJECT INPUTS

- 500-watt transmitter with 4-dipole transmission antenna;
- 2 x Pentium-4 computers;
- Limiter-compressor;
- 6-channel audio control console;
- 20 chairs;
- Training for the station's personnel.

## 8. WORK PLAN

| ACTIVITIES / MONTH                             | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--|---|---|---|---|---|---|---|---|---|----|
| Selection of consultants                       |   |   |   |   |   |   |   |   |   |    |
| Organisation of training courses               |   |   |   |   |   |   |   |   |   |    |
| Ordering and purchase of equipment             |   |   |   |   |   |   |   |   |   |    |
| Installation of equipment                      |   |   |   |   |   |   |   |   |   |    |
| Writing up of reports and submission to UNESCO |   |   |   |   |   |   |   |   |   |    |

## 9. INSTITUTIONAL FRAMEWORK

*La Voix du Jeguem*, which was established in 2008 and became operational in 2010, is administered by a Management Board composed of 12 members, all of whom belong to the *Association Synergies pour le Développement Local Intégré du Jeguem* (SYDELI). The Management Board has an elected 3-member Bureau, comprising a Chairperson, a General Treasurer, and a General Secretary. The radio's management team is composed of 12 members, who, together with the Bureau of the Management Board, which assists them in their daily tasks, constitute the Management Committee. The latter is responsible for evaluating the programme schedule and obtaining resources. The main sources of the radio's resources are membership fees, and activities undertaken by the radio (announcements and communiqués, sponsoring, support from the Rural Council, sales of membership cards, etc.). Its annual turnover is 4,320,000.00 CFA Francs.

## 10. SUSTAINABILITY

*La Voix du Jeguem* needs to find the financial means required to ensure its operation. To do so, it will draw upon the active support of the founding association's members. It also intends to pursue a policy facilitating support from other players (local authorities, development associations and NGOs operating in the project-implementation zone) through the establishment of partnerships with a view to generating other sources of income. The new equipment will enable the station to reach remote areas and increase its listenership among the target populations, while creating fruitful partnerships. By conducting its actions in collaboration with the NGOs, local public authorities, regional partners, and the women involved in the village communities, *La Voix du Jeguem* will be able to transform the promotional-message content of its radio broadcasts, and demonstrate the usefulness of media in promoting the cause of gender equality.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by *La Voix du Jeguem's* Management Committee, together with the UNESCO Office in Dakar.

## 12. EVALUATION

A joint evaluation carried out by the community of listeners and the Management Committee identified a number of issues:

- Poor programme content;
- Limited broadcasting range and poor sound quality.

To remedy these shortcomings, and make the radio more viable in the long run, the Management Committee decided to strengthen the capacity of the radio's personnel, and upgrade the radio's equipment.

*La Voix du Jeguem* will monitor the project on a regular basis, and submit reports to UNESCO.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Every four months, the radio will submit to the UNESCO Office in Dakar a detailed report on the various project-implementation phases.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                      | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|---|------------------|--|-------------|
| PDC/3SEN/28<br>350-SEN-31<br>350-SEN-51       | 25,000<br>40,000 | SENEGAL<br>DEVELOPMENT OF NEWS AGENCY                            | 1982 - 1987 |
| PDC/6SEN/01<br>350-SEN-61                     | 45,000           | DEVELOPMENT OF REGIONAL INFORMATION (SEN. NEWS AGENCY)           | 1986 - 1988 |
| PDC/7SEN/01<br>350-SEN-71<br>350-SEN-81       | 35,000<br>35,000 | NEWS GATHERING AND NEWS SERVICE                                  | 1986 - 1990 |
| PDC/18SEN/01<br>352-SEN-81                    | 33,000           | USE AND ARCHIVING OF AUDIO MATERIAL                              | 1998 - 1999 |
| PDC/19SEN/01<br>352-SEN-91                    | 60,000           | COVERAGE OF THE NATIONAL TERRITORY BY THE SENEGALESE NEWS AGENCY | 1999 - 2002 |
| PDC/20SEN/01<br>353-SEN-01                    | 40,000           | ESTABLISHMENT OF AN ADVANCED MEDIA TRAINING CENTRE               | 2000 - 2002 |
| PDC/21 SEN/02<br>353SEN5011                   | 15,000           | "LE TEMOIN", ECOWAS NEW AREA OF CITIZENSHIP                      | 2003 -2004  |
| PDC/21 SEN/01<br>548-SEN-5000<br>(LUXEMBOURG) | 30,000           | FM SANS VOIX   | 2004-2005   |

|   |        |  |           |
|---|--------|--|-----------|
| PDC/49 SEN/01<br>354-SEN-5051                         | 18,000 | STRENGTHENING THE RESOURCES OF RADIO PENC MI                   | 2006-2007 |
| PDC/51 SEN/01<br>354-SEN-5061                         | 20,000 | UPGRADE OF RESOURCES AT THE WOMEN'S RADIO STATION, MANOORE FM  | 2006_2007 |
| PDC/52 SEN/01<br>354-SEN-5071                         | 40,095 | SENEGAL: REINFORCEMENT OF THE COMMUNITY RADIO, "NDENG LENG FM" | 2008_2009 |
| PDC/52 SEN/01<br>354 SEN 5091                         | 19,250 | SENEGAL: "BAOBABS FM" YOUTH<br>COMMUNITY RADIO COMMUNITY RADIO | 2010-2011 |
| <b>TOTAL SENEGAL: US\$ 205,345+ US\$ 30,000 (FIT)</b> |        |  |           |

### Preliminary activities

*La Voix du Jeguem* has been able to begin broadcasting thanks to support from the *Penc Mi de Fissel* and the *Côtière de Joal Fadiouhd* community radios, which have loaned it a 500-watt transmitter for 15 months (March 2011) and an audio editing console for 24 months (September 2011).

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

The *Association Synergies pour le Développement Local Intégré du Jeguem* will cover the costs of the training sessions.

## B U D G E T

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

|   |                      |
|---|----------------------|
| 500-watt stereo FM transmitter:   | 8 300                |
| 8-channel audio mixing console with an integrated telephone interface:                      | 4 800                |
| Omnidirectional transmitting antenna:   | 1 200                |
| Pentium-4 computer for audio editing purposes:  | 4 500                |
| UPSs (350VA and 500VA):   | 300                  |
| Feed line:  | 350                  |
| <b>Programme production and presentation workshop</b>                                       |                      |
| Accommodation and living expenses for workshop participants (20 pers. × \$25/day × 3 days): | 1 500                |
| Trainer (3 days of training + 3 days of preparation):                                       | 600                  |
| Course material for 20 pers.:   | 200                  |
| Participants' travel expenses:  | 700                  |
| <b><u>TOTAL:</u></b>  | <b><u>22 450</u></b> |

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

|  |                     |
|--|---------------------|
| Accommodation and living expenses for course participants (10 pers. × \$ 25/day x 3 days): | 750                 |
| Chairs:  | 150                 |
| Trainer (3 days of training + 3 days of preparation):                                      | 600                 |
| Course material for 10 pers.:  | 100                 |
| Participants' travel expenses:   | 700                 |
| <b><u>TOTAL:</u></b>   | <b><u>2 300</u></b> |

# SEYCHELLES

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>INSTITUTIONAL CAPACITY BUILDING OF THE NEW SEYCHELLES MEDIA COMMISSION</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 SEY/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | <u>Category 1 : A system of regulation conducive to freedom of expression, pluralism and diversity of the media</u>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Institutional capacity building  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 54 600  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 33 500  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Seychelles Media Commission<br>Victoria, Mahe  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Dar es-Salaam Cluster Office  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Victoria, Mahe   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Mr. Ibrahim Afif<br>Consultant, Seychelles Media Commission<br><a href="mailto:ibrahimafif@gmail.com">ibrahimafif@gmail.com</a><br>Advised by Al-Amin Yusuph,<br>UNESCO Dar es-Salaam Cluster Office |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

The Seychelles Head of State President James Michel announced the government's intention to create the Seychelles Media Commission in August 2009, when he mandated the former Managing Director of the Seychelles Broadcasting Corporation (SBC) Ibrahim Afif with the task of setting it up. The major part of this exercise has been researching and drafting the law that would necessarily form the backbone of the new institution.

The bulk of the research, done through literature review and the Internet, involved looking at existing laws in other comparable jurisdictions and compiling with the assistance of the Attorney General's Chambers a draft bill to be tabled before the National Assembly of Seychelles for debate and approval before the President finally enacts it into law.

The Bill was tabled for debate at the last sitting of the National Assembly in July 2010, before parliament went into recess. It will be tabled when the Assembly resumes its work in September 2010. However, the Attorney General may beforehand propose some amendments to bring the proposed law in line with directions given by the Seychelles Court of Appeal that there should be a supervisory body to ensure that the national publicly-funded broadcaster complies with its constitutional obligations in ensuring that its broadcasts reflected divergent views and was not merely a government tool, but one that offered the opportunity for opposing views to be aired and discussed.

It is anticipated that the new law will be enacted in September 2010, giving the necessary legal framework for the Seychelles Media Commission to start its work once its composition was finalised.

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

The private print media in Seychelles is partisan, due to the fact that almost all newspapers are backed by political parties. This type of media ownership coupled with the fact that very few journalists in the print media have undergone formal training, has resulted in regular conflicts and misunderstanding, such as the demonstrations in 2006. All these conflicts have a negative impact on national cohesion and on the role of media in democratic discourse. The print media employs about 35 journalists of which, up to June 2010 before the Media training supported by UNESCO at the Seychelles Institute of Management started, only 6 have had some form of formal training in journalism.

The above problems calls for a good independent media regulatory and arbitration body which can foresee the ethical conduct of media in Seychelles. This project seeks to build the capacity of the Seychelles Media Commission that will soon become a reality.

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

This project targets two senior Media Commission members, who will be appointed before the end of 2010, approximately 50 media professionals and media owners in the 9 print and 3 electronic media existing in Seychelles

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

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

**4. IMMEDIATE OBJECTIVE:**

Acquainting senior officials of the new Media Commission with the best practices in the functioning of Media Commissions after being involved in at least two visits, exchange programmes and networking events with other model media commissions globally and in the region;

**5. PROJECT OUTPUTS:**

- Two study visits of a maximum of 3 days each to UK and South Africa or Tanzania for experience-sharing and learning the best practices conducted;
- Technical support provided in organisational set up, mobilisation activities and institutionalisation of the new Media Commission;
- Minimum of three consultation and advocacy meetings held between the Media Commission and media stakeholders

**6. ACTIVITIES:**

- A consultant to provide a 3-month technical support to the new Media Commission sought with the assistance of UNESCO;
- Agreements and preparations made with Media Commissions in UK, South Africa or Tanzania;
- Study visits to 2 Media Commissions;
- Mobilisation activities for the new Media Commission.

**7. PROJECT INPUTS:**

- A consultant, preferably an expert with experience in setting up model Media Commission sourced for at least three months to work with the new Media Commission;
- Funding for travel to two model Media Commissions, preferably in the UK and South Africa or Tanzania.(UNESCO to advice further);
- Funding for at least three stakeholders mobilisation and consultation meetings.

**8. WORK PLAN**

| ACTIVITIES / MONTHS                                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
| Sourcing and engaging consultant                       |   |   |   |   |   |   |   |
| Familiarization / study visits by appointed executives |   |   |   |   |   |   |   |
| Stakeholders mobilization meetings                     |   |   |   |   |   |   |   |

**9. INSTITUTIONAL FRAMEWORK:**

The Seychelles Media Commission is being set under the Directive of the President of the Republic of Seychelles. The Media Commission bill was first tabled for debate at the last sitting of the National Assembly in July 2010. The bill will be tabled again when the Assembly resumes its work in September.2010. During the first tabling of the bill, the Attorney General proposed some amendments to bring the proposed law in line with directions given by the Seychelles Court of Appeal that there should be a supervisory body to ensure that the national publicly-funded broadcaster complies with its constitutional obligations in ensuring that its broadcasts reflected divergent views and was not merely a government tool but one that offered the opportunity for opposing views to be aired and discussed.

All the activities of the proposed Media Commission are being managed through a presidential appointed consultant, up to the point when the bill will be enacted into law and the senior executives are officially announced.

This project will support the government's initiatives to set up an independent Media Commission for the Republic Seychelles.

**10. SUSTAINABILITY:**

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

**11. FRAMEWORK OF MONITORING:**

The monitoring aspects of the delivery of this project will be included in the Terms of Reference of the International consultant who will be sought to provide three months technical support to the Media Commission. The Civil Society, including the new Journalists Association will also be involved in the monitoring of the project

**12. EVALUATIONS CARRIED OUT:**

The Centre for Rights and Development in its report in 2004 mentioned the Media in Seychelles being in violation of its basic roles of informing, educating and raising public awareness in promoting democratic principles and norms with respect for human dignity and fundamental rights.

Since 2005, IFEX has issued about 5 alerts pertaining to violations of Media Pres Freedom, which are partly due to existence of weak ethical practices by the media and weak media arbitration systems that are in place..

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

The Seychelles Media Commission undertakes to submit two progress reports and one final report. The progress reports will be submitted on quarterly basis. Mr. Ibrahim Afif will be responsible for the submission of the reports.

**C. ADDITIONAL INFORMATION**

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

| PROJECT N BUDGET CODE                 | FUNDS (US \$) | PROJECT TITLE   | PERIOD      |
|---------------------------------------|---------------|---|-------------|
| PDC/7SEY/01<br>350-SEY-71             | 15,000        | SEYCHELLES: RADIO MONITORING AND NEWS SERVICE   | 1986 - 1987 |
| PDC/15SEY/01<br>352-SEY-51            | 75,000        | REINFORCEMENT OF THE SEYCHELLES BROADCASTING CORPORATION INFORMATION SERVICES (SBC)                             | 1995 - 1998 |
| PDC/21 SEY/01<br>353-SEY-5011         | 15,000        | REPLACEMENT OF RADIO RECORDING AND EDITING EQUIPMENT  | 2003 -2004  |
| PDC/53SEY/01<br>354-SEY-5081          | 35,200        | BUILDING THE INSTITUTIONAL CAPACITY OF SEYCHELLES INSTITUTE OF MANAGEMENT TO OFFER MEDIA TRAINING IN SEYCHELLES | 2009-2010   |
| <b>TOTAL SEYCHELLES: US\$ 172,200</b> |               |   |             |

**D. BUDGET**

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

|  | Qty | Unit price | Total |
|--|-----|------------|-------|
| Air travel Seychelles / UK return (Chief Executive): |     |            | 2 000 |



|  |            |       |                      |
|--|------------|-------|----------------------|
| Per diem Seychelles / UK:                                    | 3 days     | 250   | 750                  |
| Air travel Seychelles / Johannesburg /Tanzania return:       | 2          | 1 500 | 3 000                |
| Per diem Seychelles / Johannesburg/Tanzania for 2 pax:       | 3 days     | 250   | 1 500                |
| Media Commission expert air travel return ticket (estimate): |            |       | 1 500                |
| Media Commission expert fees (estimate):                     | 3 months   | 4 500 | 13 500               |
| 3 stakeholders meetings:                                     | 50 persons | 21    | 3 150                |
| 50% accommodation for expert:                                | 45 days    | 180   | 8 100                |
| <b><u>TOTAL:</u></b>   |            |       | <b><u>33 500</u></b> |

| <b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION</b><br>(in US dollars) |          |            |                      |
|---|----------|------------|----------------------|
|   | Q-ty     | Unit price | Total                |
| Logistics, communication, promotional costs:                          | 7 months | 428        | 3 000                |
| 50% accommodation for expert:   | 45 days  | 180        | 8 100                |
| Office space:   |          |            | 3 000                |
| Equipment:  |          |            | 4 000                |
| Transport for expert:   |          |            | 3 000                |
| <b><u>TOTAL:</u></b>  |          |            | <b><u>21 100</u></b> |

# SOMALIA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>STRENGTHENING HUMANITARIAN INFORMATION FLOW THROUGH MEDIA IN SOMALIA AND AMONG SOMALI DISPLACED COMMUNITIES</b>          |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 SOM/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3: Media as platform for democratic discourse  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Equipment and training  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 72 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 30 800   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Integrated Regional Information Network (IRIN) Dadaab refugee camp, and Somalia Star FM, Kenyan-based Somali FM broadcaster |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | Nairobi Office and IRIN   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Somalia and Kenya   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | International Media Support (IMS)   |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

The current proposal advocates two main pillars of activities. The first involves the training of radio stringers in Somalia and in the Dadaab Refugee Camp and ensuring a safety mechanism is in place. The second pillar is the setting up a radio station within the refugee camps at Dadaab, in Northern Kenya as a first step intervention targeting Somali displaced persons.

Somalia was among the world's deadliest countries in 2009 and 2010, surpassing violent hot spots such as Iraq and Pakistan. An exodus of local journalists continued throughout the year, and few international journalists dared travel into the country for firsthand reporting, according to CPJ research. As a result, the amount and quality of news coverage of Somalia's political and humanitarian crisis suffered greatly.

The country's poor standards have had an impact on dissemination and production of humanitarian information ever since the outbreak of war in 1991. Access to verified and relevant information inside Somalia, as well as in the refugee camps in the neighbouring countries that host fleeing Somalis, is difficult. With the protracted conflict lingering in its 20th year, it is of the utmost importance to bolster and expand the Somali people's right to both information and a functional media landscape.

Dadaab, in Northern Kenya and about 100 km from the Somali border, is home to what is considered the largest single refugee community in the world, covering some 50 km<sup>2</sup> and due to undergo further expansion in 2010. UNHCR has expressed the need for the distribution of humanitarian information targeting both the refugee populations and their right to informed self-determination and the host community and the need for durable solutions by installing a community based transmitter and production facility.

The United Nations news agency, Integrated Regional Information Network (IRIN) has a humanitarian information broadcast 'Radio Somali' that runs one hour every day across Somalia and the Somali Diaspora using a network of stringers working inside Somalia under very difficult circumstances. IRIN Somali radio broadcasts have been on the air since 2008.

*Star FM* is a Kenyan-based Somali broadcaster of high standards in a unique position seen as a non-political FM Broadcaster in the Somali-speaking region.

IMS brought Star FM and IRIN together in order to enhance the broadcasting of concise humanitarian information in a partnership that also includes humanitarian organisations and their refugee beneficiaries. The partnership is endorsed by UNHCR regionally and is to be built step by step.

By building new transmitter capacities for Star FM in Dadaab, the project paves the way for IRIN stringers in the Dadaab, humanitarian agencies. IRIN has agreed to place their Radio Somali broadcast at the disposal for local use, as Star FM has allocated airtime for relaying the IRIN broadcasts and the locally-produced content.

The proposed partners for this project are : IMS, UNESCO, UNHCR, OCHA, Norwegian Refugee Council (NRC), Danish Refugee Council (DRC), IRIN and Star FM. Further collaboration will be pursued with INTERNEWS, BBC WST, Relief International and Press Now.

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

Over 1.5 million internally displaced persons and another half a million refugees who reside in refugee camps in neighbouring Kenya.

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

To improve the flow and quality of humanitarian information both in Somalia and in neighbouring refugee camps and areas of high Somali concentration.

#### 4. IMMEDIATE OBJECTIVE:

To create capacity to broadcast humanitarian information for internally displaced persons in Somalia and to refugee communities in Dadaab Camps in Northern Kenya.

#### 5. PROJECT OUTPUTS:

- At least 40 journalists trained in safety issues;
- At least 40 journalists trained in conflict-sensitive journalism and humanitarian reporting;
- At least 2 hours of programmes produced and broadcast for Somali refugees in Kenya and Somalia;
- Broadcast capacity existing through Star FM to secure programme delivery.

#### 6. ACTIVITIES:

- Training of 30 IRIN stringers in safety issues for one week;
- Training of 30 IRIN stringers in conflict sensitive journalism for one week;
- Training of 30 IRIN stringers in humanitarian reporting for one week;
- Security measures installed (alert, verification and relocation means);
- Setting-up broadcast capacity in Star FM to cover Dadaab;
- Create a editorial board in the refugees concentrations to allow refugees, hosts and agencies to work together on communication issues.

#### 7. PROJECT INPUTS:

- 2 trainers for one week on safety training;
- 2 trainer for one week on conflict-sensitive journalism training;
- 1 kW transmitter with single FM30/S stereo drive supplied as sub-units;
- FM04/E/04 4-bay transmission antenna;
- AVR EM3H with maximum load 11 Amps.

#### 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Set-up for project activities                                   | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Training (safety, conflict sensitive, radio technical training) |   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Design of humanitarian info programming                         | ■ | ■ | ■ |   |   |   |   |   |   |    |    |    |
| Star FM radio equipment installation and testing                | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Evaluation and monitoring                                       |   |   |   |   |   | ■ |   |   |   |    |    | ■  |

#### 9. INSTITUTIONAL FRAMEWORK:

IMS is an international non-profit organization based in Copenhagen, established in 2001 in the wake of the tragic events in Rwanda and former Yugoslavia. It is governed by a Board according to the [bylaws](#) of the organization and headed by Mr. Jesper Højberg, Executive Director. The Chairman of the Board of IMS is Mr. Jens Linde, Managing Editor at the Danish Broadcast Corporation (DR). IMS annual income is 6 000 000 US\$, mostly coming from Danish and Scandinavian governments.

IMS adheres to recognised international human rights and Freedom of Expression standards endorsed by the international community, including the Universal Declaration of Human Rights, various UN Security Council Resolutions as well as the UNESCO Windhoek Declaration. Its collaboration with specialized international, regional and local media organizations and institutions is the key of its action to achieve impact.

## 10. SUSTAINABILITY:

The programme builds on strengthening existing structures. The strategy includes close cooperation with relevant partners on training and production.

The Danish Embassy in Nairobi has expressed a great interest in organizing a donor roundtable on the consolidated training portfolio. The Finnish MFA has stated an interest in supporting the dialogue with in-house donations. The Canadian High Commission is processing an application for the project. The EC has been consulted and has shown great enthusiasm. IMS has allocated means from its core funding. The resources for IRIN radio broadcasts are foreseen under the CAP for Somalia.

## 11. FRAMEWORK OF MONITORING:

A media-monitoring component will provide an evaluation tool. This monitoring will examine IRIN output vis-a-vis humanitarian content. It will also comprise a follow-up with humanitarian organizations to assess whether they feel their messages were not only received but transmitted.

In addition, this monitoring will also allow for a mapping of humanitarian information needs and gaps, and will further act as a hate-speech alert system.

## 12. EVALUATIONS CARRIED OUT:

IMS has carried out three evaluations in Kenya during last year to get a good picture of the humanitarian information situation of Somali refugees.

In coordination with IRIN, a range of training programmes and security measurements was identified as imminent needs. An IRIN-conducted survey amongst IRIN stringers in Somalia circulated to other relevant partners with similar results. The output was discussed with BBC WST, UNESCO and other partners and local donors. BBC WST is underway with a media survey in Somalia on request from the European Union.

A recent audience survey commissioned by IRIN shows that 72 % of Somali radio listeners in Somalia and the refugee camps in Kenya listen regularly, if not daily, to IRIN Radio's Somali service. The main purpose of the survey was to assess its reach and to evaluate audience opinion on its programming.

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

The beneficiary agency undertakes to report on project progress on a four-month basis to the UNESCO Nairobi field Office and will submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The project officer Peter-Bastian Halberg will be in charge of the reporting.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET<br>CODE                          | FUNDS<br>(US \$)  | PROJECT TITLE   | PERIOD      |
|--|-------------------|---|-------------|
| PDC/4SOM/16<br>350-SOM-41                            | 40,000            | SOMALIA<br>TRAINING PROGRAMME TO PREPARE FOR THE INAUGURATION OF TV                                 | 1983 - 1985 |
| PDC/5SOM/07<br>350-SOM-51<br>523-SOM-61<br>(FIT-USA) | 40,000<br>100,000 | NATIONAL COMMUNICATION TRAINING INSTITUTE   | 1985 - 1988 |
| PDC/49 SOM/02<br>354-SOM-5052                        | 20,000            | SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION IN SOMALIA   | 2006-2007   |
| PDC/51 SOM/01<br>354-SOM-5061                        | 25,000            | SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA        | 2007-2008   |
| PDC/52 SOM/01<br>354-SOM-5071                        | 38,500            | SOMALIA: STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTS | 2008-2009   |
| PDC/52 SOM/01<br>354-SOM-5072                        | 38,500            | SOMALIA: ESTABLISHMENT OF HARGEISA CAMPUS CMC   | 2008-2009   |

|  |        |  |           |
|--|--------|--|-----------|
| PDC/53 SOM/01<br>354-SOM-5081                                    | 25,000 | JOWHAR COMMUNITY RADIO   | 2009-2010 |
| PDC/54 SOM/01<br>354 SOM 5091                                    | 13,970 | SOMALIA: PUNTLAND COMMUNITY BROADCASTER'S TRAINING                   | 2010-2011 |
| PDC/54 SOM/02<br>354 SOM 5092                                    | 22,000 | SOMALIA: ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO | 2010-2011 |
| <b>TOTAL SOMALIA: US\$ 254,470+US\$ 100,000 (FUNDS-IN-TRUST)</b> |        |  |           |

## D. BUDGET

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

|  | Qty      | Unit price | Total                |
|--|----------|------------|----------------------|
| 1-kW transmitter (TX1000-1/S) with single FM30/S stereo drive in Dadaab:                           | 1        | 4 000      | 4 000                |
| 4-bay transmission antenna system:   | 1        | 4 000      | 4 000                |
| Dadaab equipment set-up, technical training, mounting and installing:                              |          |            | 2 000                |
| <b>Training on safety issues – One week</b>  |          |            |                      |
| International trainer:   | 5 days   | 250        | 1 250                |
| International trainer air travel Denmark / Somalia:  |          |            | 2 500                |
| International trainer accommodation:   | 6 nights | 150        | 900                  |
| International travel:  |          |            | 300                  |
| Local trainer:   | 5 days   | 100        | 500                  |
| Training premises:   | 5 days   | 100        | 500                  |
| Subsistence (40 participants):   | 5 days   | 10         | 2 000                |
| Tea breaks (40 participants, 2 supplies):  | 5 days   | 3          | 1 200                |
| <i>The sub-total for the international trainer, premises and subsistence amounts to US\$ 9 150</i> |          |            |                      |
| Somali translator  | 5 days   | 50         | 250                  |
| <b>Conflict-sensitive training – One week</b>  |          |            |                      |
| International trainer, premises, subsistence and tea breaks as detailed above:                     |          |            | 9 150                |
| Training materials:  |          |            | 2 000                |
| Somali translator  | 5 days   | 50         | 250                  |
| <b><u>TOTAL:</u></b>   |          |            | <b><u>30 800</u></b> |

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

|   |               |
|---|---------------|
| Project coordination (salaries):  | 22 000        |
| Training contributions and coordination fees (salaries):                  | 4 500         |
| Project administration, communication and office costs:                   | 10 600        |
| Support for journalists in distress (speedy handout to start relocation): | 2 100         |
| AVR EM3H, with maximum load 11 Amps:                                      | 2 000         |
| <b>TOTAL</b>  | <b>41 200</b> |

## SOUTH AFRICA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>UPGRADING THE TECHNICAL AND RADIO PRODUCTION SKILLS OF WOMEN IN COMMUNITY RADIO TO PRODUCE FEATURES AND DOCUMENTARIES ON WOMEN IN SCIENCE AND ENGINEERING</b> |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 SAF/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Development of community radio   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 63 700  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 39 700  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Bush Radio and 12 community radio stations in South Africa   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | Cape Town, South Africa  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       |  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Brenda Leonard – Managing Director of Bush Radio   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Community radio has been in existence in South Africa since the formation of Bush Radio in 1992, as the first community radio station in South Africa. Since its first formation, community radio has mushroomed to over 120 licensed community radio stations, ranging from geographical to community of interest stations..

Despite of the 15 years existence of community radio, it is still common in community radio to find that most of the presenters at the stations are still male. Although women played a pivotal role in the establishment of most community radio stations, it seems that once the station is up and running, the male counterparts takes over, and elbowed the women out of the way. It is in this light that this two-week course has been designed.

This two-week course will equip 12 women with the necessary technical skills to use the portable recording, transfer sound and edit their own programmes, and operate the studio mixing desk (both production and on-air). Other training areas will include producing jingles and PSA's for their shows.

### 2. DESCRIPTION OF THE TARGET GROUP:

Women volunteers and staff that is currently part of a 12 community radio station in South Africa, and that want to get, or improve their technical, radio production skills.

### 3. DEVELOPMENT OBJECTIVE:

The development objective will focus specifically on Bush Radio and the development of its on-air operational capacity. The training will also produce 12 programmes focusing on women in the Science and Engineering fields. These programmes will be broadcast at the stations they come from, and will improve the overall quality of programming at a particular community radio station, but also add to the diversity of the content available on the community radio stations. These programmes will also be made available to the other 120 community radio stations in South Africa.

### 4. IMMEDIATE OBJECTIVE:

- To develop Bush Radio's capacity by upgrading the on-air studio to enable Bush Radio to use it for broadcasting to its audience of 375 000 listeners, as well training other community radio stations.

### 5. PROJECT OUTPUTS:

- Bush Radio will have a fully functional, upgraded studio; who are confident about their technical, production a presentation skills and who will produce quality programmes for their community radio station;
- Approximately 120 Community radio stations will have an archive of at least 12 programmes focussing on women in the science and engineering fields.

### 6. ACTIVITIES:

- Upgrading the Bush Radio studio;
- Two-week "Women and Technology" training course;
- The production of 12 20-minute programmes focussing on women in Science and Engineering.



## 7. PROJECT INPUTS:

- Resources such as telephone, internet, e-mail;
- Provision and installation of the equipment in the studio;
- 12 women from 12 community radio stations;
- Bush Radio administration staff;
- 2 trainers and other assistants;
- Refreshments and lunch;
- Funds for transport and subsistence;
- Training premises;
- Computers for digital editing;
- Audiovisual equipment;
- Equipment (portable recorders for field recordings);
- Telephone hybrid to set-up interviews;
- Internet for research and computers for scriptwriting;
- Production studio for interviews, editing and mixing of programmes;
- On-air studio for broadcasting of the programmes;
- Consumables (batteries, CD's) for production and copying programmes.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 |
|--|---|---|---|---|---|---|
| <b>Upgrading the Bush Radio studio</b>   |   |   |   |   |   |   |
| Getting quotes for the Bush Radio studio   | ■ |   |   |   |   |   |
| Raising the funds for studio upgrade   | ■ |   |   |   |   |   |
| Studio upgrade   |   | ■ | ■ |   |   |   |
| Training on the studio for Bush Radio staff  |   |   | ■ |   |   |   |
| <b>Two-week “Women and Technology” training course</b>                                   |   |   |   |   |   |   |
| Advertising training course and sending invitations to 60 radio stations in South Africa |   |   | ■ |   |   |   |
| Selection of 12 participants from 12 stations  |   |   |   | ■ |   |   |
| Organising all logistics (travel, accommodation, baseline assessment, etc.)              |   |   |   | ■ |   |   |
| Two-week training course   |   |   |   |   | ■ |   |
| Evaluation and assessment  |   |   |   |   | ■ |   |
| Write report   |   |   |   |   | ■ |   |
| Follow-up  |   |   |   |   |   | ■ |
| <b>Production of 12 20-minute programmes on Women in Science and Engineering</b>         |   |   |   |   |   |   |
| Production of programmes (1 per participant) as part of the training course              |   |   |   |   | ■ |   |

## 9. INSTITUTIONAL FRAMEWORK:

During South Africa's State of Emergency in the late 1980's, discussions were initiated at the University of the Western Cape (UWC), just outside Cape Town, to establish a community radio facility. The College soon became known as Bush College, because at the time it was located miles away from the nearest settlement, and completely surrounded by dense bush. Because of its inaccessibility, it was decided not to locate the new radio station – Bush Radio - on the campus but rather within the black residential areas.

In 1992 Bush Radio was formed as a voluntary organization. International donors enabled Bush Radio members to be trained to operate the radio station. It became the first time in the history of South Africa that

“black” people had the opportunity to broadcast. As Bush Radio wanted to apply for a license, the volunteers were trained in radio production, and produced programmes reflecting the issues of the time. Today, these edited programmes and raw material forms a valuable archive of South Africa’s struggle history during from the 1986’s to the early 1990’s period.

Bush Radio has an Annual General Meeting (AGM) which takes place annually, and elects the Board of Directors. The following are the current Board of Directors. A monthly Open Forum is held to ensure that Bush Radio continuously reports and consults the broader community on issues affecting the station.

The staff consists of 4 full-time staff members, 15 trainees, 100 active volunteers and a further group of 150 members that can be called upon as needed.

Bush Radio has performed training since its inception in the late 1980’s. We have the training facilities as well as four studios available for the training course. In addition, all of Bush Radio’s computers have the editing software, and participants can edit on any computer. In terms of trainers / facilitators, our facilitators have worked in radio and media between 5 – 20 years, and have conducted training for at least 3 years. Our training section also have an administrator that will deal with all logistics, including travel arrangements, finances and ensuring that the final report is submitted on time.

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

Bush Radio will strengthen its capacity as an important training provider in the community radio sector, and this will enable Bush Radio to provide similar or higher quality training programmes in the future, and then increase Bush Radio’s sustainability.

A network will be established, and the 12 women trainees will be part of this network of highly trained women producers. Support, guidance and advice will be given by Bush Radio staff, who will be mentors for the women trainees in their future endeavours or production projects. In the future, as Bush Radio plans to offer this training to other women and community radio stations in Southern Africa, the 12 women participants will be trained in “training the trainers” course, and they will be the facilitators of future training in their provinces and in other countries in Southern Africa.

The sustainability of this project is in the training offered. Each participant will form part of a group of highly trained producers of programmes that is accessible to other community radio stations. The participants can also duplicate the training in the station by training others. The programmes produced will also be available for all community radio stations, even those not participating in the training.

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

Two facilitators are responsible for the training programme, but other trainers are brought in to assist. The facilitators will be with full-time participants; they will monitor their progress and understanding of concepts, so that if problems do occur, they can intervene immediately.

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

A baseline assessment will be done before the training on the current knowledge, skills and attitude levels of the participants once the 12 women are selected for the course;

A daily 5-minute feedback (verbal) will be held at the end of each day;

At the end of the course, we will conduct another assessment to evaluate how the knowledge, skills and attitudes have shifted, but will also include an evaluation on the running of the course.

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

A brief narrative and financial report will be given after the first three months, followed by a final narrative and financial report that will be produced 30 days after the completion of all the activities. The full report, with pictures, will also be uploaded onto the Bush Radio website, with proper acknowledgements of UNESCO’s involvement.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE               | FUNDS<br>(US \$) | PROJECT TITLE                                    | PERIOD      |
|--|------------------|--|-------------|
| PDC/18SAF/01<br>352-SAF-81             | 54,000           | SOUTH AFRICA: GENDER AND COMMUNICATION EDUCATION | 1998 - 1999 |
| PDC/20SAF/01<br>353-SAF-01             | 20,000           | CAPACITY BUILDING FOR FILM RESOURCE UNIT         | 2000 - 2001 |
| <b>TOTAL SOUTH AFRICA: US\$ 74,000</b> |                  |  |             |

Bush Radio is currently registered as a Section 21 company, which means that it is governed by the Companies Act of South Africa. The Annual General Meeting is the highest decision-making body in the organization. At the AGM, the Board of Directors is appointed as the custodians of the community. The Board of Directors meets every three months and takes fiscal responsibility for Bush Radio. The station also has a monthly Open Forum, open to all in the community that want to be part of the decision-making process on the running of Bush Radio. Furthermore, Bush Radio has a Management Committee that meets weekly to deal with the running of Bush Radio.

Bush Radio is a community radio station, licensed to broadcast since 1 August 1995. Volunteers still remain the backbone of Bush Radio's operations, although running the station responsibly with good-quality output demands a small, professional, paid staff: the Managing Director, Programme Integrator, Administrator and his Assistant. Besides staff and volunteers, Bush Radio regularly uses experts for specific projects (funded either by Bush Radio or by its development partners). Trainees and interns (students) from South Africa and from abroad also have a place in the organization, as their study projects generally coincide with Bush Radio's needs and objectives.

## D. BUDGET

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

|  | Qty     | Unit price | Total |
|--|---------|------------|-------|
| <b>Upgrading the Bush Radio studio</b>   |         |            |       |
| On-air computer:   |         |            | 1 780 |
| Automation and other software:   |         |            | 1 490 |
| Professional soundcard:  |         |            | 280   |
| Broadcast mixing console:  |         |            | 9 000 |
| Stereo routing switcher:   |         |            | 800   |
| AKG microphones:   | 3       | 1 000      | 3 000 |
| Microphone stands:   | 3       | 170        | 510   |
| Sennheiser headphones:   | 3       | 220        | 660   |
| Denon CD players:  | 2       | 1 115      | 2 230 |
| Installation costs:  | 5 days  | 350        | 1 750 |
| <b>2-week "Women and Technology" training course</b>   |         |            |       |
| Transport to Cape Town from Eastern Cape, Freestate, Natal, Limpopo, Mpumalanga, North West, Worcester and Vredenburg: |         |            | 2 280 |
| Accommodation for 6 participants from outside Cape Town:   | 12 days | 62.50      | 4 500 |
| Subsistence and local transport for 6 participants from outside Cape Town:   | 12 days | 21         | 1 500 |

|   |         |      |                      |
|---|---------|------|----------------------|
| Lunch for 14 course participants:               | 10 days | 7    | 980                  |
| Stationery and consumables for 12 participants: | 10 days | 5.75 | 690                  |
| 2 Facilitators fees:                            | 10 days | 100  | 2 000                |
| Studio usage (part payment):                    | 10 days | 300  | 3 000                |
| Digital recording equipment:                    | 5       | 650  | 3 250                |
| <b><u>TOTAL:</u></b>                            |         |      | <b><u>39 700</u></b> |

| <b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION<br/>(in US dollars)</b>           |         |            |                      |
|--|---------|------------|----------------------|
|  | Qty     | Unit price | Total                |
| <b>Upgrading the Bush Radio studio</b>   |         |            |                      |
| Training of 10 staff:  | 5 days  | 100        | 5 000                |
| <b>Two-week "Women and Technology" training course</b>                           |         |            |                      |
| Training premises:   | 10 days | 250        | 2 500                |
| 2 trainers fees (balance):   | 10 days | 200        | 2 000                |
| Studio usage (balance):  | 10 days | 200        | 2 000                |
| <b>Production of 12 20-minute programmes on Women in Science and Engineering</b> |         |            |                      |
| Usage of portable recorders:   | 10 days | 56         | 560                  |
| Studio usage (editing, mixing etc.):   | 5 days  | 500        | 2 500                |
| Duplication of the 12 programmes:  | 75      | 7          | 6 300                |
| Administrative expenses:   |         |            | 2 080                |
| Contingencies:   |         |            | 1 060                |
| <b><u>TOTAL:</u></b>   |         |            | <b><u>24 000</u></b> |

# SWAZILAND

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>SWAZIALND MEDIA COMPLAINTS COMMISSION (MCC)</b>                            |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 SWA/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3: Media as platform for democratic discourse                        |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism                        |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 72 700   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 34 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Media Institute for Southern Africa (MISA)-Swaziland in partnership with SNAJ |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | MISA-Swaziland in partnership with SNAJ, Editors Forum and Media owners.      |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Mbabane   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Comfort M. Mabuza<br>National Director MISA-Swaziland                         |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

Swaziland presently does not have a Media Complaints mechanism where members of the public can lodge protests. This has not only created mistrust by the civil society of the media sector, but equally the sector itself does not enjoy trust and confidence of the majority of the public. The media should have a forum where it accounts for its reportage and coverage, especially where people's rights are concerned. The Cabinet of the Kingdom of Swaziland has endorsed a Media Commission Bill that, among other things, seeks to regulate the media. Journalists will be given licenses and government will appoint the Commission. The media sector in Swaziland, working together with government, has been working tirelessly for quite some time to build a self-regulatory mechanism for Swaziland.

The greater challenge has been sourcing funding for the said entity. No sooner has the media and stakeholders began fundraising drive that the government on its own accord decided to unilaterally endorse this bill that should be tabled in Parliament.

They are only two non-state broadcasters in *Swaziland Voc* and *Channel Swazi*; these are the only two with issued licenses. In terms of print media, Swaziland is dominated by two newspapers: the government-owned *Swazi Observer* and the privately-owned *Times of Swaziland*. In addition, there are still no community radio stations operating in Swaziland, but the SPTC is considering five applications for community and commercial radio stations in the country : Lubombo Community Radio and Seventh Day Adventist Church (for community-based radio stations), D FM, One FM and Radio Grace (for commercial radio licenses).

Media stakeholders have since registered their feelings with the ministry of ICT, and have made it clear that the correct way forward is that the media sector regulate itself. Self-regulation is supported by the media worldwide and statutory media councils have tended to be dominated by the governments. In addition, to criminalize freedom of expression with the view of controlling the editorial independence is not only a violation of human rights, but equally against the very Constitution of The Kingdom of Swaziland that encourages freedom of expression.

Swaziland urgently needs a self-regulation mechanism for the media sector that should be driven by the very media stakeholders and not by the government alone. To this end, the media fraternity has concluded the Charter of the Self-regulation, including its constitution and how it would operate. What remains is final registration and implementation of the same. It is anticipated that when the Media Complaints Commission (MCC) is up and running, members of the fourth estate will ensure that the greater civil society is provided platform where they would lodge complaints against the media, adjudicated by competent boards and personalities.

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

Media Sector (Main target)

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

This project seeks to provide a platform where members of the public can freely lodge complaints against the media's reportage and coverage. The proposed self-regulatory mechanism will contribute to professionalism wherewith the media will become more accountable and the journalists will adhere to their professional code.

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

A self-sustaining Media self-regulatory mechanism that seeks to receive and adjudicate complains lodged against the media in Swaziland and availing an opportunity for the civil society to engage the media on issues reported on.

**5. PROJECT OUTPUTS:**

- At least 50 complaints lodged with the MCC Secretariat by aggrieved parties and cases adjudicated and judgements handed and pronounced in first 12 months of operation;
- At least 10 judgements receive retraction form the media, and the media house concerned publishes the apology and a retraction is undertaken without condition;
- Newsrooms will become more accountable and professionalism will be encouraged as the media gains confidence and credibility from the public;
- Private media embraces the idea of self-regulatory mechanism by becoming members and contribute an agreed membership fees with the view of sustainability of the entity;
- A well-informed and sensitized society able to utilize this mechanism to ensure media becomes more accountable;
- A task team to monitor and evaluate the operations and functions of the self-regulatory mechanism in ensuring its effectiveness.

**6. ACTIVITIES:**

- Registration of MCC (1 month process);
- Public awareness (3 months);
- Commissioners appointed and endorsed (2 months);
- Re-launch of the MCC (2 weeks);
- Secretariat / coordination established and office space agreed (2 months);
- Implementation of process (3-6 months).

**7. PROJECT INPUTS:**

- Office space;
- Administrator / secretary -
- Furniture / computer
- Registration certificate;
- The hosting organization (MISA) will ensure that there will be access to a photocopier, telephone and Internet connectivity. MISA will also ensure that our Resource Centre and Boardroom are used for meetings and planning by the MCC.

**8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>                                | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Registration finalization                                 | ■        | ■        |          |          |          |          |          |          |          |           |           |           |
| Appointment of commissioners and training                 |          |          | ■        |          | ■        |          |          |          |          |           |           |           |
| Awareness raising (civil society – members of the public) |          |          |          | ■        |          | ■        |          |          | ■        |           |           |           |
| Functioning of the office; implementation, sustainability |          |          |          |          | ■        |          |          | ■        |          |           | ■         |           |
| Full-fledged commission / cases received and adjudicated  |          |          |          |          |          |          | ■        | ■        | ■        | ■         | ■         | ■         |

**9. INSTITUTIONAL FRAMEWORK:**

Initially, the Commission will be housed at MISAS-Swaziland with the view of mentoring and capacity building of the Secretariat. Once the mechanism begins to operate, its office space will have to be located elsewhere where it can stand on its own. Journalists, Editors and media owners will have to undergo training about the operations and function of a self-regulatory mechanism, as well as ensuring that mistakes and omissions are not committed by them as they work and disseminate information from their newsrooms. Commissioners once appointed and endorsed by the stakeholders will be exposed to operations of other self-

regulatory regimes in the region that are up and running. If possible, there will be a need for sponsorship to be sourced from Embassies.

Operations / management: the members will be drawn from the media stakeholders and from the media. The president will be a Magistrate or High Court Judge; there will be 5 Commissioners; the Secretariat will consist of one administrator and one assistant.

**10. SUSTAINABILITY:**

- It is envisaged that the office will have to kick-start fundraising initiatives over and above the proposed membership fees from the media sector. Initially, funding for the self-regulatory mechanism is being sought to get it going, as experiences from the region show that this process will need a longer commitment from donors who are passionate about freedom of expression and media accountability
- Ideally, self-regulation is funded by media, but certainly other operational expenses will have to be funded from other sources.

**11. FRAMEWORK OF MONITORING:**

MISA-Swaziland Information Office will ensure that there is monitoring and evaluation of the process, so that if there are any challenges, these will be quickly addressed and appropriate measures will be undertaken.

**12. EVALUATIONS CARRIED OUT:**

Media accountability is the correct means of ensuring professionalism and creating trust from members of society where they can lodge complaints. To this end, MISA, together with stakeholders, has worked tirelessly, seeking advice from reputable organizations like the Press Complaints Commission (UK), the Minnesota News Council (USA) and the Press Ombudsman in RSA. These partners will continue to advise and evaluate the process as we move forward. To ensure that the people involved are on top of things, ongoing workshops and empowering seminars will be part of the process.

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

This will be conducted under Comfort Mabuza, the MISA-Swaziland National Director, who will be the overall overseer. He will ensure the proper implementation of the activities and see that the reports are sent on time.

**C. ADDITIONAL INFORMATION**

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

| PROJECT N<br>BUDGET CODE     | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD     |
|------------------------------|------------------|--|------------|
| PDC/19SWA/01<br>352-SWA-91   | 13,000           | SWAZILAND : RADIO LISTENERSHIP SURVEY  | 1999-2000  |
| PDC/21 SWA/01<br>353SWA5011  | 20,000           | DEVELOPMENT OF MEDIA RESOURCE CENTRE FOR THE NATIONAL ASSOCIATION OF JOURNALISTS | 2003 -2004 |
| TOTAL SWAZILAND: US\$ 33,000 |                  |  |            |

- Media stakeholders have agreed that a Media Complaints Commission is the ideal way to go for self-regulatory mechanism for Swaziland;
- Journalists and editors forum have committed themselves to the process;
- Media owners agreed that they would consider supporting this endeavour with monthly contributions.



## D. BUDGET

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

|   | Qty        | Unit price | Total                |
|---|------------|------------|----------------------|
| 5-day training for 30 commissioners and stakeholders: | 2 days     | 60         | 3 600                |
| 2-day workshop for 30 civil society representatives:  | 2 days     | 60         | 3 600                |
| Local travel:   |            |            | 2 280                |
| 2 trainers:   | 3 days     | 250        | 1 500                |
| 2 trainers:   | 2 days     | 250        | 1 000                |
| Registration of MCC (Lawyer):                         |            |            | 1 300                |
| Publicity and promotional materials                   | 2 days     | 2 000      | 4 000                |
| Advertising in 3 daily local papers:                  | 10 adverts | 360        | 7 200                |
| Office furniture (desk, seats, filing cabinet):       |            |            | 1 170                |
| Computer ( <i>Acer</i> ):                             |            |            | 850                  |
| MCC consultant:                                       | 30 days    | 250        | 7 500                |
| <b><u>TOTAL:</u></b>                                  |            |            | <b><u>34 000</u></b> |

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

|   | Qty       | Unit price | Total                |
|---|-----------|------------|----------------------|
| Staff costs (Information Officer and research assistant): |           |            | 32 400               |
| Communications:   |           |            | 1 700                |
| Local travel  | 12 months | 100        | 1 180                |
| Office space:   | 12 months | 285        | 3 420                |
| <b><u>TOTAL:</u></b>                                      |           |            | <b><u>38 700</u></b> |

# TANZANIA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>ESTABLISHMENT OF A COMMUNITY RADIO FOR KAHAMA DISTRICT</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 URT/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Equipment and training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 62 600  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 26 100  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | TUENDELEZANE-NGO,<br>Bomani house, Mwanva road,<br>P.O. Box 677, Kahama.   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Dar es Salaam Cluster Office  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Kahama District, Tanzania  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Chairman, TUENDELEZANE-NGO,<br>Bomani house, Mwanva road,<br>P O Box 677, Kahama.<br>Tel: +255 787 309 107 or +255 754 779 907,<br><a href="mailto:Maige_e@hotmail.com">Maige_e@hotmail.com</a><br>Advised by Al-Amin Yusuph,<br>UNESCO Dar es-Salaam Cluster Office |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Article 18 of the Constitution of the United Republic of Tanzania provides that every person has the right to receive and give information, including the general right on freedom of expression. Although guaranteed by the Tanzania government, most of the people are not aware of it. Education on freedom of expression and Media Law of Tanzania and other laws is urgently needed. The media law like the Newspapers Act of 1976 is not in harmony with the Constitutional provision on freedom of expression that is the foundation of the Media Law.

Though much has been done to liberalise the media since early 1990s, low literate levels in most rural areas of the country and commercial interests of most media owners have made the rural community remain in the dark.

The newspapers, radio and televisions are free to seek and disseminate information, but that freedom is not properly utilised because of lack of knowledge on freedom of expression as a concept. So far, the development of mass media in Tanzania is in tune with many international standards of information delivery. Newspapers, radio and TV stations are increasingly utilised. However, radio programmes are not enough to meet the demands of people towards achieving Tanzania Development Vision 2025 and the Millennium Development Goals. It seems something more has to be done to make sure that unexplored areas of social and political life are addressed in a more practical way. There are violations of basic rights of individuals and communities.

For example, witch-hunting and killings of old women among Lake Zone inhabitants are an incurable disease for decades now. These violations hinder achievement of Tanzania National Development Vision 2025 and Millennium Development Goals. The media, through free flow of information can help to eradicate these violations.

Kahama District has limited access to printed media due to poor infrastructure and illiteracy. There are only 2 radio stations which can be properly listened to: the publicly-owned *RTD* and a private one, *RFA*, with limited receptions on other 2 radios: *Clouds FM* and *Radio One*, both privately-owned. Only 2 TV channels which are also confined to townships Shinyanga and Kahama towns can be viewed without connection to satellite dishes.

However, Kahama, being the most populated district in the region, is the last region in education (secondary) and health socio-economic indicators. Violation of human rights, characterised by killings of elderly men, low accountability of government leaders and lack of good government is rampant. Lack of education and limited information have made Kahama residents unable to properly demand for their rights and hold the government – both central and local – responsible for its contractual obligation on development.

Mass media is therefore an essential tool for the education of this population. It will help them learn from others and be able to air their concerns, including their ability to demand their rights.

Several studies in Sengerema District in Tanzania have shown how community radio can stimulate development. It is for that reason that this project is being proposed as a way of stimulating development through radio communication.

### 2. DESCRIPTION OF THE TARGET GROUP:

The general target population is 750 000 residents of Kahama District in Shinyanga Region, most of whom are farmers and pastoralists.

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

The Kahama Community Radio project seeks to stimulate development of Kahama District by encouraging participatory development through radio communication.

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

Provision of 300-Watt FM broadcasting and production equipment for a functional Community Radio in the Kahama District; and delivery of one-week training to at least one community radio staff at managerial level on community media organizational management and to 5 volunteers on information gathering, programme production and basic broadcasting skills. All these trained staff will be involved in the running of the Community Radio for Kahama District.

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

- One full-time member of Kahama Community radio trained and capable of managing the community radio;
- Five volunteers of Kahama community radio trained and capable of producing objective and ethical programmes relevant to the Community;
- 300-Watt FM broadcast and programme production equipment acquired and installed at the Kahama Community radio station premises.

### **6. ACTIVITIES:**

- Construction permit sought from the Tanzania Communications Regulatory Authority;
- Recruitment of a managerial staff with media background;
- Refurbishment of studio building and mast;
- Procurement and installation of FM broadcasting and production equipment;
- Recruitment of volunteer staff;
- One-week training of staff in organisation management, modern newsgathering methods, programme production and basic broadcasting skills;
- Design, production and broadcasting of developmental radio programmes;
- Establishment of a Resource Centre and website.

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

- 300-Watt broadcasting and programme production equipment (ref. full list in budgets as per the acquired quotations from April 2010);
- 3 Windows PCs, 250 HDD, pre-installed with Windows 7;
- Six trainees, one for managerial position and five for programme production and broadcasting;
- One trainer capable of training community media staff on organisational management, modern newsgathering. methods, programme production and basic broadcasting skills;
- 3 digital voice recorder with flash memory, USB connectivity and capable of recording in MP3 format;
- Multimedia projector;
- Stationery;
- Funds for trainer's travel, fees and subsistence;
- Funds for refurbishment of premises;
- Funds for application of licence.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Application of construction and broadcasting licence | ■ | ■ | ■ | ■ |   |   |   |   |   |    |    |    |
| Recruitment of managerial staff                      |   |   | ■ | ■ |   |   |   |   |   |    |    |    |
| First progress report to UNESCO                      |   |   |   | ■ |   |   |   |   |   |    |    |    |
| Refurbishment of studio premises                     |   |   |   |   | ■ |   |   |   |   |    |    |    |
| Equipment procurement                                |   |   |   |   | ■ | ■ | ■ | ■ |   |    |    |    |
| Recruitment of volunteer staff                       |   |   |   |   |   |   | ■ |   |   |    |    |    |
| Equipment installation and commissioning             |   |   |   |   |   |   | ■ | ■ |   |    |    |    |
| Second progress report to UNESCO                     |   |   |   |   |   |   |   | ■ |   |    |    |    |
| Staff training delivered                             |   |   |   |   |   |   |   | ■ |   |    |    |    |
| Final report to UNESCO                               |   |   |   |   |   |   |   |   |   | ■  |    |    |
| Production and broadcasting of programmes            |   |   |   |   |   |   |   | ■ | ■ | ■  | ■  | ■  |
| Development of website and Resource Centre           |   |   |   |   |   |   |   |   |   | ■  | ■  | ■  |

## 9. INSTITUTIONAL FRAMEWORK:

TUENDELEZANE, a community-based development NGO, working on poverty eradication on the philosophy of ‘brotherhood for development’ based in Kahama will implement the project as per UNESCO conditions.

TUENDELEZANE-NGO is run by a Governing board and a Chairperson. The NGO currently hires two full time-members of staff. Its core business is in promoting education, provision of civic education and the promotion of best farm practices, among a few other activities.

## 10. SUSTAINABILITY:

It has been foreseen that one year after its implementation, the project will be self-sustaining through funds collected from radio activities such as small adverts, greetings cards, fees paid by social marketing companies for malaria, HIV/AIDS advertising etc.

Other sources of funding will include the fees payable through the Resource Centre and various community training programmes that will be delivered at the Community Radio premises.

## 11. FRAMEWORK OF MONITORING:

To ensure professionalism and success in the project, it is proposed that the Community Media Network and the Media Institute of Southern Africa Tanzania Chapter (MISA), in their capacity as the custodians of the Community Media Network of Tanzania, will conduct periodic checks on performance indicators and provide advice on remedial action where need be.

## 12. EVALUATIONS CARRIED OUT:

- Visits have been conducted to various areas of the intended project area;
- Application for broadcasting licence from the TCRA is in progress;
- TUENDELEZANE-NGO has mobilized US\$ 40 000 for the application process for the broadcasting licence, the purchase of a vehicle, a standby generator, website design, the development of a Resource Centre and the construction of a mast;
- Studio building (which requires renovation) has been identified;
- Quotations of necessary equipment have been obtained;
- Potential project manager has been approached.

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

In addition to monitoring that will be conducted by MISATAN, TUEWNDELEZANE-NGO will form a Committee under its Community Education Department to monitor the progress of the project. The beneficiary agency will be reporting on the progress of the project to UNESCO on a quarterly basis

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE   | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|--|------------------|--|-------------|
| PDC/3URT/29<br>350-URT-31  | 40,000           | UNITED REPUBLIC OF TANZANIA<br>DEVELOPMENT OF NEWS AGENCY                                  | 1982 - 1984 |
| PDC/5URT/10<br>350-URT-51  | 50,000           | EQUIPPING OF REGIONAL INFORMATION CENTRES IN ZANZIBAR                                      | 1985 - 1987 |
| PDC/10URT/01<br>352-URT-01   | 75,000           | REHABILITATION OF TELEVISION ZANZIBAR (TVZ)  | 1990 - 1992 |
| PDC/14URT/01<br>352-URT-41   | 50,000           | INFORMATION AND COMMUNICATION FOR DEVELOPMENT  | 1994 - 1996 |
| PDC/15URT/01<br>352-URT-51   | 54,500           | TRAINING FOR THE NATIONAL TELEVISION BROADCASTING  | 1995 - 1997 |
| PDC/18URT/01<br>352-URT-81   | 45,000           | REHABILITATION AND EXTENSION OF THE RURAL PRESS PROJECT                                    | 1998 - 1999 |
| PDC/19URT/01<br>352-URT-91   | 40,000           | TELEVISION ZANZIBAR INFORMATION NETWORK  | 1999 - 2001 |
| PDC/24URT/01<br>552URT5000<br>(FIT-JAPAN)                                | 75,710           | CAPACITY BUILDING FOR TELEVISION TAIFA TVT   | 2004-2005   |
| PDC/49 URT/01<br>354 URT 5053<br>(CO-FINANCED<br>BY FRANCE)              | 30,000           | JOURNALISM TRAINING CENTRE   | 2006-2007   |
| PDC/51 URT/01<br>354 URT 5061  | 14,000           | COMMUNITY RADIO FOR THE KARAGWE DISTRICT   | 2007-2008   |
| PDC/52 URT/01<br>354 URT 5071  | 27,500           | TANZANIA:"SPEAK WITH FREEDOM" TV TALK SHOWS  | 2008-2009   |
| PDC/52 URT/02<br>354 URT 5072  | 24,200           | TANZANIA:KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)                                   | 2008-2009   |
| PDC/53 URT/01<br>354 URT 5081  | 38,500           | CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY TV                        | 2009-2010   |
| PDC/53 URT/02<br>354 URT 5082  | 33,000           | PEMBA PRESS CLUB CAPACITY BUILDING PROJECT   | 2009-2010   |
| 354 URT 5091   | 26,400           | TANZANIA: CAPACITY BUILDING FOR THE NEW COMMUNITY MEDIA NETWORK                            | 2010-2011   |
| 354 URT 5092   | 28,600           | TANZANIA: ESTABLISHMENT OF A CMC FOR THE PASTORAL POPULATION IN THE<br>NGORONGORO DISTRICT | 2010-2011   |
| <b>TOTAL UNITED REPUBLIC OF TANZANIA: US\$ 573,700+ US\$75,710 (FIT)</b> |                  |  |             |

### D. BUDGET

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

|  | Qty    | Unit price | Total  |
|--|--------|------------|--------|
| Compact fixed radio station complete, with production control desk, audio mixer, Denon CD player, patch panel with connectors, pair of powered monitor speakers, 300-W FM stereo transmitter, 50m coaxial cable, dipole antenna, 2 Shure SM 63 microphones, 2 table mic stands and cables, portable digital audio recorder. Software for audio editing and play out will be provided on a CD with installation instructions. CIF to Dar es-Salaam: |        |            | 14 320 |
| Telephone hybrid and accessories:  |        |            | 2 940  |
| Airfare for local trainer from Dar es-Salaam to Kahama:  |        |            | 300    |
| Honoraria for local trainer:   | 5 days | 100        | 500    |

|   |        |       |                      |
|---|--------|-------|----------------------|
| DSA for local trainer:  | 6 days | 83    | 500                  |
| Windows PCs, HDD 250 GB min., 2GB processor speed, pre-installed with Windows 7, AVG V9. free version:                                | 3      | 1 200 | 3 600                |
| Voice digital recorders with flash memory:  | 3      | 80    | 240                  |
| Road freight Dar es-Salaam to Kahama (Approx 1 100 kms):  |        |       | 1 200                |
| Studio UHF 15/25-Watt transmitter link to be installed in MCR 40-45m studio tower.<br>Uda Yagi UHF transmitting antenna to be fitted: |        |       | 2 500                |
| <b><u>TOTAL:</u></b>  |        |       | <b><u>26 100</u></b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |           |            |                      |
|---|-----------|------------|----------------------|
|   | Q-ty      | Unit price | Total                |
| Studio premises building renovation:  |           |            | 10 000               |
| Low-speed standby 450 KVA diesel generator fitted with noise reduction:       |           |            | 10 000               |
| Website development and hosting:  |           |            | 1 000                |
| Resource Centre development:  |           |            | 5 000                |
| Consultant to develop business plan for TCRA:                                 |           |            | 800                  |
| Licence application fees:   |           |            | 1 500                |
| Locally fabricated mast:  |           |            | 4 000                |
| Manager:  | 12 months | 100        | 1 200                |
| 5 volunteer allowances:   | 12 months | 30         | 1 800                |
| <b><u>TOTAL:</u></b>  |           |            | <b><u>36 500</u></b> |

# TANZANIA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>TRAINING OF TRAINERS ON THE STANDARDISED DIPLOMA LEVEL CURRICULUM FOR JOURNALISM TRAINING</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 URT/02</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training support   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 60 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 38 100  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Media Council of Tanzania (MCT)<br>P.O. Box 10160<br>Tel: +255 22 2775728/ 255 22 2771947,<br>+255 73 2998310 – Fax: +255 732 991 1521<br>e-mail: <a href="mailto:media@mct.or.tz">media@mct.or.tz</a> – web: <a href="http://www.mct.or.tz">www.mct.or.tz</a><br>Contact person: Mr Kajubi Mukajanga<br>Executive Secretary |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Dar es-Salaam Cluster Office<br>Programme Officer: Mr. Al-Amin Yusuph   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Media Council of Tanzania  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Mr. Kajubi Mukajanga, Executive Secretary<br>Media Council of Tanzania   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Tanzania's transition from a centralized economy to a market economy, from one-party political monopoly to multiparty competitive politics has had a telling effect on the media. Democratization and macro-economic reforms attracted private investment in the media industry and resulted in the establishment of hundreds of publications, dozens of radio and television stations, a handful of media organizations, training institutions and the emergence of the new media.

The demand for journalists that followed the proliferation of media outlets led to the upsurge of establishment of new media training institutions offering certificates and diplomas. Most of these were rudimentary establishments registered under umbrella companies as a business or vocational scheme that did not adhere to the standards required by the National Accreditation Council for Technical Education (NACTE).

In 2006, the Media Council of Tanzania (MCT) an independent, self-regulatory body, was tasked to work with NACTE to standardize journalism training at the tertiary level and to coordinate needs in a coherent manner, following a stakeholders review meeting on the quality of journalism training. Three media and a curriculum development expert successfully adapted UNESCO's Model Curricula for Journalism Education and developed the NACTE standards for journalism training. The Council now intends to train journalism educators at tertiary level in 10 training institutions.

This project meets Category 4 of the Media development indicators (MDIs) which seeks to reinforce professional capacity building and supporting institutions.

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

The target group is 125 lecturers from 10 journalism training institutions offering diploma courses in journalism.

### **3. DEVELOPMENT OBJECTIVE**

Improve the quality of journalism training at tertiary level through standardized curricula and specific benchmarks.

### **4. IMMEDIATE OBJECTIVE**

15 curriculum trainers and 125 lecturers trained and equipped with training manuals to meet the benchmarks and standard of accredited journalism schools at the diploma level.

### **5. PROJECT OUTPUTS**

- Standard curricula evolving from the UNESCO Model Journalism Curricula delivered and applied in all journalism training institutes up to diploma level;
- 15 expert curriculum trainers trained for five days on the application and use of standardized curriculum;
- 125 lecturers from 10 journalism training institutions will be trained for five days through 5 training courses, on the implementation and use of the standardized journalism curricula;
- Quality of journalism training at diploma level will have improved through the standardization of the curricula;
- Student satisfaction and assurance of knowledge gained from any of the institutions they study in the country will be ensured;
- Media houses confidence in media training and quality of outputs of journalism schools enhanced.

## 6. ACTIVITIES

### *A 2- week workshop for the 125 journalism trainers:*

Preparatory work:

- Engagement of trainers/consultants to develop a training manual;
- Pre- testing of training manual;
- Printing of training manual;
- Engagement of two expert trainers/facilitators (MA/PhD level) as facilitators for the ToT;
- 5-day training of trainers course for 15 persons;
- Five 2-week training workshops for a total of 125 trainers from schools of journalism;
- Monitoring and evaluation for quality assurance.

## 7. PROJECT INPUTS

- One trainer to train 15 journalism educators in delivering the new standardized curriculum;
- 2 consultants to develop training manuals;
- 2 facilitators to carry out 5 workshops;
- Training equipment, i.e. overhead projector.

## 8. WORK PLAN

| ACTIVITIES / MONTHS                                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Preparatory work consultants to develop training manual | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Pre-test training manual                                |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Print training manual                                   |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Trainers to facilitate training of trainers workshop    |   | ■ |   |   |   |   |   |   |   |    |    |    |
| First progress report to UNESCO                         |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Training of trainers workshop for 15 people             |   |   | ■ |   |   |   |   |   |   |    |    |    |
| 5 workshops for 125 trainers from journalism schools    |   |   |   | ■ | ■ | ■ | ■ | ■ |   |    |    |    |
| Second progress report to UNESCO                        |   |   |   |   |   |   |   |   | ■ | ■  | ■  |    |
| Monitoring and evaluation                               |   |   |   |   |   |   |   |   | ■ | ■  | ■  |    |
| Writing and submission of final report                  |   |   |   |   |   |   |   |   |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The Media Council of Tanzania (MCT) is working in collaboration with the National Accreditation Council for Technical Education (NACTE) to deliver this project. MCT is a voluntary, media self- regulatory body established in 1995. The Council's Governing Board is comprised of 13 representatives from the media and the public and its daily management run by a Secretariat (19 professionals in total, covering training and capacity building; adjudication of complaints, lobbying and advocacy for good media laws and media monitoring and research). Its membership includes institutional media outlets.

The Media Council of Tanzania, under the supervision of the Executive Secretary, shall manage this project. MCT is responsible for the organization of the training. NACTE will provide an advisory role to ensure that the standards are adhered to. The Schools of Journalism will provide the Council a list of its tutors and the subjects that they are teaching for the preparation of the training workshops. They shall also ensure that their tutors attend the training workshops.

## 10. SUSTAINABILITY

The Council conducted specialized training to build the capacity of journalists. MCT has taken on the task of ensuring standardization of curriculum and setting benchmarks for training. This will assist the journalism training institutions offering training at certificate to diploma level to be able to get accreditation for their institutions from the National Accreditation Council for Technical Education (NACTE).

## 11. FRAMEWORK OF MONITORING

The Council, through its monitoring and evaluation unit, shall work together with the UNESCO Dar es-Salaam Office and NACTE to monitor the project.

## 12. EVALUATIONS CARRIED OUT

The Media Council of Tanzania carried out an assessment of the quality of training offered by tertiary training institutions in 2006, and a report of the same was shared with stakeholders including training institutions. Media unanimously agreed that intervention in the form of standardized curricula was needed, and the Council was tasked with the job to ensure that this becomes a reality. A standard curriculum was thus developed in line with the UNESCO Model Journalism Curricula that now needs to be taught to journalism trainers in the various training institutions on how they can deliver it effectively.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Mr. Kajubi Mukajanga, the Executive Secretary of the Media Council of Tanzania, shall be responsible for providing four-monthly project progress reports to UNESCO and a final report describing the extent to which the immediate objectives of the project are achieved.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                                    | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|---|------------------|---|-------------|
| PDC/3URT/29<br>350-URT-31                                   | 40,000           | UNITED REPUBLIC OF TANZANIA<br>DEVELOPMENT OF NEWS AGENCY           | 1982 - 1984 |
| PDC/5URT/10<br>350-URT-51                                   | 50,000           | EQUIPPING OF REGIONAL INFORMATION CENTRES IN ZANZIBAR               | 1985 - 1987 |
| PDC/10URT/01<br>352-URT-01                                  | 75,000           | REHABILITATION OF TELEVISION ZANZIBAR (TVZ)                         | 1990 - 1992 |
| PDC/14URT/01<br>352-URT-41                                  | 50,000           | INFORMATION AND COMMUNICATION FOR DEVELOPMENT                       | 1994 - 1996 |
| PDC/15URT/01<br>352-URT-51                                  | 54,500           | TRAINING FOR THE NATIONAL TELEVISION BROADCASTING                   | 1995 - 1997 |
| PDC/18URT/01<br>352-URT-81                                  | 45,000           | REHABILITATION AND EXTENSION OF THE RURAL PRESS PROJECT             | 1998 - 1999 |
| PDC/19URT/01<br>352-URT-91                                  | 40,000           | TELEVISION ZANZIBAR INFORMATION NETWORK                             | 1999 - 2001 |
| PDC/24URT/01<br>552URT5000<br>(FIT-JAPAN)                   | 75,710           | CAPACITY BUILDING FOR TELEVISION TAIFA TVT                          | 2004-2005   |
| PDC/49 URT/01<br>354 URT 5053<br>(CO-FINANCED<br>BY FRANCE) | 30,000           | JOURNALISM TRAINING CENTRE  | 2006-2007   |
| PDC/51 URT/01<br>354 URT 5061                               | 14,000           | COMMUNITY RADIO FOR THE KARAGWE DISTRICT                            | 2007-2008   |
| PDC/52 URT/01<br>354 URT 5071                               | 27,500           | TANZANIA:"SPEAK WITH FREEDOM" TV TALK SHOWS                         | 2008-2009   |
| PDC/52 URT/02<br>354 URT 5072                               | 24,200           | TANZANIA:KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)            | 2008-2009   |
| PDC/53 URT/01<br>354 URT 5081                               | 38,500           | CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY TV | 2009-2010   |

|  |        |   |           |
|--|--------|---|-----------|
| PDC/53 URT/02<br>354 URT 5082  | 33,000 | PEMBA PRESS CLUB CAPACITY BUILDING PROJECT  | 2009-2010 |
| 354 URT 5091   | 26,400 | TANZANIA: CAPACITY BUILDING FOR THE NEW COMMUNITY MEDIA NETWORK                         | 2010-2011 |
| 354 URT 5092   | 28,600 | TANZANIA: ESTABLISHMENT OF A CMC FOR THE PASTORAL POPULATION IN THE NGORONGORO DISTRICT | 2010-2011 |
| <b>TOTAL UNITED REPUBLIC OF TANZANIA: US\$ 573,700+ US\$75,710 (FIT)</b> |        |   |           |

## D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                                 |           |            |                      |
|---|-----------|------------|----------------------|
|   | Q-ty      | Unit price | Total                |
| Conference package for 25 participants (five courses):                                    | 5 days    | 35         | 21 875               |
| Local transport costs for 25 participants:  | 5 courses | 20         | 2 500                |
| 2 facilitators honoraria (five courses):  | 5 days    | 100        | 5 000                |
| 2 facilitators accommodation (five courses):  | 6 days    | 70         | 4 200                |
| 2 facilitators transport costs (Dar es-Salaam / Arusha, Mbeya, Dodoma, Zanzibar, Mwanza): |           |            | 1 660                |
| Monitoring / evaluation including MCT staff travel × 5 courses:                           | 6 days    | 60         | 1 800                |
| MCT staff travel: Arusha: 350, Mbeya: 35, Dodoma: 25, Zanzibar: 45, Mwanza: 310:          |           |            | 765                  |
| Monitoring, evaluation and final report validation meetings:                              | 3         | 100        | 300                  |
| <b><u>TOTAL:</u></b>  |           |            | <b><u>38 100</u></b> |

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b> |           |            |                      |
|---|-----------|------------|----------------------|
|   | Q-ty      | Unit price | Total                |
| Project Officer:  | 10 months | 600        | 6 000                |
| Office space and sundries:                                | 10 months | 400        | 4 000                |
| Development of training manual (2 persons):               | 30 days   | 100        | 6 000                |
| Pre-testing of training manual:                           |           |            | 2 000                |
| 5-day workshop conference package:                        | 15        | 36         | 2 700                |
| Multimedia projector:                                     | 1         | 1 200      | 1 200                |
| <b><u>TOTAL:</u></b>                                      |           |            | <b><u>21 900</u></b> |

# TOGO

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>PROJECT TO SUPPORT THE NEWSPAPER “LIBERTÉ”: CREATION OF REGIONAL CORRESPONDENT POSTS</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 TOG/01</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDICATORS</b> | Category 3 : Media as platform for democratic discourse  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Equipment  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 26 200  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 21 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | Press Freedom Group (Groupe de Presse Liberté -GPL)<br>Quartier Hanoukopé, 08 BP 80 744, Lomé<br>Tel.: (+228) 3368816, Mobile (+228) 9191176<br>E-Mail: <a href="mailto:libertehebdo2@yahoo.fr">libertehebdo2@yahoo.fr</a><br><a href="http://www.libertetg.com">www.libertetg.com</a> |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                        | Rebecca S. Tandoh<br>External Relations & Publications<br>Communication & Information<br>P.O. Box CT 4949 - 8, Mankralo Street<br>East Cantonments, Accra, Ghana<br><a href="mailto:b.tandoh@unesco.org">b.tandoh@unesco.org</a>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                         | The Project concerns all prefectures within Togo and the seven positions as correspondents.  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                      | Komi AZIADOUVO,<br>Director of the Publication   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

Togo's independent press has made exceptional strides since the democratization process begun in 1990, despite the barriers to press freedom and instances of intimidation which it has experienced and continues to experience. In this situation, independent newspapers have been founded in order to further the democratization process within the country. Some publications have ceased to exist, but others continue to appear. Economic and management factors as well as problems due to attacks on press freedom have contributed to the difficult conditions experienced by the press sector.

Despite these barriers, in March 2005 the founders of the weekly newspaper "Liberté" were determined to win a readership in this hostile environment. Following a favourable reception by the public, the rate of publication has quickened. The paper began appearing twice weekly in December 2005, three times per week in February 2007 and on a daily basis since 31 August 2009.

The Freedom Group (Groupe Liberté) has taken the opportunity offered by UNESCO in the framework of its IPDC Programme to submit an application for assistance for its publication "Liberté". This project aims to strengthen its publishing and Internet site capabilities, and to enable it to be close to rural populations.

This project is presented as a contribution by GPL to the promotion of freedom of expression and to taking account of the concerns of the rural world. In fact, "Liberté" newspaper is at the forefront of the fight for an open and prosperous democracy and the strengthening of the role of independent media in monitoring the administration of the common weal. Publishing daily, it contributes intensively to activities within the country's media landscape. However, serious problems confront news coverage on a national level. Our newspaper, as is the case for most Togolese press media, is based at Lomé and reports only on events in the capital and its vicinity. At the same time, in the interior of the country, where 80% of the population is essentially rural, there are numerous subjects which are never reported.

This application for IPDC assistance is part of this strategy. This project to create positions as regional correspondents will enable improvement of the newspaper's output and will help it to put the preoccupations of all Togolese populations at the heart of its news coverage. It provides for two days of training for the candidates selected after tests, which will enable them to improve their coverage of subjects which are of concern to rural populations, thus strengthening the publishing capabilities of the newspaper and its Internet site.

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

Support for this press group is aimed at creating an impact on the newspaper's editorial staff. The target group comprises the journalists on the central editorial staff and the seven regional correspondents.

### **3. DEVELOPMENT OBJECTIVE**

This project aims to promote freedom of opinion and expression throughout the national territory by strengthening the pluralism and diversity of points of view. The voices will be heard, not just of privileged residents, but of all citizens whatever their social status. Moreover, by means of this project, we are in our own way contributing to development from below, by bringing the newspaper closer to the Togolese population.

### **4. IMMEDIATE OBJECTIVE**

Strengthening of the working competences and capabilities of the newspaper;

## 5. EXPECTED OUTPUTS

- Strengthening of the publishing capability of "Liberté" newspaper and its Internet site;
- Training of 7 regional correspondents;
- Creation of seven positions as regional correspondent.

These seven regional correspondent positions will enable the newspaper to participate in the development from below and decentralization project which is currently taking place in Togo.

## 6. ACTIVITIES

The 3 project activity headings are based around the recruitment and training of the seven correspondents, and the hiring and provision of equipment and access to ITC.

- Launch of a call for applications followed by short-listing of those candidates meeting the required profile. The candidates will then take a test to determine their level of competence;
- Two days of training to strengthen the capabilities of the 7 correspondents in collecting and processing local news, identifying and making use of various news sources at local and regional level, and practical questions of ethics and professional conduct;
- Creation of regional correspondent posts which include editorial and publishing responsibilities;
- Renting of offices, IT equipment, and office furniture;
- Provision of IT equipment for the regional correspondents;
- One-year subscription to broadband Internet connection.

## 7. PROJECT INPUTS

### Equipment:

- 7 computers;
- 7 UPSs;
- 7 scanners;
- 7 recorders;
- 7 digital cameras;
- 7 workstations;
- 21 chairs;
- 7 sets of shelves;
- One-year subscription to broadband Internet connection.

### Training:

- Recruitment and training of the 7 correspondents.

## 8. WORK PLAN

| ACTIVITIES / MONTH                                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|
| Training of journalists and correspondents        |   |   |   |   |   |   |   |   |   |    |
| Training of webmasters                            |   |   |   |   |   |   |   |   |   |    |
| Training of representatives and finance officers  |   |   |   |   |   |   |   |   |   |    |
| Purchase of IT and technical equipment;           |   |   |   |   |   |   |   |   |   |    |
| Access to ITC                                     |   |   |   |   |   |   |   |   |   |    |
| Purchase of documentation and archiving furniture |   |   |   |   |   |   |   |   |   |    |
| Interim evaluation                                |   |   |   |   |   |   |   |   |   |    |
| Final evaluation and report                       |   |   |   |   |   |   |   |   |   |    |

## **9. INSTITUTIONAL FRAMEWORK**

In addition to the Publication Director and Editor-in-Chief, the editorial team comprises seven full-time members of staff (including a caricaturist). Occasional calls are also made upon external collaborators. One journalist is in charge of the newspaper's web site.

The Editor-in-Chief is responsible for editorial content and distribution of tasks. The Assistant Director also acts as secretary. She also provides continuity of presence at the newspaper's office. She manages correspondence and telephone calls.

In July 2009 the newspaper took delivery of printing facilities. The work is supervised by the Distribution and Collection Manager who reports to the Commercial Manager who is also responsible for promoting the newspaper and managing the accounts of the group, liaising with firm of accountants.

## **10. SUSTAINABILITY**

The formation of a network of correspondents will contribute towards creating a new basis for developing the press group.

Over time, the output produced by the network of correspondents will enable new products to be put on the market (regional editions and special editions on key subjects which affect the daily life of populations and communities). Diversification of the contents of the printed newspaper and its web version will have the effect of stimulating sales. This is one of the axes which will contribute towards ensuring that its financial basis remains viable in the medium and long term. Its annual turnover is around 1,300 dollars. Our sources of finance chiefly come from sales and a small number of advertising contracts.

## **11. FRAMEWORK OF MONITORING**

In order to achieve effective monitoring, and to enable us to assess the development of technical and economic aspects and their effectiveness, we are taking into account the number of correspondents to be recruited, trained and retrained in editorial techniques, competence in processing information and correct use of ITC; the quantity of items of IT equipment acquired, the newspaper's turnover and its economic repercussions.

## **12. EVALUATION**

To date, the project has only evaluated the resources and needs required for its implementation. .

At the halfway stage, an interim evaluation will be carried out by the project team. This report will enable assessment of the distance travelled and will sum up achievements in the light of the stated objectives. Corrective actions could then be taken for subsequent activities if required. This mid-point evaluation will take place five months after the official launch of the project.

At the end of the project, between the 9<sup>th</sup> and 10<sup>th</sup> months, a final evaluation will be carried out. A financial report and a final project report will be produced and submitted to IPDC administrators. These will form the basis for any possible new orientation for the project.



## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET<br>CODE     | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|---------------------------------|------------------|---|-------------|
| PDC/6TOG/01<br>350-TOG-61       | 60,000           | TOGO: DEVELOPMENT OF THE NATIONAL PRESS AGENCY  | 1985 - 1988 |
| PDC/8TOG/01<br>350-TOG-81       | 30,000           | REVIVAL OF RADIO KARA   | 1988 - 1991 |
| PDC/17TOG/01<br>350-TOG-71      | 40,000           | MULTIMEDIA TRAINING PROJECT FOR JOURNALISTS AND TECHNICIANS   | 1997 - 1998 |
| PDC/21 TOG/02<br>353TOG5011     | 10,000           | PROJECT IN SUPPORT OF TRAINING COURSES FOR TOGOLESE JOURNALISTS AT THE<br>JOURNALISM CENTRE OF LOME | 2003 -2004  |
| PDC/53 TOG/01<br>354 URT 5081   | 27,500           | RENFORCEMENT DES CAPACITES DES PROFESSIONNELS DES MEDIAS SUR LES BONNES<br>PRATIQUES DU JOURNALISME | 2009-2010   |
| <b>TOTAL TOGO: US\$ 167,500</b> |                  |   |             |

## B U D G E T

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

| Equipment  | Qty | Unit price | Total                |
|--|-----|------------|----------------------|
| Computers and UPS:   | 7   | 1 100      | 7 700                |
| Scanners:  | 7   | 100        | 700                  |
| Digital cameras and recorders:   | 7   | 340        | 2 380                |
| Broadband Internet subscription (for 12 months):   | 7   | 100/m'th   | 8 400                |
| 7 workstations, 21 chairs and 7 sets of shelves:   |     |            | 1 260                |
| <b>Training</b>  |     |            |                      |
| Advertising of posts; selection and training of 7 regional correspondents over two days: |     |            | 560                  |
| <b><u>TOTAL:</u></b>   |     |            | <b><u>21 000</u></b> |

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

|                          |                     |
|--------------------------|---------------------|
| Recruitment and training | 160                 |
| Renting of offices:      | 5 040               |
| <b><u>TOTAL:</u></b>     |                     |
|                          | <b><u>5 200</u></b> |

# UGANDA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>ESTABLISHING KABALE COMMUNITY RADIO</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 UGA/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Development of community media   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Capacity building and equipment  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 39 300  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 26 300  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | National Foundation for Democracy and Human Rights in Uganda<br>P.O. Box 977 Kabale<br>Tel: 256 4864 26191,+256 774 190533<br>E-mail: info@nafodu.org<br>Website. www.nafodu.org |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Nairobi Office<br>Hezekiel Dlamini and Lydia Kiniti   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | South-Western Uganda   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Tugumisirize Barnabas<br>NAFODU Programme Manager  |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The recent trend of the media in Uganda towards liberalization and privatization of the electronic communication has resulted in the Ugandan government taking a step towards liberalizing and privatizing the broadcast industry in the hope that new actors would take services to the people. Indeed, since 1993, when the electronic media went private, many radio and television stations offering a wide variety of content have mushroomed more than before. Most of them however are commercial radio stations. Suffice to mention that liberalization of the airwaves has opened up political space for more discussion in the public and thus given a larger percentage of constituents, the ability to easily and quickly transmit their opinions on public policy to their representatives. By empowering ordinary citizens to participate more directly in their political system, the electronic media in Uganda has increased the role of the citizen in the policy-making process at the expense of the political “middlemen”.

Since 2007, the National Foundation for Democracy and Human Rights in Uganda (NAFODU), in collaboration with Partnership for Transparency Fund (PTF) and National Endowment for Democracy has been implementing projects for human rights and corruption awareness in Uganda through a weekly interactive radio broadcast. The programme, the first of its kind in Western Uganda has attracted audiences with its signature tune, theme, contents and style of presentation. Episodes of the radio programme have convinced not only NAFODU but also the wider audience to consolidate the benefits of the programme and incorporate lessons learnt.

From the feedback received from listeners, NAFODU wishes to consolidate the programme on a professional basis with a separate production and broadcasting studio, facilities to report, record and coordinate. NAFODU would like to establish a community radio in Kabale with the overall objective of promoting human rights, democracy and good governance through community broadcasting and information dissemination.

The community radio will broadcast programmes promoting human rights, democracy and good governance. The radio day-to-day operations will respond to community’s expressed needs and priorities, and it will be accountable to community structures. It will be the first of its kind to bring essential information to the people in Western Uganda, while giving them a tool to discuss their own development agenda and promote responsive and transparent governance at the local level. The radio station will function as an interface between the Internet and the communities by broadcasting relevant programmes in local language.

The project aims to purchase radio equipment to establish a community radio station in Kabale and to encourage more direct participation of citizens in dialogue and decision-making through a variety of programmes. Support is also requested for the training of the staff and volunteers of the community station in radio broadcasting and management.

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

The target group is the subsistence farming population of about 500 000 living in South-western Uganda, namely Kabale, Kisoro, Kanungu, Rukungiri and Ntungamo districts and minority groups such as the Batwa.

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

To contribute to public awareness and participation on issues of human rights and good governance in territories that are transitioning from the effects of conflict through community broadcasting.

4. **IMMEDIATE OBJECTIVE:**

Establish a fully equipped community radio station and set-up relevant staff and volunteers to manage and run daily operations.

5. **PROJECT OUTPUTS:**

- An operational community radio;
- Four radio programmes on human rights, democracy, good governance, social, economic and political development produced per day;
- Three fulltime radio presenters, producers and reporters trained;
- Radio coverage to 5 districts in South-western Uganda assured.

6. **ACTIVITIES:**

- Renovation of premises;
- Construction of a transmission centre at Kihumuro Hill;
- Identification of equipment suppliers;
- Purchase and installation of equipment;
- One-week training of radio producers, reporters, presenters and computer technicians to impart skills in radio programming, reporting and content production;
- Meetings with the community radio Management Committee;
- Broadcasting quality programmes on 24-hour basis.

7. **PROJECT INPUTS:**

The following inputs are required to initiate radio production and broadcasting activities: On-Air kit, a transmission kit and a protection / safeguard kit. The list of equipment is detailed in the budget, plus:

- Studio furniture including table with audio distribution;
- Soundproofing;
- 2 “On Air” signals for the studio and the studio entrance;
- 2 air conditioners;
- Supports, cables and electrical protection.

Others activities include recruitment of 32 persons, the training of community radio personnel and the construction of one small transmission centre.

8. **WORK PLAN:**

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|
| Renovation of building and identification of equipment suppliers                            |   |   |   |   |   |   |   |
| Purchase and installation of equipment  |   |   |   |   |   |   |   |
| Recruitment and training of personnel: radio producers, presenters and computer technicians |   |   |   |   |   |   |   |
| Test transmissions  |   |   |   |   |   |   |   |
| Formal inauguration of project  |   |   |   |   |   |   |   |

## 9. INSTITUTIONAL FRAMEWORK:

Established in 2000, the National Foundation for Democracy and Human Rights in Uganda is registered under the Non-Governmental Organization Registration statute of Uganda (1989). The Head Offices are located in the Kabale municipality.

The project is the initiative of NAFODU and the South-Western Uganda Community. A Board of Directors together with NAFODU staff will see to its implementation. The UNESCO Nairobi Office will supervise the overall implementation.

## 10. SUSTAINABILITY:

NAFODU will raise revenue to cover running costs needed for operating the community radio, mainly from radio programme sponsorships, raffle draws, benefit dance, selling of FM receiver sets, advertisements and donations. NAFODU will establish listeners' forums and clubs in communities to ensure there is sustainable audience at the community. As the project becomes sustainable, NAFODU will provide FM receiver sets to the established listeners' forums and clubs free of charge

## 11. FRAMEWORK OF MONITORING:

Project monitoring activities include compliance with broadcasting laws, specifications, the Memoranda of Understanding signed with Partners in the project and the associations as well as the NGOs active in the area. NAFODU will consider the Uganda Radio Network, Uganda Communications Commission and Uganda Broadcasting Council to monitor implementation of the project. In addition, periodic surveys will be conducted to get feedback from the public in order to match the content of the programme grid to the concerns and aspirations of the target audience on specific thematic subjects in line with the development objectives to which they relate.

## 12. EVALUATIONS CARRIED OUT:

A study was conducted to assess the communication needs of the population of South-western Uganda, along with a feasibility study on the setting-up of a Community radio in the region.

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

NAFODU will submit every 3 months to UNESCO a detailed report on the developments in project implementation.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE                 | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|--|------------------|--|-------------|
| PDC/5UGA/09<br>350-UGA-51                | 45,000           | UGANDA: FEASIBILITY STUDY AND ASSISTANCE FOR THE REHABILITATION OF BROADCASTING    | 1985 - 1987 |
| PDC/10UGA/01<br>352-UGA-01<br>352-UGA-31 | 70,000<br>20,000 | MANPOWER PLANNING AND DEVELOPMENT FOR THE MINISTRY OF INFORMATION AND BROADCASTING | 1990 - 1994 |
| PDC/14UGA/01<br>352-UGA-41               | 60,000           | IMPROVEMENT OF RADIO COVERAGE IN RURAL AREAS                                       | 1994 - 1997 |
| PDC/18UGA/01<br>352-UGA-91               | 35,000           | UGANDA NEWSPAPERS EDITORS AND PROPRIETOR ASSOCIATION (UNEPA)                       | 1999 - 2000 |
| PDC/51UGA/01<br>354-UGA-5061             | 26,900           | UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT                             |             |
| PDC/51UGA/01<br>354-UGA-5062             | 12,500           | UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT                             | 2007-2008   |
| PDC/52UGA/01<br>354-UGA-5071             | 39,600           | UGANDA: STRENGTHENING JOURNALISM TRAINING AT MAKERERE UNIVERSITY                   | 2008-2009   |
| PDC/53UGA/01<br>354-UGA-5081             | 25,300           | ESTABLISHMENT OF NGORA COMMUNITY MULTIMEDIA CENTRE, KUMI DISTRICT, UGANDA          | 2009-2010   |
| <b>TOTAL UGANDA: US\$ 334,300</b>        |                  |  |             |

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

NAFODU has already acquired the Broadcasting License from the Uganda Broadcasting Council; the Radio station will be called *Freedom Radio*.

## Assistance sought other than IPDC

NAFODU has previously received support from National Endowment for Democracy, Partnership for Transparency Fund, CIDA, Minority Rights Group International, and is working closely and voluntarily with National Networks including the Uganda National NGO Forum.

### **D. BUDGET**

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

|  | Qty       | Unit price | Total                |
|--|-----------|------------|----------------------|
| Mixing console with telephone hybrid:                |           |            | 3 000                |
| Studio condenser microphones:                        | 4         | 125        | 500                  |
| Field production microphones:                        | 4         | 75         | 300                  |
| Monitor speakers with built-in amplifiers:           | 2         | 500        | 1 000                |
| Headphones:  | 8         | 50         | 400                  |
| 4-way headphone amplifier:                           |           |            | 100                  |
| Soundcard:   |           |            | 100                  |
| Microphone stands:                                   | 4         | 50         | 200                  |
| Shielded cable (100 m.) with XLR and RCA connectors: |           |            | 350                  |
| P-4 audio editing computer:                          |           |            | 1 300                |
| UPS 350 VA:  |           |            | 100                  |
| 300-W FM transmitter:                                |           |            | 2 000                |
| Omni directional 4-layer transmission antenna:       |           |            | 1 000                |
| Antenna feeder cable:                                | 50 m.     | 6          | 300                  |
| 30-m. antenna mast:                                  |           |            | 2 500                |
| Equipment transportation and installation:           |           |            | 500                  |
| Portable recorders:                                  | 4         | 200        | 800                  |
| Content production:                                  |           |            | 1 000                |
| Hands-on attachments of 3 CMC staff members          | 21 days   | 50         | 3 150                |
| PCs for computer centre:                             | 3         | 1 200      | 3 600                |
| Local area network (hub, cables, connectors):        |           |            | 1 500                |
| Printers:  | 2         | 500        | 1 000                |
| Internet connection:                                 |           |            | 1 000                |
| Initial Internet subscription:                       | 12 months | 50         | 600                  |
| <b><u>TOTAL:</u></b>                                 |           |            | <b><u>26 300</u></b> |

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

|   |                      |
|---|----------------------|
| Installation of equipment:                        | 1 000                |
| Project coordination:                             | 6 000                |
| Launching the project, monitoring and evaluation: | 2 000                |
| Construction of the radio studio premises:        | 4 000                |
| <b><u>TOTAL:</u></b>                              | <b><u>13 000</u></b> |

# UGANDA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1</b>                         | <b>PROJECT TITLE</b>                          | <b>CAPACITY BUILDING FOR SELF REGULATION BY NEWSPAPER EDITORS AND RADIO PROGRAM PRODUCERS</b>   |
| <b>2</b>                         | <b>NUMBER</b>                                 | IPDC/55 UGA/02  |
| <b>3</b>                         | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3 : Media as platform for democratic discourse   |
| <b>4</b>                         | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism  |
| <b>5</b>                         | <b>SCOPE</b>                                  | National  |
| <b>6</b>                         | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training support  |
| <b>7</b>                         | <b>TOTAL COST OF PROJECT</b>                  | US\$ 28 400   |
| <b>8</b>                         | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 21 200   |
| <b>9</b>                         | <b>BENEFICIARY BODY</b>                       | Independent Media Council of Uganda<br>Plot 29/33 Kampala Rd.<br>Amber House, Block B, Rm B309<br>P.O. Box 8123.Kampala, UGANDA<br>Tel: +256312111376<br>Email: info@imcu.ug <a href="http://www.imcu.ug">www.imcu.ug</a><br>Contact Person: Haruna Kanaabi<br>Executive Secretary tel 256712809641, email hkanaabi@yahoo.com |
| <b>10</b>                        | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Nairobi Office<br>Hezekiel Dlamini & Lydia kiniti  |
| <b>11</b>                        | <b>PROJECT LOCATION</b>                       | Independent Media Council of Uganda premises,<br>Makerere University, Regional press club premises  |
| <b>12</b>                        | <b>PROJECT PREPARED BY</b>                    | Haruna Kanaabi, Executive Secretary,<br>Independent Media Council of Uganda   |
| <b>DECISION OF THE BUREAU:</b>   |   |   |



## **B. PRESENTATION**

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

Uganda has a pluralistic media landscape comprising three English language dailies, two Luganda language dailies, a bi-weekly newspaper, weeklies and magazines. There are over 150 licensed radio stations but more than half actually operational. There are also over a dozen TV stations. Uganda Broadcasting Corporation, a combination of three radio stations and a TV channel, is the official broadcaster. The rest are either commercial or community broadcasting stations. Some of these stations have interactive websites where programs are also streamed.

The main journalism school is the Makerere University Department of Journalism and Communication, which is a UNESCO-rated potential centre of excellence. But four other private universities have journalism programs, which are rather weaker. A couple of other lower level colleges also teach journalism courses.

Many practicing print journalists have gone through journalism schools. The bulk of radio staff have not done so. Despite the training opportunities, many journalists and editors still practice journalism that is insensitive to acceptable ethical norms and standards. There are recurrent breaches of core ethical values: lack of balance and fairness, error of fact and judgment, sensationalism, obscenity, lack of accuracy, insensitivity to grief, bribery and many others.

These problems in media practice have continued to undermine the credibility of media messages, and at times they have provoked the State to intervene with draconian measures that included the enactment of the Press and Journalists Act 2000 and the Electronic Media Act of 2000, and the proposed Press and Journalists Act Amendment Bill (2010). These two laws provide for the statutory Media Council and the Broadcasting Council that the state has used to clampdown on sections of the media, and close down radio stations.

The project aims at stimulating debate on media self regulation among newspaper editors, and radio program producers from the different parts of the country. Television in Uganda is still small and has limited audience. Besides much of its content according to available research is not locally generated. Print editors and radio programme producers are the key gate keepers and once they appreciate self regulation they will be able to influence those under them to act more responsibly. IMCU consider this project as an initial stage of enhancing media self regulation in Uganda by engaging the key gate keepers first.

The project also seeks to sensitize key media gatekeepers in the principles of self-regulation as a way of improving the standard and quality of journalism, and also to gradually encourage self regulation by the industry instead of state regulation through laws and the courts. The project aims to improve this situation through raising awareness of core media practitioners who can then guide those under their responsibility.

The proposed activity will also promote responsible and ethical journalism practice by building professional capacities of editors and program producers to identify ethical dilemmas and to resolve them through self-regulation

The Independent Media Council through this project has entered into partnership with Makerere University Department of Journalism and Communication so that it takes on further training in self regulation on a regular and sustainable basis and to train trainers of other media institutions in this aspect.

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

The target group will be newspaper editors and radio program producers in Uganda.

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

To build a foundation for a free, independent and responsible media in Uganda through self regulation.

**4. IMMEDIATE OBJECTIVE:**

To promote media self regulation among newspaper editors and radio programme producers by building their capacity in practicing self regulation

**5. PROJECT OUTPUTS:**

- 30 newspaper editors and 20 radio program producers equipped with skills on media self regulation
- 1 training module in media self-regulation produced. This module will also be utilised for regular future training at the Makerere University School of Journalism
- 4 Makerere University Mass Communication Department staff capable of training on media self-regulation trained

**6. ACTIVITIES:**

- Developing a Training Module in liaison with UNESCO Model Curricula for Journalism Education.
- Identifying resource persons.
- Development of training materials
- Training four Makerere Mass Communication Department staff in issues of self regulation
- Identifying participants from among editors and program producers
- Conducting a three day training seminar for radio producers each for three days in Western, Central and West Nile regions
- Conducting a three day seminars for newspaper editors in the Central region.

**7. PROJECT INPUTS:**

- Two trainers scapable of training editors and radio producers in media self regulation.
- Two laptop computers capable of uploading radio software and other accessories. One computer will be retained by Makerere University Department of Journalism and Communication for use in ethics training of students and another by the Independent Media Council of Uganda.
- One over head projector. It will be retained by the Council for further usage in conducting public dialogues on media self regulation in the country.
- A set of training materials e.g. newspapers cuttings, sound clips, recorded news bulletins
- Honoraria for resource persons.

**8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>               | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Negotiating with Makerere University     |          |          |          |          |          |          |          |          |          |           |           |           |
| Developing the module                    |          |          |          |          |          |          |          |          |          |           |           |           |
| Identifying resource persons             |          |          |          |          |          |          |          |          |          |           |           |           |
| Developing training materials            |          |          |          |          |          |          |          |          |          |           |           |           |
| Selection and purchase of equipment      |          |          |          |          |          |          |          |          |          |           |           |           |
| Identifying participants                 |          |          |          |          |          |          |          |          |          |           |           |           |
| Conducting training seminars             |          |          |          |          |          |          |          |          |          |           |           |           |
| Reporting and final submission of report |          |          |          |          |          |          |          |          |          |           |           |           |

## **9. INSTITUTIONAL FRAMEWORK:**

The Independent Media Council of Uganda was established in February 2006 by 40 media houses and associations. This was an outcome of eight year consultative process within the media industry, spearheaded by the Eastern Africa Media Institute – Uganda Chapter. On December 5<sup>th</sup> 2008, it was officially launched.

The Council has a 13 member Governing Board composed media trainers, media managers, lawyers, university Makerere University lecturers, representatives from the Uganda Human Rights Commission and prominent citizens of the country.

The Council, through wider consultation, developed a Journalism Code of Ethics which has been embraced by media industry in Uganda. It is the basis of self regulation in Uganda.

The Council's Secretariat is responsible for the day today activities under the supervision of the Chairman of the Governing Board, a retired journalist and politician at the level of a Prime minister. There are also the Ethics and Administrative committees respectively. The Council derives it support mainly from funding agencies to run its programs.

## **9. SUSTAINABILITY:**

Makerere University Department of Journalism will take on the training while the IMCU will support it with continued research and documentation of ethical issues and dilemmas from the media. The program will enhance the training of journalist on professional standards focusing on ethics and the rights and responsibilities of journalists

## **10. FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO, Regional Communication and Information Office Nairobi, Kenya and the African Centre for Media Excellence (ACME) headed by Dr. Peter Mwesige.

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

Uganda 2010 in African Media Barometer 2010, Fesmedia Africa, Windhoek.

Uganda 2007 in African Media Barometer 2007, Fesmedia Africa, Windhoek.

[www.fesmedia.org](http://www.fesmedia.org)

Both reports analyzed the media landscape in Uganda and observed that Uganda media practitioners scored minimally (2.1 in 2007 and 2.2 in 2010) in the observance of the voluntary codes of professional conduct which are enforced by self regulatory bodies. The 2010 report recommended support for the IMCU to engage the industry players more in accepting self regulation.

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

The Independent Media Council will report on project progress on a four-month basis to the relevant UNESCO field office. The Council will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The Executive Secretary will be responsible for this.

## **C. ADDITIONAL INFORMATION**

Consultation with the Makerere University Department of Journalism and Communication has started. Mr. John Baptist Wasswa a lecturer of media ethics at the Department has played a role in generating this proposal. The Council and the Department has agreed to offer the training venues.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE                 | FUNDS<br>(US \$) | PROJECT TITLE   | PERIOD      |
|--|------------------|---|-------------|
| PDC/5UGA/09<br>350-UGA-51                | 45,000           | UGANDA: FEASIBILITY STUDY AND ASSISTANCE FOR THE REHABILITATION OF<br>BROADCASTING    | 1985 - 1987 |
| PDC/10UGA/01<br>352-UGA-01<br>352-UGA-31 | 70,000<br>20,000 | MANPOWER PLANNING AND DEVELOPMENT FOR THE MINISTRY OF INFORMATION<br>AND BROADCASTING | 1990 - 1994 |
| PDC/14UGA/01<br>352-UGA-41               | 60,000           | IMPROVEMENT OF RADIO COVERAGE IN RURAL AREAS  | 1994 - 1997 |
| PDC/18UGA/01<br>352-UGA-91               | 35,000           | UGANDA NEWSPAPERS EDITORS AND PROPRIETOR ASSOCIATION (UNEPA)                          | 1999 - 2000 |
| PDC/51UGA/01<br>354-UGA-5061             | 26,900           | UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT                                |             |
| PDC/51UGA/01<br>354-UGA-5062             | 12,500           | UGANDA: RADIO NETWORK NEWS AGENCY AND TRAINING PROJECT                                | 2007-2008   |
| PDC/52UGA/01<br>354-UGA-5071             | 39,600           | UGANDA:STRENGTHENING JOURNALISM TRAINING AT MAKERERE UNIVERSITY                       | 2008-2009   |
| PDC/53UGA/01<br>354-UGA-5081             | 25,300           | ESTABLISHMENT OF NGORA COMMUNITYYY MULTIMEDIA CENTRE, KUMI DISTRICT,<br>UGANDA        | 2009-2010   |
| <b>TOTAL UGANDA: US\$ 334,300</b>        |                  |   |             |

## D. BUDGET

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

|  |                   |                   |
|--|-------------------|-------------------|
| 2 Resource persons<br>(15 days each (material preparation, training and report writing at<br>a rate of 120 dollars per day each) | 3600              |                   |
| Participants accommodation and meals<br>\$50 per day x 50 participants x 4 nights  | 10000             |                   |
| 2 Venues hire for 3 days each x 100 per day  | 600               |                   |
| Local travel<br>\$20 x 50 participants   | 1000              |                   |
| Cost of 3 days Training of Makerere University Dept. of mass<br>Communication Staff  | 1000              |                   |
| Preparation of Training modules , photocopying and biding of 50<br>copies  | 2000              |                   |
| Purchase of stationery for the 2 training x 500 per each   | 1000              |                   |
| <b>Total costs for training seminars</b>   |                   | <b>19 200</b>     |
| <b>1. EQUIPMENT</b>  |                   |                   |
| <b>Item</b>  | <b>Unit Price</b> | <b>Qty</b>        |
| Laptop Dell latitude E6510   | 1 000             | 2                 |
| Over head Projector Dell 4210X   | 1 000             | 1                 |
| <b>Total equipment cost</b>  |                   | <b>3 000</b>      |
| <b>TOTAL:</b>  |                   | <b>US\$21 200</b> |

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

|                                 |                    |
|---------------------------------|--------------------|
| Project coordinator (11 months) | 2 000              |
| Communication (11 months)       | 1 000              |
| Project reporting               | 700                |
| Venues for 5 seminars           | 1 000              |
| Monitoring and evaluation       | 2 000              |
| Stationery                      | 500                |
| <b>TOTAL:</b>                   | <b>US \$ 7 200</b> |

**UNESCO's  
POTENTIAL CENTRES OF  
EXCELLENCE AND  
REFERENCE IN  
JOURNALISM EDUCATION**

# BURKINA FASO

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                        | <b>TRAINING OF TRAINERS AT THE UNIVERSITE D'OUAGADOUGO</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                               | <b>IPDC/55 BKF/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | Category 4 : Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                   | Human Resource Development   |
| <b>5.</b>                        | <b>SCOPE</b>                                | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Training assistance  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                | US\$ 89 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>           | US\$ 39 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                  | University of Ouagadougou<br>Communication and Journalism Department<br>Contact: Firmin Gouba, Head of Department,<br>03 B.P. 7021 Ouagadougou 03 - Burkina Faso<br>Tel./Fax: +226 50 30 73 33 18<br>Mobile: +226 70 24 29 91<br>Email: <a href="mailto:firmin.gouba@univ-ouaga.bf">firmin.gouba@univ-ouaga.bf</a> |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                    | UNESCO office in Bamako<br>Tel.: (223) 223 34 92 / 93<br>Rokia Bâ: <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                     | Ouagadougou, Sector 13, Zogona District,<br>opposite Boulevard Charles de Gaulle   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                  | Mr Firmin Gouba, Head of Department<br>Ms. Rokia Bâ, CI Programme Officer  |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The proliferation in media outlets witnessed in the 90s, with the development of the democratic process in Burkina Faso, should not cause us to lose sight of the fact that many media organs have had to cease operating for economic and technical reasons linked to a lack of training.

In spite of the progress achieved, numerous breaches of standards of ethics and professional conduct have been observed in the media. One of the reasons for this is a lack understanding of the elementary rules of the profession, which explains the need to strengthen the capacity of training institutions, particularly the leading institution in this field, namely the Communication and Journalism Department of the University of Ouagadougou. The Communication and Journalism Department has some 30 media professionals on its staff (of which only 6 are permanent), as well as lecturers from other University Departments. It takes in around 20 students each year, which is very little when compared against the constantly rising student population, and the increasing number of untrained journalists.

In the framework of the study to evaluate existing journalism education institutions in Africa, the aim of which was to formulate a strategy for developing excellence in these institutions with a view to providing high-quality training, the Communication and Journalism Department of the University of Ouagadougou was selected as a Potential Centre of Reference in journalism education. In that regard, the Head of the Department was invited by UNESCO to attend the consultation meeting on capacity building for Potential Centres of Excellence in journalism education in Africa, held from 16 to 18 March 2008, in Grahamstown, South Africa, and the World Journalism Education Congress, held in the same city, from 4 to 7 July 2010.

Moreover, in February 2009, the 53<sup>rd</sup> meeting of the IPDC Bureau approved the sum of 15,000.00 dollars for the project to strengthen the teaching resources of the University of Ouagadougou's Communication and Journalism Department.

This aim of this project is to develop the capacity of the Communication and Journalism Department, especially in the areas of journalism training and the use of new information and communication media. To that end, study trips will be organised for lecturers to France (University of Paris 2 and *Université Stendhal*, Grenoble 3) and Canada (University of Québec, and University of Laval). These study trips will provide an opportunity for *Burkinabè* lecturers to upgrade their theoretical and practical knowledge of journalism and communication education practices, to take account of new trends, by drawing on French and Canadian experiences.

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

The target group is composed of 7 permanent lecturers, 4 part-time lecturers, and the students (about 200) in the Communication and Journalism Department, as well as professionals undergoing retraining.

### **3. DEVELOPMENT OBJECTIVE**

Contribute to the development of democracy and good governance in Burkina Faso, by strengthening human resources in the media sector, and improving the quality of journalism.

### **4. IMMEDIATE OBJECTIVE**

Upgrade the level of professionalism among the teaching staff in the Communication and Journalism Department to international standards, with the aim of enhancing the training available to students and exercising professionals.

### **5. PROJECT OUTPUTS**

- Four (4) lecturers with theoretical and practical knowledge of new trends in journalism and communication education practices, gained through study trips enabling them to draw on French and Canadian experiences.



- 11 lecturers with advanced training in communication and journalistic practices relating to democracy and development in West Africa.

## 6. ACTIVITIES

- One-month study and training trips to France (University of Paris 2 and *Université Stendhal*, Grenoble 3) and Canada (University of Québec and University of Laval) for 4 permanent lecturers, to upgrade their theoretical knowledge and for training in ICT-mediated teaching methods;
- Organisation of a 3-day scientific conference on professional journalistic and communication practices, with participants from Burkina Faso, Ghana, Côte d’Ivoire, Senegal, Togo, France and Canada.

## 7. PROJECT INPUTS

- Expenses for the organisation of a scientific conference;
- Teaching staff: Head of Department and 10 lecturers;
- Expenses for the study and training trips for 4 lecturers.

## 8. WORK PLAN

| ACTIVITIES / MONTH                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Study and training trips for lecturers  | ■ |   |   | ■ |   |   | ■ |   |   |    |    |    |
| Organisation of a scientific conference |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Project monitoring                      |   |   |   | ■ |   |   | ■ |   |   | ■  |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Communication and Journalism Department of the University of Ouagadougou. The Department has some 30 media professionals on its staff (of which only 6 are permanent), as well as lecturers from other University Departments. It takes in about 20 students each year.

The Department was selected as a Potential Centre of Reference in journalism education in Africa, in the framework of a study undertaken to evaluate journalism education institutions in Africa, and develop a strategy to achieve excellence in those institutions with a view to providing high-quality training.

## 10. SUSTAINABILITY

The IPDC's support will serve to attract other University and media partners, and to increase the number of students trained. Freedom of expression and press freedom are regarded as essential prerequisites for the exercise of human rights and the effective operation of a democratic society, hence the interest in these principles displayed by many partners through their technical and financial support.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Bamako.

## 12. EVALUATIONS

The Communication and Journalism Department of the University of Ouagadougou was selected as a Potential Centre of Reference in journalism education in Africa in the UNESCO study conducted by the *Rhodes University's School of Journalism and Media Studies* (Grahamstown, South Africa) and the *École supérieure de journalisme* (ESJ) in Lille, France, to evaluate existing journalism training institutions in Africa.

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

Every 4 months, the Communication and Journalism Department of the University of Ouagadougou will submit a project-implementation report to UNESCO.

#### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                 | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|--|------------------|--|-------------|
| PDC/11BKF/01<br>352-BKF-11               | 143,000          | BURKINA FASO: DEVELOPMENT OF BURKINA'S TELEVISION PRODUCTION   | 1990 - 1998 |
| PDC/18BKF/01<br>352-BKF-81               | 50,000           | STRENGTHENING THE CAPACITY OF SIDWAYA PUBLISHING FOR THE PURPOSE OF CREATING A NEWSPAPER IN NATIONAL LANGUAGES | 1998 - 1999 |
| PDC/49 BKF/02<br>REGULAR<br>PROGRAMME    | 40,000           | BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU  | 2006        |
| PDC/51 BKF/01<br>354 BKF 5061            | 28, 000          | BURKINA FASO: EQUIPMENT FOR THE AGENCE D'INFORMATION DU BURKINA (AIB, BURKINA INFORMATION AGENCY)              | 2007-2008   |
| PDC/52 BKF/01<br>354 BKF 5071            | 38500            | BURKINA FASO:"ERE NOUVELLE" MULTIMEDIA CENTRE  | 2008-2009   |
| PDC/53 BKF/01<br>354 BKF 5081            | 16500            | BUILDING THE CAPACITY OF THE COMMUNICATION AND JOURNALISM DEPARTMENT   | 2009-2010   |
| PDC/54 BKF/01<br>354 BKF 5091            | 17600            | BURKINA FASO: DEVELOPMENT OF NATIONAL-LANGUAGE PUBLICATIONS  | 2010-2011   |
| <b>TOTAL: BURKINA FASO: US\$ 333,600</b> |                  |  |             |

#### D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION</b><br>(in US dollars)                               |          |            |               |
|--|----------|------------|---------------|
| <b>Scientific conference: 20 participants, 3 days</b>                                  | Qty      | Unit price | Total         |
| Air fare: Ghana, Togo, Senegal, Côte d'Ivoire:   | 4        | 600        | 2 400         |
| Air fare: France, Canada:  | 2        | 1 600      | 3 200         |
| Miscellaneous expenses for 6 pers. ( <i>airport taxes, insurance, etc.</i> ):          | 6        | 180        | 1 080         |
| Per-diem allowance for 6 persons:  | 5 days   | 150        | 4 500         |
| Coffee breaks for 16 people:   | 3 days   | 5          | 240           |
| Catering (lunches) for 16 people:  | 3 days   | 20         | 960           |
| Transportation for the 11 participants from Burkina Faso:                              | 3 days   | 20         | 660           |
| Logistics support (secretariat, communications, travel):                               | 16 pers. | 15         | 240           |
| <b>Study and training trips: 4 participants (France and Canada): 30 days</b>           |          |            |               |
| Air fare (Ouagadougou, Paris, Canada):   | 4        | 1 600      | 6 400         |
| Per-diem allowance (accommodation, subsistence allowance, transportation) for 4 pers.: | 30 days  | 155        | 18 600        |
| Miscellaneous expenses for 4 pers. ( <i>airport taxes, insurance, etc.</i> ):          | 4        | 180        | 720           |
| <b>TOTAL:</b>  |          |            | <b>39 000</b> |

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

|  |               |
|--|---------------|
| Refurbishment of the work area:  | 50 000        |
| Lecturers' salaries ( <i>the amount cannot be specified in this project document, but is part of the University of Ouagadougou's contribution</i> ): | Not mentioned |
| Grants and other support to students:  | Not mentioned |

# CENTRAL AFRICAN REPUBLIC

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                        | <b>TRAINING OF TRAINERS IN THE DEPARTMENT OF JOURNALISM AT THE UNIVERSITY OF BANGUI</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                               | <b>IPDC/55 CAF/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | Category 4: Professional training an support for training institutions to promote freedom of expression, pluralism and diversity                         |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                   | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                | US\$ 25 400  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>           | US\$ 25 400  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                  | Department of Information and Communication Sciences, University of Bangui   |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                    | Rue 1778. B.P. 12909, YAOUNDE<br>Republic of Cameroon<br>Tel.: (237) 22 20 35 47 / 22 20 35 48<br>E-mail: yaounde@unesco.org<br>Contact: Mr OJONG CLETUS |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                     | Bangui, Central African Republic   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                  | Department of Information and Communication Sciences, University of Bangui   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Although the opening up of the media landscape in the Central African Republic is a relatively recent phenomenon, it has not been able to achieve its full expression on account of the military-political crises which have plagued the country, the acute pauperization of the population and the absence of a legal framework conducive to the emergence of a pluralistic media. Against this backdrop, the Central African media has suffered the effects of the poor economic situation, which has hindered the development of a professional and free media.

In post-conflict countries such as the Central African Republic, the media has an important role to play in strengthening democracy and human rights, and promoting freedom of expression, and this depends, for a large part, on journalists' ability to provide reliable information through professional and responsible reporting. Journalists and media professionals are at the forefront when it comes to providing information to the public, while journalism students ensure the continuity of the profession. It is for this reason that journalism training, and especially teacher training, is an urgent necessity.

While there is a local institution which is able of providing full and ongoing training in journalism, it lacks a well-structured teaching staff capable of providing journalism students with appropriate training.

The setting up of a Department of Information and Communication Sciences at the University of Bangui in 2008 was a step in the direction towards finding a solution to this problem. This initiative received the support of the Central African government, which had also played a role in seeking support from international partners.

This project can therefore be seen as a continuation of the efforts undertaken by the Central African government, the University of Yaoundé II—through ESSTIC—, and UNESCO. It aims to develop, in the framework of the "Centres of Excellence in Journalism Education" initiative, the professional capacity of new trainers, as well as the training offered to journalism students, with a view to providing them with the skills they require to promote a reliable Central African information society.

At its 54<sup>th</sup> session, the Bureau took the decision to finance the training of three students, and to postpone the training of a further three students to its 55<sup>th</sup> session. Subsequently, the Bureau recommended that the budget be revised to 50% for the training of three new students.

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

Three (3) future lecturers, recruited from the Department of Information and Communication Sciences at the University of Bangui, are the direct beneficiaries of this project.

### **3. DEVELOPMENT OBJECTIVE**

To develop a competent, effective and responsible student body, capable of exercising their profession as journalists in the Central African Republic in a professional manner, thanks to competent competent teaching staff.

### **4. IMMEDIATE OBJECTIVE**

Three (3) lecturers in the Department of Information and Communication Sciences at the University of Bangui, capable of delivering high-quality journalism and communication training, thereby catering to the needs of the 120 students enrolled at the university.

## 5. PROJECT OUTPUTS

- The Department of Information and Communication Sciences at the University of Bangui is strengthened through the training of 3 lecturers in journalism and communication at ESSTIC;
- 120 students will have received high-quality training in journalism.

## 6. ACTIVITIES

- Organisation of a competition exam to select the doctorate students for the "train-the-trainer" training in communication and journalism;
- Enrolment formalities at ESSTIC (*Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication*) in Yaoundé, Cameroon;
- Courses and individual follow-up for 3 students who will be future lecturers at the University of Bangui.

## 7. PROJECT INPUTS

- ESSTIC lecturers, who will implement the training programme;
- Development of a training curriculum;
- Teaching materials;
- Training venues;
- Course coordination.

## 8. WORK PLAN

| ACTIVITIES / MONTH   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Organisation of a competition exam to select the students for the "train-the-trainer" training                                 | ■ | ■ |   | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Enrolment formalities at ESSTIC ( <i>Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication</i> ) |   |   |   |   | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Training of students   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The beneficiary of this project is the Department of Information and Communication Sciences at the University of Bangui, which operates under the aegis of the Central African Ministry of National Education, and the Ministry of Communication, Dialogue and National Reconciliation. ESSTIC (*Ecole Supérieure des Sciences et Techniques de la Communication*)—a University of Yaoundé II institution—will conduct the training, in collaboration with the UNESCO Office in Yaoundé.

## 10. SUSTAINABILITY

The long-term viability of the project will be assured through retraining programmes defined jointly by ESSTIC and the Department of Information and Communication Sciences at the University of Bangui, in the framework of the Partnership agreement signed by the two institutions. The three students will be hired by the University of Bangui, and their monthly salary will be paid by the University of Bangui.

## 11. FRAMEWORK OF MONITORING

The project will be monitored and evaluated by the UNESCO Office in Yaoundé. The 3 students will be selected by means of a competition exam organised by the University of Bangui (Department of Information

and Communication Sciences) and ESSTIC (*Ecole des Sciences et Techniques de l'Information et de la Communication*) in Yaoundé.

## 12. EVALUATION

In the course of the evaluation missions, UNESCO representatives met with relevant governmental and academic officials, the Editors-in-Chiefs of the main Central African print and audiovisual media, and members of Boards of the UJCA and the GEPPIC. These missions found that there was a real need for high-quality professionals capable of producing high-quality audiovisual and print media content.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

ESSTIC (*Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication*) will prepare 6-monthly reports, as well as a final report, which will be submitted to the UNESCO Office in Yaoundé.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE                                    | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|---|------------------|--|-------------|
| PDC/5CAF/02<br>350-CAF-51                                   | 30,000           | CENTRAL AFRICAN REPUBLIC<br>REHABILITATION OF RADIO/TV   | 1984 - 1985 |
| PDC/7CAF/01<br>350-CAF-71<br>350-CAF-81                     | 35,000<br>37,500 | DEVELOPMENT OF PRESS CENTRE  | 1986 - 1990 |
| PDC/19CAF/01<br>352-CAF-91                                  | 46,000           | RESTRUCTURING OF THE NEWS AGENCY (ACAP)  | 1999 - 2001 |
| PDC/24 CAF/01<br>354 CAF 5031                               | 50,000           | REHABILITATION OF THE TECHNICAL AND HUMAN CAPACITY OF RADIO<br>CENTRAFRIQUE  | 2004 - 2005 |
| PDC/24 CAF/02<br>354-CAF-5032                               | 20,000           | STRENGTHENING THE TECHNICAL CAPACITY OF THE INDEPENDENT COMMUNITY<br>RADIO NDEKA LUKA                              | 2004 - 2005 |
| PDC/49 CAF/01<br>354-CAF-5052<br>(CO-FINANCED BY<br>FRANCE) | 50,000           | ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION  | 2006 - 2010 |
| PDC/49 CAF/02<br>552-CAF-5000<br>(FIT-JAPAN)                | 50,000           | ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR<br>MEDIA PROFESSIONALS                         | 2006 - 2007 |
| PDC/51 CAF/01<br>354-CAF-5061                               | 26,000           | CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION   | 2007 - 2008 |
| PDC/52 CAF/01<br>354-CAF-5071                               | 33,000           | CENTRAL AFRICAN REPUBLIC: REINFORCING THE CAPABILITIES OF THE MEDIA<br>OBSERVATORY                                 | 2008 - 2009 |
| PDC/53 CAF/01<br>354-CAF-5081                               | 60,500           | APPUI AU DEVELOPPEMENT DES RESSOURCES HUMAINES DU DEPARTEMENT DE<br>JOURNALISME A L'UNIVERSITE DE BANGUI           | 2009-2010   |
| PDC/54 CAF/01<br>354 CAF 5091                               | 19,800           | CENTRAL AFRICAN REPUBLIC: DIGITIZATION OF THE CENTRAL AFRICAN RADIO AND<br>TELEVISION SERVICE'S ARCHIVES           | 2010-2011   |
| PDC/54 CAF/02<br>354 CAF 5092                               | 24,200           | CENTRAL AFRICAN REPUBLIC: SUPPORT FOR TEACHER TRAINING IN THE<br>JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI | 2010-2011   |
| <b>TOTAL CENTRAL AFRICAN REPUBLIC: US\$ 581,500+ 50FIT</b>  |                  |  |             |

### BUDGET

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

| Description                              | Qty     | Unit price | Total  |
|--|---------|------------|--------|
| Tuition fees:                            | 3 pers. | 1 983      | 5 949  |
| Accommodation and subsistence allowance: | 3 pers. | 3 828      | 11 484 |

|   |         |     |                      |
|---|---------|-----|----------------------|
| Air fare Bangui-Douala-Yaoundé-Douala-Yaoundé return: | 3 pers. | 789 | 2 367                |
| Airport tax:  | 3 pers. | 120 | 360                  |
| Course documentation (flat rate):                     |         |     | 4 250                |
| Research/thesis costs:                                | 3 pers. | 330 | 990                  |
| <b><u>TOTAL:</u></b>                                  |         |     | <b><u>25 400</u></b> |



# CENTRAL AFRICAN REPUBLIC

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                            | <b>JOURNALISM TRAINING EXCHANGE PROGRAMME BETWEEN THE UNIVERSITY OF BANGUI AND ESSTIC</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                   | <b>IPDC/55 CAF/02</b>  |
| <b>3.</b>                        | <b>CATEGORY OF MEDIA DEVELOPMENT INDECATORS</b> | Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                       | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                    | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>             | Training   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                    | US\$ 34 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>               | US\$ 28 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                      | <i>École Supérieure des Sciences et Techniques de l'Information et de la Communication – ESSTIC - B.P. 1328 Yaoundé, Cameroon</i>  |
| <b>10</b><br>.                   | <b>IMPLEMENTING OFFICE</b>                      | UNESCO Office in Yaoundé   |
| <b>11</b><br>.                   | <b>PROJECT LOCATION</b>                         | Yaoundé / Bangui   |
| <b>12</b><br>.                   | <b>PROJECT PREPARED BY</b>                      | <i>École Supérieure des Sciences et Techniques de l'Information et de la Communication – ESSTIC - B.P. 1328 Yaoundé, Cameroon</i><br>Contact person: Mr Cletus OJONG<br>UNESCO Yaoundé |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The *Ecole Supérieure des Sciences et Techniques de l'information et de la Communication* (ESSTIC) in Cameroon has been providing media training for the youth of Cameroon and the Central Africa sub-region since 1970. Although initially focused on journalism training, ESSTIC has since broadened its curriculum to include other communication-related disciplines (corporate communication, advertising, publishing, archiving and documentation).

Journalism, however, remains the central focus of the training offered by the institution. In addition to young Cameroonians, this field of study attracts students from Chad, Gabon, Congo, Benin, Rwanda, Burundi, and the Central African Republic. Over the years, ESSTIC has unswervingly sought to enhance its curricula, a fact borne out by its adoption, in 2008, of a new course offering under the LMD (Licence, Masters, Doctorate) system.

As a result of those efforts, ESSTIC has been able to attain the status as a potential centre of reference in journalism education in Africa, according to UNESCO standards. As a reference in its field, ESSTIC is seen as a driving force for journalism education in the region.

As such, since 2009, ESSTIC, with UNESCO's support, has contributed to the setting up of a Department of Information and Communication Sciences at the University of Bangui (CAR) through two major projects:

- Training of local (Central African) trainers in Information and Communication Sciences, and in communication-related disciplines;
- Support for the direct training of journalism students, through ESSTIC teaching missions to Bangui.

UNESCO has facilitated the establishment of a partnership with ESSTIC for capacity building. The partnership has led to the implementation of a teacher training programme in the Department of Information and Communication Sciences in Bangui, in keeping with the spirit of the Grahamstown conference in South Africa on journalism education in Africa.

With UNESCO's support, ESSTIC hopes to develop the second component of its mission, i.e., direct training of students, through ESSTIC teaching missions to the University of Bangui, in academic year 2011-2012, to train first-, second- and third-year students in the Department of ICS.

These missions are the central focus of this project, the ultimate goal of which is to provide the Central African Republic with a pool of professional journalists who are capable of contributing to the development and democratisation of the country.

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

The project is targeted mainly at the students in the Department of Information and Communication Sciences and Technologies, in the Faculty of Arts at the University of Bangui. In 2009 (academic year 2008-2009), with UNESCO's support, the visiting lecturers began a course of journalism training with 40 University-of-Bangui students, who, this year, will be in their Licence-2 year. Academic year 2009-2010 saw the arrival of a further 40 first-year students. As such, 80 students will be trained this year, and, next year (2011-2012), at the end of the Department's educational cycle, some 120 students will have been trained.

### **3. DEVELOPMENT OBJECTIVE**

To contribute to the development of the Central African media, and in doing so, enable the development of a viable and professional communication sector in the Central African Republic.

#### 4. IMMEDIATE OBJECTIVE

To contribute to consolidating the University of Bangui's Department of Information and Communication Sciences and Technologies as a centre for the training of competent information and communication professionals capable of contributing effectively to the strengthening of the democratisation process through communication.

#### 5. PROJECT OUTPUTS

- A coherent, uninterrupted course provided for the initial cohorts (120) of University of Bangui students, serving as the basis for future courses;
- A lasting Information and Communication Sciences and Technologies training environment, capable of strengthening national information and communication capacity in the CAR;
- The University of Bangui's ICST Department is reinforced as a result of having adapted the curriculum along the lines of the UNESCO model.
- Closer academic cooperation between the University of Bangui and ESSTIC.

#### 6. ACTIVITIES

- Six (6) ESSTIC teaching missions from the Department of Information and Communication Sciences to the University of Bangui to train 120 students;
- Development and implementation of training programmes using the UNESCO model curriculum, which has already been officially reviewed by the University of Bangui's Department of ICS.

#### 7. PROJECT INPUTS

- The lecturers to be sent on the ESSTIC missions in 2011-2012 ;
- Preparation of courses and supervision of local teaching staff;
- Evaluation and coordination of teaching.

#### 8. WORK PLAN

| ACTIVITIES / MONTH                                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Organisation of a competition exam to select students | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Preparation of courses                                | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| ESSTIC teaching missions                              | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Evaluation of students                                | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Deliberations   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |

#### 9. INSTITUTIONAL FRAMEWORK

ESSTIC (*Ecole Supérieure des Sciences et Techniques de la Communication*) is a University of Yaoundé II institution. It will be responsible for implementing this project, in collaboration with the UNESCO Office in Yaoundé.

#### 10. SUSTAINABILITY

The project will provide the University of Bangui, and the CAR in general, with a training framework, implemented with ESSTIC expertise, that conforms to journalism-education standards established by UNESCO.

Thanks to the visiting ESSTIC lecturers' supervision and tutorship, the University of Bangui's Department of ICST would be established on a solid foundation based on a recognised educational approach attesting to the seriousness of the training, over and beyond the support received from UNESCO and ESSTIC.

The aim is also to contribute to the emergence of a critical mass of professional journalists in the CAR, who would be able to change media practices, and develop communication outlets promoting freedom of expression while at the same time remaining economically viable.

As such, this project indirectly contributes to the promotion and development of free, independent and pluralistic media in the Central Africa sub-region.

## **11. FRAMEWORK OF MONITORING**

The project will be monitored and evaluated by the UNESCO Office in Yaoundé.

## **12. EVALUATION**

The ESSTIC possesses recognised expertise in the training of communication professionals. It permanently monitors teaching methods and new fields in communication and media through its membership in networks such as Théophraste. It is against this background that it reformed its curriculum in 2008, and has projected its development through to 2015. This project constitutes one of stages in this development process, which entails providing supervision and support for various information and communication training initiatives in Central Africa. In July 2010, an evaluation mission to the CAR, conducted jointly by ESSTIC and the UNESCO Office in Yaoundé, reported a lack of local teaching staff capable of providing training in journalism. This explains the need for the ESSTIC teaching missions, which were requested by the Rectorate and the Ministry of National Education.

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

Three (3) months after the last teaching mission, ESSTIC will submit a full project activity report to the UNESCO Office in Yaoundé. Additionally, in accordance with contractual provisions, each visiting lecturer will produce a mission report at the end of their stay.

A final report will be produced by ESSTIC on completion of the project activities.

## **C. ADDITIONAL INFORMATION**

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

| <b>PROJECT N<br/>BUDGET CODE</b>                            | <b>FUNDS<br/>(US \$)</b> | <b>PROJECT TITLE</b>   | <b>PERIOD</b> |
|---|--------------------------|--|---------------|
| PDC/5CAF/02<br>350-CAF-51                                   | <b>30,000</b>            | <b>CENTRAL AFRICAN REPUBLIC<br/>REHABILITATION OF RADIO/TV</b>   | 1984 - 1985   |
| PDC/7CAF/01<br>350-CAF-71<br>350-CAF-81                     | <b>35,000<br/>37,500</b> | <b>DEVELOPMENT OF PRESS CENTRE</b>   | 1986 - 1990   |
| PDC/19CAF/01<br>352-CAF-91                                  | <b>46,000</b>            | <b>RESTRUCTURING OF THE NEWS AGENCY (ACAP)</b>   | 1999 - 2001   |
| PDC/24 CAF/01<br>354 CAF 5031                               | <b>50,000</b>            | <b>REHABILITATION OF THE TECHNICAL AND HUMAN CAPACITY OF RADIO<br/>CENTRAFRIQUE</b>                              | 2004 - 2005   |
| PDC/24 CAF/02<br>354-CAF-5032                               | <b>20,000</b>            | <b>STRENGTHENING THE TECHNICAL CAPACITY OF THE INDEPENDENT COMMUNITY<br/>RADIO NDEKA LUKA</b>                    | 2004 - 2005   |
| PDC/49 CAF/01<br>354-CAF-5052<br>(CO-FINANCED BY<br>FRANCE) | <b>50,000</b>            | <b>ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION</b>   | 2006 - 2010   |
| PDC/49 CAF/02<br>552-CAF-5000<br>(FIT-JAPAN)                | <b>50,000</b>            | <b>ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR<br/>MEDIA PROFESSIONALS</b>               | 2006 - 2007   |
| PDC/51 CAF/01<br>354-CAF-5061                               | <b>26,000</b>            | <b>CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION</b>                                      | 2007 - 2008   |
| PDC/52 CAF/01<br>354-CAF-5071                               | <b>33,000</b>            | <b>CENTRAL AFRICAN REPUBLIC: REINFORCING THE CAPABILITIES OF THE MEDIA<br/>OBSERVATORY</b>                       | 2008 - 2009   |
| PDC/53 CAF/01<br>354-CAF-5081                               | <b>60,500</b>            | <b>APPUI AU DEVELOPPEMENT DES RESSOURCES HUMAINES DU DEPARTEMENT DE<br/>JOURNALISME A L'UNIVERSITE DE BANGUI</b> | 2009-2010     |

|  |        |   |           |
|--|--------|---|-----------|
| PDC/54 CAF/01<br>354 CAF 5091                              | 19,800 | CENTRAL AFRICAN REPUBLIC: DIGITIZATION OF THE CENTRAL AFRICAN RADIO AND TELEVISION SERVICE'S ARCHIVES           | 2010-2011 |
| PDC/54 CAF/02<br>354 CAF 5092                              | 24,200 | CENTRAL AFRICAN REPUBLIC: SUPPORT FOR TEACHER TRAINING IN THE JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI | 2010-2011 |
| <b>TOTAL CENTRAL AFRICAN REPUBLIC: US\$ 581,500+ 50FIT</b> |        |   |           |

## B U D G E T

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

| Equipment                           | Qty     | Unit price | Total                |
|-------------------------------------|---------|------------|----------------------|
| Air fare Yaoundé-Bangui return:     | 6 pers. | 913        | 5 480                |
| Airport tax:                        | 6 pers. | 20         | 120                  |
| Per-diem allowance for 6 lecturers: | 10 days | 150        | 9 000                |
| P-4 fees for 2 lecturers:           | 10 days | 250        | 5 000                |
| P-3 fees for 4 lecturers:           | 10 days | 210        | 8 400                |
| <b><u>TOTAL:</u></b>                |         |            | <b><u>28 000</u></b> |

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

|  |       |                     |
|--|-------|---------------------|
| Course coordination expenses (flat rate):                                      | 2 500 |                     |
| Teaching materials:  | 1 000 |                     |
| Organisation of the deliberation session for the end-of-term exam (flat rate): | 1 000 |                     |
| Communications:  | 1 500 |                     |
| <b><u>TOTAL:</u></b>   |       | <b><u>6 000</u></b> |

# GHANA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>GENDER AND MINORITIES MAINSTREAMING IN JOURNALISM EDUCATION AT AFRICAN UNIVERSITY COLLEGE OF COMMUNICATION</b>                   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 GHA/02</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial support   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 47 600   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 36 300   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | African University College of Communication (AUCC) –<br>Discovery House, Adabraka<br>P. O. Box LG 510, Legon, Accra                 |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Accra Office   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | AUCC Campus, Discovery House, Adabraka<br>ACCRA, GHANA  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | African University College of Communication (AUCC)<br>with input by the UNESCO Accra Office   |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

The African University College of Communication (AUCC) located in the heart of Accra is a unique Communication Institution in Africa and is appropriately recognized by UNESCO as a potential centre of reference. The institution is dedicated to turning out the next generation of communication specialists and media practitioners that will be at the forefront in bringing human, cultural and educational development to Africa.

Its focus and attention has been to turn out young persons who wish to work in journalism to envision the kind of new Africa that tomorrow beckons. Working journalists also are among its students who wish to better their situations. It is the kind of attitude to get rid our continent of the scourge of corruption, poverty, illiteracy. In its relatively short existence, its products continue to excel. In the recently concluded Ghana Journalists Association Awards, nine AUCC past students won five of the top awards.

In spite of the rapid developments going on in the country and in the sub-region, training in journalism and in communication still needs to be strengthened if our countries are to come into their own. AUCC is already offering diploma and degree courses. From the next academic session, Masters Courses will be also offered. The Institution has already been designated as a potential centre of reference by UNESCO. AUCC has students from Gabon, Burkina Faso and Benin. The staff is multinational.

In order to be in the forefront of scholarship and be better able to direct our products in excellence, AUCC welcomes the introduction of the UNESCO Model Curriculum and wishes to use the opportunity to test and propagate its tenets. An important objective in this exercise is to enable the Faculty to perform operational research and ground the new curriculum in the African reality. The curriculum will be tested to see how it will shape the attitudes and productions of the students to lead to doing away with discrimination and fostering gender equality.

The major objective of the project is to support the Faculty to design and hold workshops, seminars and conferences inspired by the new UNESCO Model Curriculum. The focus will be on engendering a spirit of understanding and tolerance across the sub-region of West Africa for the promotion of gender equality among other social imperatives.

The results of the exercise will be of immense value not only in evaluating the model, but also in accessing its impact and future development.

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

Both students and faculty members will benefit tremendously. It is anticipated that all second year students, over 200, will benefit, and immediately for 6 Faculty members.

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

This project will contribute to the communication environment in Ghana avoiding gender and minorities stereotyping.

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

To adapt UNESCO Model Curricula prioritizing gender mainstreaming and minorities issues to offer high-quality journalism education.

**5. PROJECT OUTPUTS:**

- AUCC Curricula will be adapted to the UNESCO Model Curricula;
- A gender mainstreaming will be included in the AUCC curricula based on UNESCO Model Curricula;
- Youth, disabled persons and minorities will be included in the AUCC curricula;
- Enriching the library and resource centre as a repository of material for further research and inquiry.

**6. ACTIVITIES:**

- 10 students will assemble background and related materials related to the curriculum during 10 days;
- 10 students will assemble relevant materials on minorities and on women in society and on the discriminatory practices during ten days;
- Organize a 2-day consultative meeting on monitoring and evaluation tools before the beginning of the project;
- Assemble selected classes or students for orientation on objectives with tentative review dates
- Collate data from field notes of students and articulate into a best practice document;
- Publish compilation of fieldwork;
- Purchase material and equipment for the Resource Centre.

**7. PROJECT INPUTS:**

- Acquisition of materials related to curriculum;
- Two consultants travel to and stay in Accra;
- In-country transportation costs;
- Acquisition of 2 computers and 4 laptops
- Acquisition of software;
- Renovate and fit out the project location;
- Utilities.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Recruit consultants, identify faculty                                      | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Organize 1 <sup>st</sup> consultative meeting with faculty and consultants |   |   | ■ | ■ |   |   |   |   |   |    |    |    |
| Prepare teaching plans   |   |   |   | ■ | ■ |   |   |   |   |    |    |    |
| Hold 2 <sup>nd</sup> consultative meeting with participating faculty       |   |   |   |   |   | ■ |   |   |   |    |    |    |
| Hold 3 <sup>rd</sup> stakeholders meeting                                  |   |   |   |   |   |   | ■ |   |   |    |    |    |
| Conclude 2 <sup>nd</sup> semester teaching                                 |   |   |   |   |   |   |   | ■ |   |    |    |    |
| Hold 4 <sup>th</sup> stakeholders meeting                                  |   |   |   |   |   |   |   |   | ■ |    |    |    |
| Prepare terminal report after 12 months (one academic year of 2 semesters) |   |   |   |   |   |   |   |   |   |    |    | ■  |
| Submit report to UNESCO  |   |   |   |   |   |   |   |   |   |    |    | ■  |



## 9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the African University College of Communications (AUCC), a private University operating with accreditation from the National Accreditation Board. It is formally affiliated to the University of Ghana. AUCC is also a potential Centre of Excellence of UNESCO. All work will be implemented in collaboration with the UNESCO Office in Accra.

## 10. SUSTAINABILITY:

The proposed project will contribute to finding out the results of the Model UNESCO Curriculum tested in a real life situation. The results will also contribute to making the Model Curriculum a more relevant document for all to use. It will ease the incorporation of other specific curricula such as reporting on the disabled, reporting on community specific and sensitive issues.

## 11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO Cluster office in Accra.

## 12. EVALUATIONS CARRIED OUT:

- AUCC is currently working with UNESCO Accra Office to identify major media and journalism stakeholders to engage them in a discussion before this proposal is funded;
- AUCC will submit an activity report to the UNESCO Office in Accra one month after the beginning of activities;
- AUCC will work with experts in the field to set up, in agreement with UNESCO in Accra, an acceptable form of evaluation of the total activities carried out.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

| PROJECT N<br>BUDGET CODE  | FUNDS<br>(US \$)                     | PROJECT TITLE  | PERIOD      |
|---|--------------------------------------|--|-------------|
| PDC/5GHA/03<br>350-GHA-51<br>350-GHA-71<br>350-GHA-81<br>352-GHA-11 | 30,000<br>40,000<br>40,000<br>74,000 | GHANA<br>DEVELOPING OF HUMAN RESOURCES FOR THE BOOK INDUSTRY             | 1984 - 1994 |
| PDC/13GHA/01<br>352-GHA-31  | 80,000                               | THE GHANAIAN CHRONICLE   | 1992 - 1994 |
| PDC/15GHA/01<br>352-GHA-51  | 40,000                               | 'STRENGTHENING THE CAPACITY OF THE GHANA JOURNALISTS'<br>ASSOCIATION     | 1994 - 1996 |
| PDC/17GHA/01<br>352-GHA-71  | 60,000                               | ADA COMMUNITY RADIO STATION  | 1997 – 1998 |
| PDC/18GHA/01<br>352-GHA-81  | 50,000                               | GRASSROOTS, RURAL COMMUNICATION RADIO FOR DISTRICTS OF<br>CENTRAL GHANA  | 1998 – 1999 |
| PDC/19GHA/01<br>352-GHA-91  | 40,000                               | TRAINING PROGRAMME PAIRING BEGINNING JOURNALISTS WITH NGO<br>SPECIALISTS | 1999 – 2002 |
| PDC/21 GHA/02<br>353GHA5011   | 25,000                               | STRENGTHENING “RADIO UNIVERS”  | 2003 -2004  |
| PDC/24 GHA/01<br>552-GHA-5000<br>(FIT-JAPAN)                        | 67,000                               | CAPACITY BUILDING FOR JOURNALISTS  |             |
| PDC/48 GHA/01<br>354-GHA-5041                                       | 22,000                               | COMMUNITY MULTIMEDIA CENTRE FOR AJUMAKO BISEASE                          | 2005-2006   |
| PDC/49 GHA/01<br>354 GHA 5051<br>(CO-FINANCED BY<br>GERMANY)        | 41,000                               | SOGAKOPE COMMUNITY MULTIMEDIA CENTRE (CMC)                               | 2006-2007   |
| PDC/52 GHA/01<br>354-GHA-5071                                       | 38,500                               | GHANA:BIMBILLA PEACE MEDIA   | 2008-2009   |
| PDC/53 GHA/01<br>354-GHA-5081                                       | 29,700                               | BOSOMTWE RADIO NETWORK   | 2009-2010   |
| TOTAL GHANA: US\$ 677,200   |                                      |  |             |

## C. BUDGET

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

|  | Q-ty    | Unit price | Total                |
|--|---------|------------|----------------------|
| Per diem for 2 consultants:                            | 10 days | 125        | 2 500                |
| Transport and DSA for 10 students:                     | 20 days | 20         | 4 000                |
| Renting of facilities:                                 | 5 days  | 400        | 2 000                |
| Transport to and from venue:                           |         |            | 2 000                |
| Materials, stationery etc. for 4 meetings:             |         |            | 4 800                |
| Computers and accessories:                             | 4       | 2 000      | 8 000                |
| Laptop computers and accessories:                      | 4       | 1 500      | 6 000                |
| Microphones:   | 10      | 250        | 2 500                |
| Voice recorders:                                       | 10      | 250        | 2 500                |
| Portable USB modems with storage and digital transfer: | 10      | 200        | 2 000                |
| <b><u>TOTAL:</u></b>                                   |         |            | <b><u>36 300</u></b> |

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

|                              |  |                      |
|------------------------------|--|----------------------|
| Refurbishment of library:    |  | 4 000                |
| Administrative support:      |  | 2 600                |
| Coordination and monitoring: |  | 1 500                |
| Internet access (one year):  |  | 700                  |
| Utilities:                   |  | 2 500                |
| <b><u>TOTAL:</u></b>         |  | <b><u>11 300</u></b> |

# MADAGASCAR

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| 1.                               | <b>PROJECT TITLE</b>                        | <b>CREATION OF A MASTER DIPLOMA IN ECONOMIC JOURNALISM AT THE UNIVERSITY OF ANTANANARIVO</b>   |
| 2.                               | <b>NUMBER</b>                               | <b>IPDC/55 MAG/01</b>  |
| 3.                               | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity  |
| 4.                               | <b>IPDC PRIORITY AREA</b>                   | Human resource development   |
| 5.                               | <b>SCOPE</b>                                | National   |
| 6.                               | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Training   |
| 7.                               | <b>TOTAL COST OF PROJECT</b>                | US\$ 36 400  |
| 8.                               | <b>AMOUNT REQUESTED FROM IPDC</b>           | US\$ 20 000  |
| 9.                               | <b>PROJECT BENEFICIARY</b>                  | <i>Département Interdisciplinaire et de Formation Professionnelle (DIFP), Faculty of Arts and Humanities, University of Antananarivo, Madagascar<br/>Tel.: (+261) 020 22 235 63, ext. 43.</i>    |
| 10.                              | <b>IMPLEMENTING OFFICE</b>                  | UNESCO Regional Office:<br>Dar-es-Salaam/Al-Amin Yusuph<br>UNESCO Liaison Office:<br>Antananarivo/Irène Ranaivozanany  |
| 11.                              | <b>PROJECT LOCATION</b>                     | Antananarivo   |
| 12.                              | <b>PROJECT PREPARED BY</b>                  | Pr. Rabaovololona Raharinirina Lucie<br>Director, DIFP, and the lecturing team in Economic Journalism, with technical support from Ms Irène Ranaivozanany<br>UNESCO Liaison Office, Antananarivo |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

One of the benefits of the transition to the LMD (Licence-Masters-Doctorate) system, currently under way in Malagasy universities, is that it has created an opportunity to fulfil the needs of the information market in Madagascar. Taking up this challenge would go some way towards meeting the urgent need, in Madagascar, for a new generation of journalists capable of adapting to the context of local development.

Moreover, this project is reflective of the *DIFP's* (*Département Interdisciplinaire et de Formation Professionnelle* / Interdisciplinary and Professional Training Department) commitment to undertaking initiatives in line with its status as a UNESCO Potential Centre of Reference. Currently, the work produced by journalists is considered by many readers, listeners and television viewers to be unsatisfactory, and fails to optimally serve the sustainable development of the country. There is no denying that the ability to analyse and interpret social, political, cultural, and especially economic events, leaves much to be desired.

Thus the need for a high-level course in economic and development journalism.

The Masters programme aims not only to train experts in the production of economic information, but also to promote the integration of an economics-oriented approach—in the form of operational information serving the country's development—in the various specialist areas of journalism. The challenge to be met, then, is to be considered from the view point of local development; through its outputs, the programme is expected to promote and support the national creative economy.

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

Twelve (12) lecturers and researchers in journalism will be trained in teaching economic journalism and economic culture at the Masters level. Twenty-five (25) male and female students holding a *Maîtrise*, Masters 1 or equivalent diploma, wishing to take a high-level professional course in applied journalism.

### **3. DEVELOPMENT OBJECTIVE**

The economic-journalism training will contribute to the emergence of a new approach to the treatment of information, making economic issues more concrete with a view to promoting local development.

### **4. IMMEDIATE OBJECTIVE**

To develop a professional Masters-2 programme of study and research in economic journalism, based on the UNESCO model.

### **5. PROJECT OUTPUTS**

- An Masters-level programme of study and research in economic journalism;
- 12 lecturers trained in methods of teaching economic journalism;
- In the first year of the Master 2 programme in economic journalism, 25 male and female students trained in the practice of economic journalism;
- An operational economic-journalism resource centre.

## 6. ACTIVITIES

- Preparation of the professional Masters-2 programme of study and research in economic journalism in line with the Licence-Masters-Doctorate system and the UNESCO model. The programme will be prepared during a 5-day workshop involving 10 participants, who will receive a daily flat-rate fee covering 8 hours of work.
- Training of 12 lecturers from the lecturing team, in the development of professional programmes of study and research, and in the production of teaching resources, with a view to producing a programme catering to the challenges of economic journalism. This training, conducted by an expert from the University of Reunion and two nationals, will take the form of a 48-hour work shop (8 hrs/day x 6 days).
- Production of teaching resources—in the form of interactive platforms—based on academic research on the treatment of information from an economic view point. The resources will be produced by the 12 trained lecturers, over a 3-day period. They will receive a daily fee covering 8 hours of work.
- For the 25 students selected for the Masters programme, forty (40) hours in seminars, lectures and workshops, followed by various activities in the field: study trips, internships in the field, internships in media or press companies, etc. Two (2) international consultants, from the University of Paris 8 (France) and the Catholic University of Louvain (Belgium), will be engaged to deliver training in "Communication and Territory" (understanding microeconomics and the local economy from a journalism perspective, and in a public space invested by the media), and "Creative industries and innovation" (role of the media in the culture of innovation and promoting creative industries).
- A series of video conferences with academic partners, especially from the University of Reunion, the University of Paris 8, and the *Bureau Océan Indien-AUF*, aimed at strengthening e-learning exchanges between students and lecturers on the topic of Economic Journalism.
- Upgrading of the DIFP website. The website will be designed as an interactive portal providing access to the most recent work produced by the Department's research centre. It will provide a new perspective on the challenges of on-line information, by enabling a link between scientific information, professional information and work produced by advance students in the Department, including those in the Masters programme in Economic Journalism.
- Pooling of work on the DIFP website. This activity will involve 30 persons, who together will form the CERCOM research group (8 permanent lecturer-researchers, 10 Doctorate students, and 12 Masters students).
- Purchase of equipment for the resource centre.

## 7. PROJECT INPUTS

- Expert input: 8 development economists with expertise in knowledge mediation, from the Universities of Antananarivo and Fianarantsoa, and the University of Reunion.
- Purchase of equipment and Internet network for the upgrading of the DIFP website.
- Purchase of materials and equipment for the production of teaching resources, and for video conferencing.
- Expenses for two international consultants (University of Paris 8 and Catholic University of Louvain), and fees for trainers and speakers for thematic workshops.

## 8. WORK PLAN

| ACTIVITIES / MONTH  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Recruitment of international consultants                                    | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Training of lecturing team  | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Preparation of the professional programme of study and research             | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Preparation, purchase and/or production of teaching resources and equipment |   | ■ | ■ |   |   |   |   |   |   |    |    |    |
| Preparation and printing of the programme of study                          | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Upgrading of the DIFP website   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Courses, video conferences and workshops                                    |   |   |   | ■ | ■ | ■ | ■ | ■ |   |    |    |    |
| Pooling of work on the website  |   |   |   |   |   |   |   | ■ | ■ | ■  | ■  | ■  |
| Evaluation  |   |   |   |   |   |   | ■ |   | ■ |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

The Faculty of Arts and Humanities at the University of Antananarivo, through the Dean's Office and the Accounting Dept., will be responsible for the administrative and financial management of the project. The DIFP will be responsible for the training aspects of the project. The DIFP, originally a research centre—known as the CERM, was established in 1994. It offers communication training leading to various specialisations, including Media Communication with a Journalism option at the Masters level. It aims to produce senior executive professionals who are operational and effective in the Malagasy context, given their mastery of the Malagasy language and culture, coupled with: (i) an approach embracing the contemporary world through information-technology languages and techniques, and (ii) modern, effective tools necessary for local development. The DIFP's draws its financial resources from students' tuition fees and a grant from the State.

## 10. SUSTAINABILITY

The project will be conducted jointly with the DIFP's partners, which include (i) the University of Reunion, which will provide its expertise in ICTs and the challenges they represent for regional media, (ii) the University of Paris 8, for the economic dimension of communication, (iii) the Catholic University of Louvain, for the technical aspects of journalism, (iv) various information/communication-related networks, including the Théophraste network.

The tools and procedures developed in the framework of the project will serve as models for future DIFP programmes, and could even be capitalised upon by future institutions of higher education in journalism in the Indian Ocean region, especially in the Comoros Islands and the Seychelles, where needs are similar, and which are currently engaged in a process of reflection on their Masters programmes.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Dar es-Salaam and/or the UNESCO Liaison Office in Antananarivo, together with the DIFP's authorised representative. In the framework of this project, the DIFP will (i) manage all pedagogical aspects, in conformity with recognised quality standards, (ii) involve the Department's scientific partners (University of Antananarivo (Development Economics), University of Fianarantsoa (Media and Development), University of Réunion (Regional economics and Media), University of Paris 8 (Communication and Territory; Creative Industries), Catholic University of Louvain (Journalism and Innovation), Théophraste network (on-line courses in journalism and Francophone pluralism) and (iii) sensitize press organs and cultural centres to the process of innovation under way.

## 12. EVALUATION

The Institution's credibility in terms of initiatives in the area of journalism education is attested to by the fact that another of its projects has been accepted for 2010 (no. IPDC/54 MAG/01). A survey conducted among the ranks of Malagasy journalists and media specialists would reveal that a large number of the articles and programmes on the theme of development (gender, health, politics, culture and heritage, socio-economic issues,...) are produced by DIFP graduates, despite their generalist or communication background. The Faculty also acknowledges the importance of the training it intends to implement through its commitment to supporting the lecturing team in the discipline of journalism, by reorienting the course to achieve better contextualisation and greater depth.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Through the DIFP management team, the lecturing team for the Masters programme in Economic Journalism will produce a quarterly report, which will be submitted to the UNESCO Office.

### C. ADDITIONAL INFORMATION

#### Preliminary activities

- Evaluation of development needs
- Formation of a reflection group, which became the lecturing team in project no. IPDC/54 MAG/01;
- Exchanges with partners on the theme of the economic dimension of development and the role of journalists, especially in terms of knowledge mediation and the analysis of local economic issues, including creative industries and the underground economy;
- The members of the lecturing team have already begun approaching senior media company officials with a view to setting up action-research programmes involving the Masters graduates.
- 
- **Previous IPDC support received by the country:**

| PROJECT N BUDGET CODE                  | FUNDS (US \$) | PROJECT TITLE   | PERIOD      |
|--|---------------|---|-------------|
| PDC/4MAG/12<br>350-MAG-41              | 20,000        | MADAGASCAR<br>ASSISTANCE TO NATIONAL NEWS AGENCY OF MADAGASCAR (ANTA)   | 1984 - 1985 |
| PDC/7MAG/01<br>350-MAG-71              | 30,000        | DEVELOPMENT OF NEWS AGENCY  | 1986 - 1988 |
| PDC/11MAG/01<br>352-MAG-51             | 40,000        | CONTRIBUTION TO THE RE-EQUIPMENT OF 99 INFORMATION HALLS  | 1996 – 1998 |
| PDC/18MAG/02<br>352-MAG-81             | 30,000        | PREPARATION OF TEXTS GOVERNING AUDIO-VISUAL COMMUNICATION AND PUBLICATION OF A COLLECTION OF LEGAL ARCHIVES       | 1998 – 1999 |
| PDC/19MAG/01<br>352-MAG-91             | 45,000        | “ANTA” NATIONAL NEWS AGENCY   | 1999 – 2001 |
| PDC/54MAG/01<br>354 MAG 5091           | 29,370        | MADAGASCAR: SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO | 2010-2011   |
| <b>TOTAL: MADAGASCAR: US\$ 194,370</b> |               |   |             |

## B U D G E T

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

|  | Qty      | Unit price | Total                |
|--|----------|------------|----------------------|
| <b>5-day workshop on the development of programmes of study and teaching resources</b>               |          |            |                      |
| Fees for 2 international consultants from institutions specialising in educational resources:        | 6 days   | 80         | 960                  |
| Fees for a regional consultant specialising in journalism education, from the University of Réunion: | 6 days   | 110        | 660                  |
| Subsistence allowance for 10 participants:   | 6 days   | 20         | 1 200                |
| Programme of study and research (10 pers.):  | 5 days   | 50         | 2 500                |
| Preparation of the programme of study (10 persons):  | 5 days   | 50         | 1 500                |
| Printing of the programme of study, and copying of teaching resources:                               | 50 units | 12         | 600                  |
| Computers:   | 5        | 800        | 4 000                |
| UPSs and backup equipment:   | 5 units  | 243        | 1 700                |
| Installation of the Internet network:  |          |            | 180                  |
| Preparation of courses, seminars and workshops for 25 students:                                      |          |            |                      |
| Air fare Paris-Antananarivo return:  | 2 pers.  | 1,350      | 2 700                |
| Living expenses for the 2 international consultants:   | 10 days  | 110        | 2 200                |
| Subsistence allowance and refreshments for the 30 participants:                                      | 3 days   | 20         | 1 800                |
| <b><u>TOTAL:</u></b>   |          |            | <b><u>20 000</u></b> |

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

|   |       |                      |
|---|-------|----------------------|
| Coordinator (9 months × \$ 200):  | 1 800 |                      |
| Lecturing team (9 months × 6 × \$ 100):                                     | 5 400 |                      |
| Communications:   | 500   |                      |
| Course material for the various workshops (\$ 40 × 30 days):                | 1 200 |                      |
| Logistics:  | 3 000 |                      |
| Preparation of permanent lecturing staff's courses, seminars and workshops: | 1 500 |                      |
| Supervision of practical and field work by permanent lecturing staff:       | 1 000 |                      |
| Project tutoring:   | 1 000 |                      |
| Unforeseen costs and expenses:  | 1 000 |                      |
| <b><u>TOTAL:</u></b>  |       | <b><u>16 400</u></b> |



# MOZAMBIQUE

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>CREATION OF COMMUNICATION SYSTEM FOR ON-LINE TEACHING</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 MOZ/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity                            |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training and equipment  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 22 700   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 10 500   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | School of Journalism, Maputo  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Office in Maputo   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Av. Ho Chi Minh, 103<br>Maputo, Mozambique<br>Tel and fax: 25821808865<br>Email: <a href="mailto:americoxavier270@hotmail.com">americoxavier270@hotmail.com</a> |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Américo Xavier, Escola de Jornalismo<br>Noel Chicucue, UNESCO, Maputo Office  |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

The School of Journalism (*The School*) is a public institution. Its main goal is to train Mozambican students to master communication issues, journalism in particular, in order to serve both the community and society in general. The School is the pioneer in teaching communication in Mozambique. It was founded in 1977. Using its own expertise, the School of Journalism is improving in terms of curricula and content, mainly because of UNESCO's assistance. Conversely, the school still lacks an on-line teaching system that is crucial in a globalized era. To be connected and integrated with the world through technical apparatuses, with the objective of linking up with regional and international institutions has become an urgent need for the teaching / learning process.

The School is a UNESCO Potential Centre of Excellence in Journalism Education. To be worthy of this designation, it has to fulfill the essential requirements and perform as expected. The School of Journalism fathered Advanced School of Journalism that teaches graduate and post-graduate courses. Currently, a population of 400 students for both the School of Journalism and Advanced School of Journalism use the same infrastructure and facilities, having in sight the construction of the future of communication in Mozambique.

Computers and the Internet are now part of the lives of our students. Not having these tools in their homes, the School is practically the only place where they have free and reliable access. The School has several groups of students ready to embark for on-line teaching courses, only lacking the technology. The equipment to be introduced is to benefit both teachers and students. Internet is widely disseminated in Mozambique. Main cities, districts and even small communities have the Internet, but it has to be underscored that Internet is still expensive. However, a communications company (TV Cabo) has donated free Internet access to academic institutions for an indefinite period.

The School of Journalism has free Internet access for its students. The School's Website is being re-designed at present and will be in service before the end of the year. The school intends to establish links with other universities. On-line courses on various subjects regarding communication will be the main objective.

The School of Journalism seeks to achieve personal and organizational goals by enhancing management and leadership potential, by approaching education and development holistically. Despite regular having seminars, meetings and other initiatives, further scientific events are needed with institutions of different backgrounds, particularly universities. These activities are a big asset for both teachers and students since they will have consistent knowledge.

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

The School envisions targeting about 150 students in the initial phases of the program. Approximately 30 teachers are to be trained in Online Teaching Methodology in general and other matters related to communication. Subsequently, these teachers will transfer the knowledge and skills to the aforementioned students. A continuous upgrading of knowledge in order to be in line with new developments is necessary. A significant number of students are interested in embarking in on-line courses.

### **3 DEVELOPMENT OBJECTIVE:**

To strengthen the School of Journalism human resources and technology, in order to train communicators to contribute to the country's development efforts.

**4. IMMEDIATE OBJECTIVE:**

To have a self-sustaining capacity for the School of Journalism and Advanced School of Journalism to design and teach communication courses new and improved methods in journalism as they occur in the national and global contexts.

**5. PROJECT OUTPUTS:**

- 30 teachers will be trained to strengthen technical and professional level of other teachers and students.;
- The development of human resources and technical infrastructures will also contribute to well-trained communicators for media;
- Online teaching will pave way for the improvement of new teaching and learning tools in the communications field as they evolve.

**6. ACTIVITIES:**

- A platform for online teaching is created;
- At least 30 teachers will be trained to capacitate them and subsequently to train others (their peers and students). These will be organized into four groups and their training courses will take place over a week at the School of Journalism of Mozambique in Maputo;
- 150 students will be trained in Teaching Methodology, Media Research Techniques and Media Studies through the on-line platform created and with the support of the teachers trained;
- Seminars and workshops on online teaching and communications-related courses are to be promoted in coordination with other local universities.

**7. PROJECT INPUTS:**

- Seven HP computers;
- One HP laser printer;
- Installation and configuration of a communication system.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------------------------------------|---|---|---|---|---|---|---|---|---|----|----|
| Tender                             |   |   |   |   |   |   |   |   |   |    |    |
| Selection and submission to UNESCO |   |   |   |   |   |   |   |   |   |    |    |
| Acquisition of the equipment       |   |   |   |   |   |   |   |   |   |    |    |
| Installation, training             |   |   |   |   |   |   |   |   |   |    |    |
| Beginning of the programmes        |   |   |   |   |   |   |   |   |   |    |    |

**9. INSTITUTIONAL FRAMEWORK**

The Press Office and the Directorate will manage the programme and provide institutional support. It is the responsibility of the School of Journalism to bring the project to success. However, the Maputo UNESCO Office will supervise all stages of this initiative.

The School of Journalism is the oldest educational institution in teaching communication in Mozambique and trains intermediate level. The Advanced/Graduate School of Journalism trains students from the upper level. Students are mostly from the School of Journalism Intermediate level.

The School of Journalism is managed by a Director and two deputies. Academic and Courses Management Departments are the main structure. The mission of the school is to train communicators with skills to serve

the Mozambican society through media in line with professional ethics. Being a public institution, financial support comes from the government, and staff is paid from state budget

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

The courses are to be permanent, therefore in essence they ought to survive. In terms of technical capacity (teachers), the programme envisions continuous training and information sharing. In relation to adherence of students to the programme, a number have already shown interest. In relation to the School's financial and organizational capacity for the programme to be sustainable, it is important to mention that the School already has an organizational structure with the ability to maintain and smoothly increase and renew some equipment. The school is also responsible for the development of infrastructure, the provision of equipment assistance and software renewal. It undertakes study programmes with other institutions at national, regional, and interregional levels. Through joint ventures with other academic institutions, it should be possible to share some costs.

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

- Tender;
- Request quotes for equipment and software;
- Evaluation of tenders;
- Award decision and award;
- Selection and submission to UNESCO;
- Remittance of tender dossier to UNESCO;
- Acquisition of the equipment;
- Purchase order awarded to the contest;
- Receipt and payment for the supply of equipment and software;
- Installation, training;
- Assembly and testing of equipment and software;
- Training on use of online teaching software;
- Beginning of the programmes.

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

School of Journalism teachers, although efficient and attentive, feel the need to be informed of all developments in the field of communication. Interaction with other educational institutions is an asset in the teaching-learning process.

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

Every four months, the School of Journalism will submit a report to UNESCO. Américo Xavier, Director of the School of Journalism will prepare and submit the report.

### **C. ADDITIONAL INFORMATION**

With the introduction of on-line teaching at the School of Journalism, it will be possible to introduce systematic courses for teachers through proven successful methods and adopted by other institutions. The technical means will consist of networked computers and their accessories for communication, micro Skype, broadband internet, and telephone.

It is intended, through on-line teaching, that the courses in Journalism, Public Relations, Marketing and Advertising, Library and Documentation and Book Publishing, expand their range of knowledge in a systematic and objective manner, especially in view of the curriculum proposed by UNESCO, for the School of Journalism and the Advanced School of Journalism.

Equipped with this technology, the School of Journalism will effectively bring into practice exchange of programmes with universities from Africa (Angola and South Africa), Europe (Portugal) and Latin America (Brazil and Chile), already linked with the School of Journalism and the Advanced School of Journalism.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET<br>CODE | FUNDS<br>(US \$) | PROJECT TITLE  | PERIOD      |
|-----------------------------|------------------|--|-------------|
| PDC/4MOZ/13<br>350-MOZ-41   | 20,000           | MOZAMBIQUE: MOZAMBIQUE NEWS AGENCY DEVELOPMENT                                       | 1984 - 1985 |
| PDC/8MOZ/01<br>350-MOZ-81   | 40,000           | ESTABLISHMENT OF A PUBLISHING COURSE TO DEVELOP MANPOWER FOR THE BOOK<br>INDUSTRY    | 1985 - 1987 |
| PDC/13MOZ/01<br>352-MOZ-31  | 60,000           | PUBLICATION OF "SENDA" WOMEN'S MAGAZINE  | 1993 - 1995 |
| PDC/18MOZ/01<br>352-MOZ-81  | 56,000           | COMPUTERIZATION OF THE NATIONAL NEWS AGENCY  | 1998 - 1999 |
| PDC/19MOZ/01<br>352-MOZ-91  | 33,000           | DEVELOPING A CULTURE OF INFORMATION MANAGEMENT                                       | 1999 - 2001 |
| PDC/48 MOZ/01<br>354KEN5041 | 21,000           | DIGITALIZATION OF THE DOCUMENTATION AND SOUND ARCHIVES CENTRE OF RADIO<br>MOZAMBIQUE | 2005-2006   |
|                             |                  | <b>TOTAL MOZAMBIQUE: US\$ 230,000</b>  |             |

### D. BUDGET

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

|   |               |
|---|---------------|
| Installation and configuration of the communication system: | 300           |
| 7 computers:  | 9 500         |
| Printer:  | 700           |
| <b><u>TOTAL:</u></b>  | <b>10 500</b> |

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

|                                 |               |
|---------------------------------|---------------|
| Rehabilitation of the premises: | 1 570         |
| Furniture:                      | 2 000         |
| Technical assistance:           | 1 050         |
| Software update:                | 3 430         |
| Electricity:                    | 350           |
| Communications:                 | 1 370         |
| Stationery:                     | 2 430         |
| <b><u>TOTAL:</u></b>            | <b>12 200</b> |

# NIGERIA

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>CURRICULUM DEVELOPMENT AND CAPACITY BUILDING WORKSHOP FOR UNESCO POTENTIAL CENTRES OF EXCELLENCE AND REFERENCE IN NIGERIA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 NIR/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 48 500  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 38 500  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Centre of Excellence (Department of Mass Communication, University of Lagos)<br>Centres of Reference (Department of Mass Communication, Lagos State Polytechnic and Department of Language and Communication Arts, University of Ibadan), and selected non-UNESCO journalism centres in Nigeria. |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | Department of Mass Communication, University of Lagos  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | University of Lagos  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Professor Ralph A. Akinfeleye,<br>Chair and Head of Department, Coordinator,<br>UNESCO Centre of Excellence in Nigeria   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

The potential Centre of Excellence in Journalism (Department of Mass Communication, University of Lagos) and the two potential Centres of Reference (Department of Mass Communication, Lagos State Polytechnic and Department of Language and Communication Arts, University of Ibadan) and selected Non-UNESCO journalism centres in Nigeria will work together to harmonize their journalism curricula in order to promote quality journalism education in the country.

This harmonisation using the UNESCO model as guideline becomes imperative, as it will bridge the gap between course content and delivery, enhancing transfer as well as student exchange without losing significant credit hours.

This project is essential because of the current trend of proliferation of media institutions in Nigeria without appropriate curricula: for example, the number of Journalism Training Institutions has jumped from 25 in 2008 to 48 in 2009 and to 65 in 2010. There is therefore a need for quality assurance for this development in the Media Training Institutions as well as in the media industry, in line with UNESCO Model Curricula for Journalism Education.

This project is also important from the point of view of diversities and inconsistencies which currently exist in the curricula of all the three potential centres of excellence and reference identified by UNESCO in Nigeria, since the three current curricula differ structurally and pedagogically from one another.

University curricula are regulated by benchmark designed by the Regulatory body (The National Universities Commission), whereas that of the Polytechnic is regulated by the National Board for Technical Education (NBTE). which makes their programme five years with one year compulsory Industrial Attachment, while the University's Industrial Attachment is integrated into the four years cumulating to the award of a Bachelor degree.

This proposal seeks support to organise and conduct a 3-day national seminar to improve capacity-building for Media educators, students and selected practitioners in Nigeria.

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

Journalism Educators (10 each from the 3 centres and 20 from selected non-UNESCO institutions), and 10 selected students from all Centres of Excellence, and 10 from Centres of Reference in Nigeria.

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

Qualitative journalism enhanced in Nigeria through improving journalism education curricula.

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

Appropriate minimum standards established in three potential Centres of Excellence and Reference in journalism education in Nigeria (University of Lagos, University of Ibadan and Lagos State Polytechnic) by adapting their curricula to UNESCO Model.

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

- Participants acquired the necessary tools, strategy and tactics in curriculum development using UNESCO curriculum Model as the benchmark;
- Appropriate minimum standards outlined, discussed, and firm commitments taken by educators to domesticate UNESCO Model curriculum in designing curriculum of relevance;
- Appropriate networking amongst journalism educators in the Potential Centres of Excellence (University of Lagos) and Centres of Reference (University of Ibadan, and Lagos State Polytechnic) in Nigeria.

**6. ACTIVITIES:**

- Review and critique of current journalism curricula and harmonising them with the relevant elements of the UNESCO model, with a 3-day workshop at first instance, and a plan for a follow-up workshop;
- Draft curriculum in the domestication of UNESCO Model through review and critique of the existing curricula;
- Reports and reviews of journalism curriculum in all the Centres of Excellence and Centres of Reference with the plan of adopting it as a benchmark in other non-UNESCO designated Centres of Excellence and / or Reference.
- Periodic review of curricula, partnerships and exchange of students and scholars.

**7. PROJECT INPUTS:**

- Critique and coordination of journalism curriculum in line with UNESCO Model in Nigeria;
- Involvement of pedagogical experts in curriculum development, research and studio / laboratory activities; participation of journalism educators, selected students and some media professionals in the industry.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|
| Preparation of training manual and materials  | ■ |   |   |   |   |   |   |
| Identifying workshop participants and resource persons including UNESCO experts/ consultants              | ■ |   |   |   |   |   |   |
| <u>Workshop 1</u> - Working towards adoption of UNESCO Model  |   | ■ |   |   |   |   |   |
| <u>Workshop 2</u> - Adapting and harmonizing curricular at the 3 centres using UNESCO Model as guidelines |   |   | ■ |   |   |   |   |
| Production of draft curricula to the three centres  |   |   |   | ■ |   |   |   |
| Report writing, adoption of draft curricula at the three centres  |   |   |   |   | ■ |   |   |
| Monitoring and evaluation,  |   |   |   |   |   | ■ |   |
| Implementation and submission of report   |   |   |   |   |   |   | ■ |

**9. INSTITUTIONAL FRAMEWORK:**

The University of Lagos is a first generation University in Nigeria, and the Department of Mass Communication, a creation of UNESCO 43 years ago, UNESCO’s potential Centre of Excellence in Media training. The owner of the first University Campus radio station in Nigeria *Radio Unilag 103.1FM* and producer of the first African Pulitzer prizewinner in Journalism) is now seeking and welcoming partnership with UNESCO. Our application for a Campus TV station is in progress.

The Department has 30 full- and part-time academic staff, with about 12 non-teaching staff. Our student population is 1500 (full- and part-time) and we deliver programmes at the Diploma, Bachelor’s, Masters and Doctoral (Ph.D.) levels.

We have a functional Media Resource Centre, with a digital PRAD centre, etc.

In addition, in the area of research and publication, we publish a quarterly journal (*Communication Review*) and two student publications (*Unilag SUN and Mass Scope*). Our students undergo compulsory 300-hour internship (Media attachment) as a core requirement for their graduation.

Nearly all academic staff are consultants to Organisations like UNICEF, UNFPA, UNESCO, WHO, and many others, They have at one time or another worked in the media industry as reporters or editors before joining the Department, and they are still making significant contributions to the media industry in Nigeria.



Our Chairman, Professor Ralph A. Akinfeleye is a *Fellow Nigerian Guild of Editors(FNGE)*, Fellow of the Nigerian Institute of Public Relations (FNIPR), Board Member of the Nigerian Press Council and Chairman of the Nigerian Media Merit Award (NMMA) in Print category, to mention a few.

The University of Ibadan, like the University of Lagos, is a first generation university in Nigeria. Its Department of Language and Communication Arts is a UNESCO Centre of Reference. They have adequate manpower and resources to support the implementation of this project. Adequate networking exists between the University of Ibadan and the University of Lagos in terms of research collaboration and exchange of external examiners for quality programmes.

The Lagos State Polytechnic Department of Mass Communication is adjudged as one of the top three polytechnics in the sub-region. In terms of professional and academic excellence, their rating is high, and Lagos State (the owner of the Polytechnic) is well known for its investment in Human Capital Development. The Head of Department – and nearly all the academic staff in the Department – are graduates of the University of Lagos. They are highly talented and resourceful.

**10. SUSTAINABILITY:**

Periodic review of curriculum based on UNESCO Model as a benchmark for all Centres, and appropriate networking and joint research works among beneficiaries

**11. FRAMEWORK OF MONITORING:**

A Field officer will attend and monitor the activities, in conjunction with the Chief Coordinator of the project from the Mass Communication Department, University of Lagos. The Nigerian Union of Journalists (NUJ) will also be involved in the monitoring process.

**12. EVALUATIONS CARRIED OUT:**

The lecturers and staff of the Mass Communication Department, University of Lagos have recently been trained in the use of ICT tools by the Abuja UNESCO Office.

The UNESCO sponsored the Web-based Online Learning Module, which is also in progress in the Department, aimed at improving the capacity of its students and lecturers in new multimedia technologies (Web 2.0). For appropriate feedback, a questionnaire will be administered after the workshop, and a communiqué issued to the press and other stakeholders.

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

Chairman and Head of the Department of Mass Communication, University of Lagos, Professor Ralph A. Akinfeleye. e-mail: [akinfeleyera@unilagmasscomm.org](mailto:akinfeleyera@unilagmasscomm.org)

**C. ADDITIONAL INFORMATION**

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

| PROJECT N<br>BUDGET CODE                | FUNDS<br>(US \$) | PROJECT TITLE                                   | PERIOD      |
|---|------------------|---|-------------|
| PDC/7NIR/01<br>350-NIR-71<br>350-NIR-91 | 20,000<br>20,000 | NIGERIA: TRAINING WORKSHOPS ON CHILDREN'S BOOKS | 1986 - 1991 |
| <b>TOTAL NIGERIA: US\$ 40,000</b>       |                  |   |             |

## D. BUDGET

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

|  | Q-ty   | Unit price | Total                |
|--|--------|------------|----------------------|
| Hiring of conference venue:                                  | 3 days | 690        | 2 070                |
| Accommodation for 50 participants and resource persons:      | 3 days | 66         | 9 900                |
| Subsistence for all 100 participants:                        | 3 days | 15         | 4 500                |
| Honoraria for resource persons:                              | 6      | 300        | 1 800                |
| Press / training kits for major media houses in Nigeria:     | 30     | 200        | 6 000                |
| Provision of conference materials:                           | 80     | 90         | 7 200                |
| Conference banners:  | 4      | 65         | 260                  |
| Mails, communications and publicity:                         |        |            | 2 290                |
| Mobilization of 20 selected students from the three centres: |        |            | 1 600                |
| Local transportation of all participants:                    | 30     | 96         | 2 880                |
| <b><u>TOTAL:</u></b>   |        |            | <b><u>38 500</u></b> |

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

|   |                      |
|---|----------------------|
| Provision of support staff and logistics (photocopying, Internet facility, multimedia facilities and security): | 2 700                |
| Project writing, editing, reporting and publication:  | 3 600                |
| Contingencies:  | 3 700                |
| <b><u>TOTAL:</u></b>  | <b><u>10 000</u></b> |

# SENEGAL

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>CAPACITY BUILDING AT CESTI</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 SEN/02</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b> | Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human Resource Development   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 60 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 40 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                    | Centre d'Études des Sciences et Techniques de l'Information (CESTI)  |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                      | Centre d'Études des Sciences et Techniques de l'Information – UNESCO BREDA   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Dakar  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Eugénie R. AW, Director, CESTI   |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

CESTI (*Centre d'Etudes des Sciences et techniques de l'Information*) is a Dakar University institute whose main mission is to train journalists and media practitioners, and to conduct fundamental and applied research in Information Sciences and Technologies. In addition to students from Senegal, CESTI's 3-year journalism programme attracts students from a dozen or so African countries. CESTI also offers a Masters programme which needs to incorporate major development issues in a more effective and professional manner. The challenge entails "training journalists and media technicians who are capable of operating throughout Africa, and indeed throughout the world, and who can navigate their way around the media world and become experts in their field."

It is with the aim of improving its effectiveness that CESTI is submitting this project. Implementing the project will enable the institute to reinforce the classic aspects of its programme so as to provide students with the fundamental elements of journalism training, but with a pragmatic approach centred on the needs of the profession, and the African political, social, cultural and economic environment. Our goal is to promote an open approach to journalism education which is tuned into Senegal, Africa and the world. We would like our institution to become an incubator for new ideas, a forum for reflection on and the development of the notions of press freedom and the public's right to information, but without losing sight of our main training role, which includes incorporating new professional pathways arising as a result of technological advances, and opening up to the private sector.

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

- The students from 10 African countries (Benin, Cameroon, Chad, Gabon, Mali, Côte d'Ivoire, Togo, Mauritania, Senegal, Guinea Bissau, Guinea) through an appropriate pedagogical approach, better technical and technological tools, mobility and exchanges;
- Academic and professional lecturers, through mobility and exchanges, research, strengthening of pedagogical capacity, and links between theoretical classes and practical work;
- Technicians, through capacity building.

### **3. DEVELOPMENT OBJECTIVE**

To develop a Journalism School that is ready to take up the challenges of the democratisation process, and which is capable of anticipating how the profession will evolve in Africa.

### **4. IMMEDIATE OBJECTIVE**

To train students and teachers on development issues and how to inform about it through press radio, tv and multimedia.

### **5. PROJECT OUTPUTS**

- An innovative model for training professionals and researchers, providing tools for bringing about long-term changes in attitudes (populations) and policies (institutions) towards crucial development problems in several African countries;
- 10 teachers are trained to associate theoretical courses and practical activities (particularly as regards ICTs);
- Students from 2<sup>nd</sup> and 3<sup>rd</sup> year are exposed to a multi-cultural environment, and have a better understanding of the complexity of development issues;
- 20 media professionals are trained through Ongoing, varied and multi-dimensional training programmes, catering to the needs of the profession, and driven by a political will and a long-term vision are developed and implemented. CESTI (Centre d'Etudes des Sciences et Techniques de

l'Information) is recognised as a centre of excellence in ongoing training, and adapts its course offering in this area;

- CESTI graduates exercise their professions responsibly in media organisations which meet the needs of media professionals, and of companies at the national, regional and international level, and which contribute to bringing about social change.

## 6. ACTIVITIES

- 6 seminars on social and development issues: health, gender equality, climate change, cultural journalism, etc.
- 2 on-going seminars on Senegalese history and media policies
- Master on International Relations and journalism
- Productions created by students (radio, TV, print media, multimedia);
- Ties with media industry;
- Prioritisation of ICTs developing new tools.
- Development of teaching staff's research (mobility) and publication capacity.

## 7. PROJECT INPUTS

To attain the immediate objectives, the project will need to:

- Strengthen capacity among the teaching and technical staff;
- Develop a more suitably adapted pedagogical approach.

## 8. WORK PLAN

| ACTIVITIES/MONTH                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Creation of pedagogical materials     | ■ |   |   |   |   |   |   |   |   |    |    |    |
| Training on innovative tools          |   | ■ | ■ | ■ | ■ |   |   |   |   |    |    |    |
| Seminars (short, on going and master) |   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |    |    |    |
| Teachers exchanges                    |   |   |   | ■ | ■ | ■ | ■ | ■ | ■ |    |    |    |
| Productions                           |   |   |   |   |   |   |   |   |   | ■  | ■  | ■  |

## 9. INSTITUTIONAL FRAMEWORK

CESTI (*Centre d'Etudes des Sciences et Techniques de l'Information*) was founded at the beginning of the 1970s, and is part of the Cheikh Anta Diop University of Dakar. One of its main missions is to train journalists. More than 2,000 West African journalists have graduated from the institute over the last 40 years. The institute offers a 3-year, undergraduate programme of studies leading to a Diploma in Journalism. Seminars are also organised permitting students to gain direct exposure to issues confronting journalists.

## 10. SUSTAINABILITY

One aspect of the project involves improving the long-term viability of this type of training at CESTI by establishing partnerships with the private sector and other journalism training institutions throughout the world.

## 11. FRAMEWORK OF MONITORING

CESTI have a Teaching Committee whose role is to analyse the organisation's course offering, make proposals, and monitor teaching programmes. Additionally, through its Regional Council for Communication, the UNESCO Office in Dakar will assist with project-activity monitoring.

## 12. EVALUATIONS

CESTI was evaluated twice in 2007-2008: by UNESCO, which designated CESTI as a Potential Centre of Excellence in Journalism Training; by the *Réseau Théophraste*, as part of the latter's certification procedure.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Every four months, CESTI will submit a detailed project-activity report to the UNESCO office in Dakar.

### C. ADDITIONAL INFORMATION

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

#### D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                         |                    |
|---|--------------------|
| Seminars design and preparation of materials                                      | 4 500              |
| 6 seminars on development issues 2500 x 6   | 15 000             |
| 2 on-going seminars on media history and policy 2000 x 2                          | 4 000              |
| Productions on radio and tv   | 4 000              |
| Strengthen Master on International Relations and Media with new modules and tools | 5 000              |
| Equipment and stationery  | 3 000              |
| Developing new ICT tools for media training                                       | 4 500              |
| <b>TOTAL:</b>   | <b>US\$ 40 000</b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION<br/>(in US dollars)</b> |                    |
|--|--------------------|
| Technicians' fees:   | 10 000             |
| Logistics  | 5 000              |
| Preparation of programmes:   | 2 000              |
| Documentation:   | 2 000              |
| Various  | 1 000              |
| <b>TOTAL:</b>  | <b>US\$ 20 000</b> |

## ZIMBABWE

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>CAPACITY BUILDING AND CURRICULUM ADAPTATION IN RADIO AND TELEVISION BROADCASTING AT NUST</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 ZIM/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b> | Category 4 : Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity              |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | National  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Equipment and training support  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 42 300   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 40 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | National University of Science and Technology (NUST)  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Harare Cluster Office  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Zimbabwe  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | S. Mpfu and T. Nkomo<br>Journalism and Media Studies Department,<br>National University of Science and Technology<br>UNESCO Harare Cluster Office |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The balance of theory and practice in journalism education has been a matter of concern since the beginning of journalism training. Journalism students must be equipped not only with knowledge but also with skills that will enable them to practice in the field.

The National University of Science and Technology (NUST) in Zimbabwe has a full Faculty of Communication and Information which offers both undergraduate and postgraduate degree programmes in Journalism and Media Studies. The University's Department of Journalism and Media Studies tries to balance theoretical and practical aspects of Journalism and Media Studies. However, its efforts to impart adequate journalism skills are hampered by the lack of adequate facilities and skilled trainers. This is a serious challenge that stands in the way of attempts by the Department of Journalism and Media Studies (JMS) to bring its programmes in line with international standards, such as the UNESCO Model Curricula in Journalism Education, especially its module on "*Broadcast Reporting and Writing (Radio and Television)*". The Department has two camcorders that are used in television and film-related courses. There is only one computer with the capacity and software for editing students' work. For the radio component of the broadcast programme, the Department relies on facilities at Radio Dialogue. However, Radio Dialogue is not a training facility, making it difficult to fully cater for all students.

NUST is a potential centre of reference identified by UNESCO; it has vast potential to become a centre of excellence not only in Zimbabwe but in the whole region. The University offers various science and technology degree programmes that are in line with the current emerging information and communication technologies. If properly equipped and its lecturers are technically capacitated, the University can even provide expertise to other centres in the region. In Zimbabwe, NUST was the first University to offer an Honours Degree Programme in Journalism and Media Studies in 2001 and has already churned out some qualified professionals. After NUST introduced this Programme, the Midlands State University followed suite and borrowed much from NUST. As such, there is a possibility other Universities in Zimbabwe will continue to follow the trends at NUST.

However, NUST's Journalism and Media Studies Department faces serious challenges pertaining to inadequate equipment and most importantly insufficient technical skills required in Broadcast Reporting and Writing (Radio and Television). The economic hardships experienced in Zimbabwe during the past decade forced skilled lecturers to leave the country for greener pastures. As a result, the JMS Department currently relies on former students as lecturers. These former students (lecturers) are not well conversant with the practical aspects of broadcasting journalism because they were not exposed to that during their college days, as the University did not have and still does not have the required equipment. This makes it difficult for the lecturers to impart practical skills to the students and as a result, half-baked professionals are produced.

This project therefore seeks to enhance the Broadcast (Radio and Television) programme, adapting the specific module proposed in the UNESCO Model Curricula and creating the necessary TV and Radio studio for such programmes. It will contribute towards training lecturers, with particular emphasis on the practical aspects such as writing, recording and production.

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

The immediate beneficiaries will be 10 lecturers and teaching assistants in Broadcast Journalism in the Department of Journalism and Media Studies. In addition, 25 2<sup>nd</sup> year students will benefit from improved teaching by the lecturers as well as through the use of equipment furnished for the training. After the project, 25 new students will profit from the project each year.



### 3. DEVELOPMENT OBJECTIVE

Quality of radio and television journalism improved in Zimbabwe through enhancing the quality of broadcast journalism education.

### 4. IMMEDIATE OBJECTIVE

Quality of radio and television journalism education improved at NUST through building the capacities of educators and creating a well-equipped multimedia centre.

### 5. PROJECT OUTPUTS

- One Multimedia centre fully equipped for broadcast journalism education;
- 10 lecturers and teaching assistants are capable to teach radio and television broadcasting with focus on writing, recording and production;
- 25 second-year students received quality education on radio and television broadcasting during the period of the project;
- Broadcast journalism programme adapted to the UNESCO Model Curricula.

### 6. ACTIVITIES

- Purchase of equipment and setting-up the multimedia centre that has equipment for radio / television recording and production;
- 5-day training workshop for lecturers in broadcast (radio and television) reporting, writing, recording and production;
- 7-day field work for trained lecturers to practice the theoretical aspects learnt in the above workshop, in particular prepare and record audio and video material for producing short documentaries;
- 3-day workshop for lecturers to edit, complete and review their audio and video documentaries;
- Incorporation of radio and television broadcasting practical lessons in second year students' broadcasting course, following the UNESCO Model Curricula module "Broadcast reporting and writing (Radio and Television).

### 7. PROJECT INPUTS

- One consultant / resource person to set up the Multi-media centre and train the lecturers;
- Equipment (as outlined in the budget);
- JMS department staff to participate and support activities.

### 8. WORK PLAN

| <b>MONTHS</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Purchase of equipment   | ■        |          |          |          |          |          |          |          |          |           |           |           |
| Identification of resource person   | ■        |          |          |          |          |          |          |          |          |           |           |           |
| Setting up of the multi-media centre  |          | ■        |          |          |          |          |          |          |          |           |           |           |
| Preparation of training workshop materials  |          |          | ■        |          |          |          |          |          |          |           |           |           |
| 5-day training workshop for lecturers   |          |          |          | ■        |          |          |          |          |          |           |           |           |
| 7-day field work for lecturers to prepare and record audio / video material the documentaries |          |          |          | ■        |          |          |          |          |          |           |           |           |
| 3-day workshop for lecturers to edit, complete and review their documentaries                 |          |          |          | ■        |          |          |          |          |          |           |           |           |
| Incorporation of radio and television broadcasting practical lessons in second year           |          |          |          |          |          | ■        | ■        | ■        | ■        | ■         | ■         | ■         |
| Quarterly project reporting   |          |          | ■        |          |          | ■        |          |          | ■        |           |           | ■         |
| Monitoring and evaluation   |          |          |          |          |          | ■        |          |          |          |           |           | ■         |
| Final project reporting   |          |          |          |          |          |          |          |          |          |           |           | ■         |

## 9. INSTITUTIONAL FRAMEWORK

The Journalism Department falls under the Faculty of Information and Communication Science, headed by a Dean, Dr Lawton Hikwa. The JMS Department is headed by a Chairperson, Ms. Nqobile Nyathi; the lecturers and teaching assistants have experience in running teaching programmes. The management structure at the university is like this; the Dean of the faculty reports to the Registrar, Mr. F. Mhlanga who then reports to the Pro-Vice Chancellor (Professor S. Sibanda) who will also report to the Vice Chancellor (Professor L.R. Ndlovu). The National University of Science and Technology was established in 1991. While it is a state university, NUST seeks its funding and technical expertise from research institutions and organizations and through technical cooperation with donors. This project would be implemented by the Journalism Department, with funds for the programme disbursed through the Bursar's Department.

## 10. SUSTAINABILITY

The sustainability of the project is guaranteed by the fact that the department is in existence and well established, being part of the National University of Science and Technology's programmes. The University already offers broadcasting courses and this project will complement the Department's efforts by improving the practical aspects that are now lacking.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by UNESCO Harare Cluster Office through constant telephone / e-mail communication as well as at least two visits to the University and participation in the training workshops.

## 12. EVALUATIONS CARRIED OUT

"Survey and assessment of the journalism training needs in Zimbabwe and its contribution towards democracy", a research paper identifying potential centres of excellence in journalism training in Africa points out that NUST is a potential centre of excellence.

This submission also follows an evaluation of a proposal made in the past by the department, which showed an acute need for multimedia equipment to effectively train journalists in Zimbabwe. The project beneficiaries will also be required to complete evaluation forms as part of evaluating the effectiveness of the training workshops undertaken.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary, Journalism and Media Studies Department at NUST will report to the UNESCO Harare Cluster Office. Ms. Sibongile Mpofo, lecturer in the department, will prepare and submit the reports to UNESCO on a four-monthly basis.

### C. ADDITIONAL INFORMATION

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

| PROJECT N<br>BUDGET CODE   | FUNDS<br>(US \$)               | PROJECT TITLE                             | PERIOD      |
|--|--------------------------------|---|-------------|
| PDC/2ZIM/01<br>519-ZIM-61<br>(FIT-<br>NETHERLANDS)               | 400,000                        | ZIMBABWE: INSTITUTE OF MASS COMMUNICATION | 1982 - 1992 |
| PDC/4ZIM/15<br>350-ZIM-41<br>501-ZIM<br>501-ZIM<br>(SWITZERLAND) | 14,000<br>1200,000<br>1607,800 | TELECOMMUNICATION TRAINING                | 1983 - 1992 |
| PDC/7ZIM/01<br>350-ZIM-71<br>510-ZIM-61                          | 20,000<br>2142,244             | FILM TRAINING                             | 1986 - 2003 |

|  |                              |  |             |
|--|------------------------------|--|-------------|
| 510-ZIM-62<br>(FIT -DENMARK)   | 2346,000                     |  |             |
| PDC/8ZIM/01<br>350-ZIM-81<br>501-ZIM-61<br>501-ZIM-62<br>(SWITZERLAND) | 30,000<br>262,857<br>185,390 | DEVELOPMENT OF RURAL NEWSPAPERS  | 1985 - 1996 |
| PDC/16ZIM/01<br>352-ZIM-61   | 70,000                       | USE OF VIDEO TECHNOLOGY FOR RURAL INFORMATION AND COMMUNICATION<br>(VIDICOM) | 1996 - 1998 |
| <b>TOTAL ZIMBABWE: US\$ 134,000+US\$ 8144,291</b>                      |                              |  |             |

## D. BUDGET

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

| <i>Equipment</i>  | Q-ty    | Unit price | Total                |
|---|---------|------------|----------------------|
| Computers: IBM Compaq:  | 5       | 1 000      | 5 000                |
| Computers: iMac:  | 3       | 1 660      | 4 980                |
| Professional video cameras Sony HD:                                       | 5       | 2 400      | 12 000               |
| Lighting equipment: HMI and tungsten sets:                                | 2       | 750        | 1 500                |
| Multimedia authoring software ( <i>Final Cut Pro and Adobe Premier</i> ): | 1       | 1 000      | 1 000                |
| Video camera field microphones:   | 5       | 55         | 275                  |
| Broadcast studio mixer Beringer Xenyx 2442:                               | 1       | 10 000     | 10 000               |
| Dictaphones:  | 10      | 117        | 1 170                |
| Studio microphones:   | 10      | 150        | 1 500                |
| Headphones:   | 5       | 20         | 100                  |
| iMac DVD recorder:  | 1       | 150        | 150                  |
| External HDD Seagate drive:   | 2       | 100        | 200                  |
| <b><i>Consultants</i></b>   |         |            |                      |
| One resource person to set up the Multimedia Centre:                      | 2 days  | 125        | 250                  |
| One facilitator for the workshops and the field activities:               | 15 days | 125        | 1 875                |
| <b><u>TOTAL:</u></b>  |         |            | <b><u>40 000</u></b> |

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

|                              |       |
|------------------------------|-------|
| Logistical support and fuel: | 1 000 |
| Workshop refreshments:       | 1 000 |
| Project reporting:           | 100   |
| Contingencies:               | 200   |
| <b><u>TOTAL:</u></b>         |       |
| <b><u>2 300</u></b>          |       |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                              | <b>TRAINING OF TRAINERS,<br/>CURRICULUM REVIEW AND FACULTY<br/>EXCHANGES IN NEW MEDIA<br/>JOURNALISM</b>                            |
| <b>2.</b>                        | <b>NUMBER</b>                                     | <b>IPDC/55 RAF/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT<br/>INDICATORS' CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                         | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                      | Regional  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>               | Institutional capacity building and training support  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                      | US\$ 49 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM<br/>IPDC</b>             | US\$ 39 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                           | Daystar University, Department of Mass Communication  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                        | UNESCO Office Nairobi<br>Hezekiel Dlamini and Lydia Kiniti  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                           | Nairobi, Kenya,<br>Kampala, Uganda  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                        | Levi Obonyo, Ph.D, Daystar University<br>Dr. George Lugalambi, Makerere University  |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Daystar University in Kenya and the University of Makerere in Uganda are among leading mass media training institutions in East Africa. They have been recognised by UNESCO as respectively Potential Centre of Reference and Potential Centre of Excellence. However, media is responding to changes in technology and embracing the new media. This requires a re-examination of the curriculum of both institutions to bring them at par with the best practices elsewhere. Consequently, we propose to review the curricula of these institutions and revise them to respond to these new demands and reflect the UNESCO Model Curriculum in Journalism Education.

After reviewing the curriculum, there is need to upgrade the teaching capacity of the trainers in these institutions to deliver on the new curriculum. Most lecturers have already been trained in journalism, but they need refresher training in the new dynamic journalism and exposure to the new trends, new technologies, and instructions to enable them become familiar with their practice. In fact, their students are often becoming better oriented at the use of technologies than their lecturers are. Familiarisation with new media is the combination of that technology and the appreciation of the new dynamic way of news processing, dissemination and interaction with audience. This is what the media in East Africa, one of the most dynamic media markets in the region, is embracing. We propose to expose our lecturers to a refresher training that will focus on an understanding of this new media and the so-called “new journalism” which is increasingly being embraced in East Africa.

The last strand of this project will provide for academic exchanges within East Africa. We believe that we can bring our common experiences to enrich each other. It is also true that most of these lecturers have been bound within their institutions with limited exposure, and since taking up their teaching positions, they have only taught in these same institutions. It is for this reason that an exchange programme is also proposed to provide an opportunity for lecturers from Kenya to teach and research in Uganda and vice versa. Generally, these lecturers have been trained, but they lack skills in electronic journalism and need exposure in the new trends and exposure to the new technologies. This exchange will therefore create an opportunity for exchange of ideas, exposure to the realities of communication scholarship in the other country, provision of specialised skills from the region to the other campus and an opportunity for regional collaboration to conduct research within the region.

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

The project will target 20 journalism lecturers, 10 each from Makerere University and 10 from Daystar University. In addition, over 2000 journalism students from both universities will receive an improved training.

### **3. DEVELOPMENT OBJECTIVE**

This project contributes to improve professional journalism in East Africa, enhancing capacity building in journalism training institutions by aligning the training programmes to the accepted best practices, as well as in upgrading the trainers training skills in the field of the “New media Journalism”.

### **4. IMMEDIATE OBJECTIVE**

Daystar University and Makerere University will be equipped with the capacity and skills to offer a quality journalism education, especially in New Media, in line with UNESCO’s model curricula for Journalism Education.

## 5. PROJECT OUTPUTS

- A revised journalism curriculum in Daystar and Makerere Universities based on the UNESCO model will be in place;
- Twenty journalism education lecturers from the University of Makerere and Daystar University equipped to teach “New Media Journalism”;
- Two thousand students will have received a good quality education in using both traditional and new media platforms at the two universities;
- A bi-national network for exchange of best practices.

## 6. ACTIVITIES

- Curriculum revision in both Makerere and Daystar University Department of Mass Communication;
- A 5-day training of trainers on “New Media Journalism” for 10 journalism education lecturers at Makerere University;
- A 5-day training of trainers on “New Media Journalism” for 10 journalism education lecturers at Daystar University;
- One faculty member from Makerere University in Kampala, Uganda, will participate in an exchange programme with Daystar University in Nairobi, Kenya, for 4 months;
- One faculty member from Daystar University in Nairobi, Kenya, will participate in an exchange programme with Makerere University in Kampala, Uganda, for 4 months.

## 7. PROJECT INPUTS

- Five desktop computers with Pentium processor;
- A trainer from Rhodes University;
- A consultant from Ohio University to facilitate curriculum revision.

## 8. WORK PLAN

| ACTIVITIES/ MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Curriculum revision  |   | ■ | ■ | ■ |   |   |   |   |   |    |    |    |
| Selection and contracting of trainer                                       |   | ■ |   |   |   |   |   |   |   |    |    |    |
| Purchase of equipment; selection and notification of workshop participants |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Training workshop  |   |   |   | ■ |   |   |   |   |   |    |    |    |
| Faculty members exchanges  |   |   |   |   |   | ■ | ■ | ■ | ■ | ■  |    |    |
| Submission of implementation reports                                       |   |   |   | ■ |   |   |   | ■ |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

Daystar is a private University set up in Nairobi Kenya in 1973. It initially offered MA in communication degrees through Wheaton Graduate School, then later undergraduate degrees in Communication through Messiah College. It became an independent University through the award of a charter by the Kenya government in 1994. Since then, Daystar University has emerged as a leading communication studies school in East Africa. Two years ago, UNESCO designated Daystar University as a Potential Centre of Reference for Communication studies in Africa. The University has over 20 majors in various disciplines including nursing, business studies and community development.

This project will be carried out in collaboration with Makerere University. Makerere was established in 1922 as a technical school and became a Centre for Higher Education in East Africa in 1935. Fifteen years later, it became a University College affiliated to the University College of London. In 1963, Makerere was instituted as the University of East Africa and became an independent national university of the Republic of

Uganda in 1970. Today, Makerere University has 22 faculties, institutes and schools offering not only day but also evening and external study programmes to a student body of about 30 000 undergraduates and 3 000 postgraduates. It is also a very active research centre.

The training in New Media will be carried out by Dr. Jyotika Ramaprasad, who has been lecturing at Ohio University and currently at the University of Miami. Dr. Ramaprasad has recently completed a journalism/communication education consulting assignment for five countries in East Africa. She has received several US State Department grants for capacity building in journalism and communication for social change in South Asia and East Africa. Dr. Ramaprasad has taught graduate level theory and methods courses as well as international communication, research, and advertising courses at the undergraduate level. She has run workshops, given talks, and taught as well as provided curricular development advice in several institutions around the world.

## **10. SUSTAINABILITY**

The training that the faculty members are going to receive will translate into direct benefit to the learners immediately, as the Faculty will be able to apply these skills in their classes. They will be able to introduce their colleagues to the same skills.

The collaboration between Daystar and Makerere University will not be new. Seven years ago, the two institutions jointly and successfully ran a project to train environmental journalist around Lake Victoria basin. The faculties from the Department of Communication at Daystar University and the School of Communication at Makerere University serve as external examiners for each other. Currently, both institutions are preparing a joint research project. As such, this project will feed into a continuing relationship.

## **11. FRAMEWORK OF MONITORING**

The internal audit departments at Daystar University and at Makerere University will provide audited reports every four months to UNESCO Nairobi Office. Overall, the UNESCO regional Office will monitor and audit the implementation and the execution of the work.

## **12. EVALUATIONS CARRIED OUT**

Daystar and Makerere University previously collaborated in a project to train environmental journalists in East Africa. The challenge faced by the lecturers in training on new media, which was already being used by the journalists in the field, was apparent. The training gaps within our Faculty are thus obvious through observation. The environmental journalism training project, which was sponsored by SIDA, was evaluated by external monitors both local and international from SIDA headquarters.

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

Daystar University is committed to reporting on the project progress every four months to UNESCO Nairobi Office.

### **D. BUDGET**

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

| <i>Equipment</i>           | Q-ty | Unit price | Total |
|----------------------------|------|------------|-------|
| Computers:                 | 5    | 750        | 3 750 |
| <i>MS Office</i> software: |      |            | 550   |
| Norton antivirus:          |      |            | 250   |

|   |           |       |                      |
|---|-----------|-------|----------------------|
| Air travel for training facilitator (South Africa to Nairobi):              |           |       | 1 250                |
| Accommodation for facilitator:  | 12 nights | 150   | 1 800                |
| Air travel for facilitator (Nairobi to Kampala):                            |           |       | 200                  |
| International facilitator fees:   | 10 days   | 250   | 2 500                |
| Local travel for participants:  | 20        | 30    | 600                  |
| Subsistence for 40 participants (in Kenya and Uganda):                      | 10 days   | 10    | 4 000                |
| Air travel for international consultant from Ohio (return):                 |           |       | 1 900                |
| Accommodation in Kenya and Uganda:  | 10 days   | 150   | 1 500                |
| Per diem:   | 10 days   | 40    | 400                  |
| Consultant fees (Kenya and Uganda):   | 20 days   | 250   | 5 000                |
| Air travel Nairobi – Kampala – Nairobi:                                     |           |       | 200                  |
| Local travel in Kenya and Uganda  | 10 days   |       | 1 000                |
| Air travel for faculty exchanges:   | 2         | 300   | 600                  |
| Subsistence for faculty exchanges:  | 8 months  | 1 250 | 10 000               |
| Training material, rental of training aids, stationery in Kenya and Uganda: |           |       | 3 500                |
| <b><u>TOTAL:</u></b>  |           |       | <b><u>39 000</u></b> |

| <b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION<br/>(in US dollars)</b> |                      |
|--|----------------------|
| Internet during workshop:  | 500                  |
| Project Coordinator (10 months):                                       | 3 000                |
| Communications (12 months):  | 750                  |
| Use of University facilities:  | 2 750                |
| Insurance:   | 500                  |
| Office and working space:  | 500                  |
| Local transport:   | 500                  |
| Project reporting:   | 500                  |
| Contingencies:   | 1 000                |
| <b><u>TOTAL:</u></b>   |                      |
|  | <b><u>10 000</u></b> |



## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>BUILDING CAPACITIES OF HIGHER LEARNING IN SOUTHERN AFRICA TO MAINSTREAM GENDER IN JOURNALISM EDUCATION</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 RAF/02</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | Regional  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial support for capacity building, training and policy development  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 37 500   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 28 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Gender Links, 9, Derrick Avenue, Cyrildene,<br><u>Tel.:</u> +27 11 6222877<br><u>Fax:</u> +27 11 6224732<br><u>Email:</u> depdirector@genderlinks.org.za<br><u>Designation:</u> Deputy Director<br><u>Contact person:</u> Kubi Rama |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Office Windhoek<br>Jaco du Toit<br>Communication and Information Advisor   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | 9, Derrick Avenue, Johannesburg, South Africa   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Kubi Rama (Deputy Director)<br>Jaco du Toit, Communication and Information Advisor  |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Gender Links (GL) through the Gender and Media Diversity Centre (GMDC) has audited institutions of higher learning in Southern Africa to determine if and how gender has been integrated in journalism and media education and training. It was apparent from the general findings of the Gender in Media Education (GIME) research that educators are willing to integrate gender into curriculum, but do not always have the capacity to do so. UNESCO supported a session at the 2<sup>nd</sup> World Journalism Education Congress (WJEC) held at Rhodes University on 5-7 July 2010. GL shared the findings of the GIME research. Several of the Potential Centres of Excellence in Journalism Education in Africa attended the session. Educators identified the following key needs:

- Develop a set of standards on gender against which curriculum is assessed;
- Have strategic regional engagements with institutions of higher education and industry on mainstreaming gender;
- Foundation course for educators to build the capacity of trainers on gender;
- Developing a bibliography on gender and media materials written by authors in Africa and particularly Southern Africa;
- Develop a list of moderators and external examiners for student theses;
- Submit student theses to be uploaded on a database of research on gender and media;
- Develop a schedule of discussions for the GIME Community of Practice (COP), take a common course and discuss it on the COP from inception to assessment.

Based on the GIME findings and the review meeting at the WJEC, GL which is an accredited training provider in South Africa, will be focusing on running a year-long training programme for journalism educators from six Potential Centres of Excellence and Potential Centres of Reference in Journalism in Africa identified by UNESCO. GL has set up a virtual GIME Community of Practice (COP). The COP will be used to facilitate online training. The six Centres will include the following Potential Centres of Excellence in Journalism Education that participated in the GIME Research; the Mass Communication Department, Makerere University, Uganda; the School of Communications, Walter Sisulu University, South Africa; the Department of Media Technology, Polytechnic of Namibia; the Mozambican School of Journalism, Mozambique; Department of Media Studies, University of Namibia and the Faculty of Communication and Information Science, National University of Science and Technology, Zimbabwe.

GL has just completed the Gender and Media Progress Study (GMPS), and one of the key findings of the report is that gender training for journalists and trainee journalists is very important to start to shift the gender imbalances in the media. This project aims to mainstream gender in journalism and media education and training curricula.

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

Six journalism and media educators at institutions of higher learning that are either UNESCO Potential Journalism Centres of Excellence or Reference. Gender Links and the Gender and Media Diversity Centre (GMDC) have conducted research on Media Content, Gender in Media Education and Gender and Audiences. Amongst the key recommendations of all the research is the need to start working with journalists in training.

### **3. DEVELOPMENT OBJECTIVE**

The project will contribute towards building a media that integrates gender into all aspects of the media in Africa, supporting the principle that good journalism is about accuracy, balance and fairness. Gender is a key human rights issue. It follows that the UNESCO's Potential Centres of Excellence and Reference should mainstream gender as a criterion of good journalism curriculum.

#### 4. IMMEDIATE OBJECTIVE

Six universities from Southern Africa will acquire skills to mainstream gender in media education to promote a diversity of views and interests in society.

#### 5. PROJECT OUTPUTS

- A foundation course on mainstreaming in journalism and media education and training will be published;
- Six educators of Potential Centres of Excellence of Journalism and Centres of Reference in Africa are trained to mainstream gender in their curricula;
- To pilot the use of face-to-face and online teaching and learning as a model to build the capacity of journalism and media educators and trainers.

#### 6. ACTIVITIES

- One 3-day workshop will address the key concepts in gender mainstreaming, work on a plan of action for gender mainstreaming in curriculum for each institution, and training on the use of the technology for online discussions;
- A second 3-day workshop will serve both as mid-way assessment point and to work with institutions towards developing policy intervention that will institutionalise gender mainstreaming;
- The third 3-day workshop will serve as an evaluative workshop as well an opportunity for institutions to plan for forward processes at institutional level and identify any backstopping;
- Over a period of 12 months, organization of 7 monthly online training sessions and discussions.

#### 7. PROJECT INPUTS

- Course materials;
- Manual for the Community of practice (COP);
- Trained personnel to provide technical support;
- Facilitator.

#### 8. WORK PLAN

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Developing course and materials   | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| <u>Workshop 1</u> : Key concepts; work plans, technology training and online discussions schedule |   |   | ■ |   |   |   |   |   |   |    |    |    |
| Online discussions  |   |   |   | ■ | ■ | ■ |   | ■ | ■ | ■  | ■  | ■  |
| <u>Workshop 2</u> : Midway assessment, policy development   |   |   |   |   |   |   | ■ |   |   |    |    |    |
| Reporting   |   |   |   | ■ |   |   |   | ■ |   |    |    | ■  |
| <u>Workshop 3</u> : Evaluation, way forward, backstopping   |   |   |   |   |   |   |   |   |   |    |    | ■  |

#### 9. INSTITUTIONAL FRAMEWORK

Gender Links (GL) is a Southern African NGO, established in March 2001, working across 15 Southern African countries. It is committed to a region in which women and men are able to participate equally in all aspects of public and private life in accordance with the provisions of the Southern African Development Community (SADC) Protocol on Gender and Development. GL achieves its vision by coordinating the work of the Southern African Gender Protocol Alliance formed around the sub-regional instrument that brings together all key African and global commitments for achieving gender equality. The annual barometer produced by the Alliance measures progress by governments against the 28 targets for the attainment of gender equality by 2015. GL has integrated these targets into its three core, closely linked programme areas:

the media, governance and gender justice. Working with partners at local, national, regional and international levels, GL aims to promote gender equality in and through the media and in all areas of governance; develop policies and conduct effective campaigns for ending gender violence, HIV / AIDS, build the capacity of women and men to engage critically in democratic processes that advance equality and justice.

## 10. SUSTAINABILITY

By having regular online discussions, there is ongoing support and information exchanges. By ensuring that there are strategies to put in policy interventions, there will be an institutional framework to continue the gender mainstreaming.

## 11. FRAMEWORK OF MONITORING

Monitoring evaluation will be built into the course development, as well as the overall implementation of the project. In addition, GL has a comprehensive set of monitoring and evaluation tools.

## 12. EVALUATIONS CARRIED OUT

The project is based on a comprehensive audit of gender in journalism and media education and training at institutions of higher learning offering journalism / media education and training.

GL will be conducting its second external organizational evaluation in 2010. Please find attached an audit conducted by *Diakonia*, a long-standing GL donor.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

GL will report to UNESCO on progress every four months. The person responsible for reporting will be Kubi Rama, GL Deputy Director.

### D. BUDGET

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

|  | Qty         | Unit price | Total                |
|--|-------------|------------|----------------------|
| Research and course development:   | 15 days     | 250        | 3 740                |
| Travel for 6 persons × 3 workshops: Uganda: \$ 3 600; Namibia: \$ 3 000; Zimbabwe: \$ 1 500; Mozambique: \$ 1 500; South Africa: \$ 1 200: |             |            | 10 800               |
| Venue:   | 9 days      | 90         | 810                  |
| Accommodation for 6 persons:   | 9 days      | 100        | 5 400                |
| Dinner for 6 persons:  | 9 days      | 25         | 1 350                |
| Printing of manual packs:  | 240         | 10         | 2 400                |
| Moderator for 7 discussions:   | 5 days<br>@ | 100        | 3 500                |
| <b><u>TOTAL:</u></b>   |             |            | <b><u>28 000</u></b> |

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

|   |                     |
|---|---------------------|
| Setting up technological infrastructure:                                    | 7 000               |
| Administration of tools for the workshops; impact and beneficiary analysis: | 2 500               |
| <b><u>TOTAL:</u></b>  | <b><u>9 500</u></b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>AFRICA-UK: JOURNALISM EDUCATION EXCHANGE NETWORK</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 RAF/03</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                  | Regional  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Training support  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 36 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 32 000   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Polytechnic of Namibia  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO Windhoek Cluster Office  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Windhoek, Namibia   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Emily Brown and Elva Gómez de Sibandze, Polytechnic of Namibia  |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The department Media Technology at the Polytechnic of Namibia, as one of the potential centres of excellence in Journalism education in Africa, seeks to strengthen its capacity to offer high quality journalism education programmes for aspiring and working journalists, specifically in areas pertaining to “*Gender in the media*” and “*Journalism and Communication Technology*”. Currently, it offers a Bachelor and a Bachelor Honours (B. Hons.) Degree in Journalism and Communication Technology. However, the Honours Degree does not suffice in terms of research in the field of Journalism and Media and does not comply with the outline of the UNESCO Model Curricula in Journalism education.

The Department employs 8 full-time academic staff members, 2 technical staff, one administrative staff member and 6 part-time staff. Since the Department relies on part-time lecturers, a lack of cohesion results in terms of fulfilling all the curriculum development requirements of the department. This is especially the case with regard to the teaching of research methodologies in journalism education, and specialised research undertaken by the Polytechnic of Namibia in “*Gender in Media Education*” and “*Journalism and Communication Technology*”. The envisaged curriculum in Gender and Media Studies to be offered through the Gender and Media Studies Unit would ensure the necessary continuity in this regard.

In order to address the aforesaid needs to continue building capacities in curriculum development, the Department will build on the UNESCO Model Curricula for Journalism education, as well as collaborate with 8 African potential ‘Centres of Excellence’. The proposed 4-day Africa-UK journalism academic Exchange Workshop seeks to strengthen a north-south partnership in journalism education and promote exchanges between these universities. The workshop will take place in Luton, UK, one of the campuses of the University of Bedfordshire.

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

It was agreed that the envisaged 4-day Africa-UK Journalism Education Exchange Network Workshop would include 8 African potential Centres of Excellence: the Mass Communication Department, Makerere University (Uganda), The School of Journalism and Mass Communication, University of Nairobi (Kenya), Department of Mass Communication, University of Lagos (Nigeria), Department of Journalism, at the University of Stellenbosch (South Africa), School of Journalism and Media Studies, Rhodes University (South Africa), School of Communication Studies, Walter Sisulu University (South Africa), Department of Journalism, Tshwane University of Technology (South Africa) and the Department of Media Technology, Polytechnic of Namibia.

### **3. DEVELOPMENT OBJECTIVE**

The project meets Category 4 of the IPDC Media Development Indicators, namely: professional capacity-building and supporting institutions that underpin freedom of expression, pluralism and diversity.

### **4. IMMEDIATE OBJECTIVE**

Eight potential centres of excellence in journalism education will acquire educational skills and competencies in “*Gender in Media Education*” and “*Journalism and Communication Technology*” to improve the quality of their journalism education through training and academic south-south and south-north exchanges.

**5. PROJECT OUTPUTS**

- Post-graduate curricula in “Gender in Media Education” and “Journalism and Communication Technology” developed;
- Journalism/mass communication departments’ academic and professional capacity skills in teaching and research methodologies improved;
- Africa-UK journalism education network and partnerships around joint research projects, curriculum, staff exchanges or attachments created.

**6. ACTIVITIES**

- To develop post-graduate curricula in “Gender in Media Education” and “Journalism and Communication Technology” in conformity with the UNESCO Model Curricula in Journalism Education through regular on-line consultations and exchanges;
- 4-day exchange workshop for teachers of 8 potential centres of excellence to improve their academic and professional skills in teaching and research methodologies;
- To create an Africa-UK journalism education network to review and develop journalism education and establish partnerships around joint research projects and staff exchanges between the 8 potential centres of excellence in Africa and universities in UK, specifically with the University of Bedfordshire.

**7. PROJECT INPUTS**

- Consultants in the field of Gender in the media and curriculum development;
- Namibia qualified expert;
- UNESCO consultant on UNESCO Model Curricula;
- Coordinator of Skype / teleconferences;
- Researchers and peer review Committee with representatives from participating academic institutions;
- Gender expert with regard to gender mainstreaming in journalism curricula.

**8. WORK PLAN**

| <b>ACTIVITIES / MONTHS</b>                          | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Adjustment of project proposal                      | ■        |          |          |          |          |          |          |          |          |           |           |           |
| Confirmation of the participating departments       |          | ■        |          |          |          |          |          |          |          |           |           |           |
| Exchange and online consultation around outputs     |          |          | ■        | ■        |          |          |          |          |          |           |           |           |
| Compilation of teaching and research methodology    |          |          |          | ■        | ■        |          |          |          |          |           |           |           |
| Logistical arrangements for 4-day exchange workshop |          |          |          | ■        | ■        |          |          |          |          |           |           |           |
| 4-day Africa-UK exchange workshop                   |          |          |          |          |          | ■        |          |          |          |           |           |           |
| Monthly exchanges among universities                |          |          |          |          |          |          | ■        | ■        | ■        |           |           |           |
| Final report  |          |          |          |          |          |          |          |          |          | ■         | ■         | ■         |



## **9. INSTITUTIONAL FRAMEWORK**

Namibia Polytechnic School of Journalism, the UK Association of Journalism Education and the University of Bedfordshire Department of Journalism and Communication are proposing to co-host a four-day international workshop, provisionally named “Africa-UK Journalism Education Exchange”.

### **Polytechnic of Namibia (Namibia; <http://www.polytechnic.edu.na>)**

The Polytechnic of Namibia contributes to Namibia's development by providing tertiary technological and career-oriented education at internationally recognised standards. With the emphasis on the transfer of technology, the Polytechnic gives due regard to the professional human resource requirements of the country and those of the region and beyond.

The **University of Bedfordshire** has two main campuses at Luton and Bedford. The Exchange would take place at Luton, which is just 30 minutes from central London by train and has its own international airport. Bedfordshire is a new university, which has seen a doubling in the number of students applying to study there in the past two years. It offers a wide range of courses in journalism and related areas. According to the 2010 National Student Survey, it was rated second best department by students for studying journalism; in 2007, the *Guardian* newspaper rated it the third best department in the country.

## **10. SUSTAINABILITY**

The Africa-UK Journalism Education Exchange has been developed in order to organize long-term and sustainable relationships between 8 Potential Centres of Excellence and 8 journalism education departments in the UK. The workshop will encourage concrete relationships that have good prospects of long-term benefit to universities in both regions.

## **11. FRAMEWORK OF MONITORING**

The event will conclude with all participants completing assessment forms and pledges on behalf of their respective universities. Such assessments and pledges will be strategic, measured, achievable, resourced and based on future collaboration. An independent assessor will attend the workshop as an observer, and write an impact evaluation report of the workshop. This report will be included in the final report of the project. Every month for three months after the Exchange, the Polytechnic of Namibia and the UK National Commission for UNESCO will contact the Exchange participants to monitor and encourage progress in the Exchange pledges.

## **12. EVALUATIONS CARRIED OUT**

In 2007, UNESCO launched a study to assess 200 existing journalism training institutions in Africa, and to develop a strategy to build institutional excellence in offering quality training. As a result of the report, 12 candidate institutions were identified as potential Journalism Centres of Excellence, and a further nine institutions were noted as potential Centres of Reference.

Following the publication of the report, the 20 institutions have held annual consultative meetings that follow the progress of the report. In the UK, the National Commission attended the ‘Higher Education Africa: Enhancement through Partnerships’ workshop at Leeds Metropolitan University in 2008, and found similar responses from UK universities.

These findings are backed by a number of international studies, including the Research Summary Report: African Media Development Initiative 2006 published by the BBC World Service Trust and Development, Governance and the Media: The Role of the Media in Building African Society, 2007 produced by the POLIS research unit at the London School of Economics.

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

The beneficiary agency undertakes to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report.

#### D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION</b><br>(in US dollars)  |         |            |                      |
|---|---------|------------|----------------------|
| <b>Meeting venue and hospitality for delegates</b>  | Q-ty    | Unit price | Total                |
| Meeting venue and breakout rooms:   | 4 days  | 700        | 2 800                |
| Hospitality for 10 delegates:   | 5 days  | 45         | 2 250                |
| Tea/coffee/refreshments breaks:   | 100     | 4          | 400                  |
| <b>Travel and accommodation</b>   |         |            |                      |
| Accommodation for 10 delegates:   | 6 days  | 80         | 4 800                |
| Local travel from airports:   | 10      | 40         | 400                  |
| Visa costs (estimation):  | 10      | 80         | 800                  |
| London – Kampala:   | 1       | 950        | 950                  |
| London – Nairobi:   | 1       | 940        | 940                  |
| London – Lagos:   | 1       | 1 010      | 1 010                |
| London – Cape Town:   | 1       | 950        | 950                  |
| London – Port Elizabeth:  | 2       | 1 050      | 2 100                |
| London – Johannesburg:  | 1       | 800        | 800                  |
| London – Windhoek:  | 3       | 1 300      | 3 900                |
| <b>Organization and office costs</b>  |         |            |                      |
| Organizational support staff for online discussions from Polytechnic of Namibia and participating journalist education institutions | 30 days | 250        | 7 500                |
| Postage and stationery:   |         |            | 800                  |
| Workshop materials:   | 25      | 40         | 1 000                |
| Publication of proceedings:   |         |            | 600                  |
| <b><u>TOTAL:</u></b>  |         |            | <b><u>32 000</u></b> |

| <b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION</b><br>(in US dollars) |         |            |                     |
|---|---------|------------|---------------------|
|   | Q-ty    | Unit price | Total               |
| Namibia Polytechnic staff time:                                       | 10 days | 100        | 1 000               |
| Namibia Polytechnic academic staff time:                              | 4 days  | 250        | 1 000               |
| UK National Commission for UNESCO staff time:                         | 20 days | 100        | 2 000               |
| <b><u>TOTAL:</u></b>  |         |            | <b><u>4 000</u></b> |

# **REGIONAL PROJECTS**

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                        | <b>URTI: TRAINING IN THE USE OF A WEB PLATFORM FOR THE JOINT PRODUCTION AND EXCHANGE OF PROGRAMMES BETWEEN PUBLIC RADIO BROADCASTERS</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                               | <b>IPDC/55 RAF/04</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | Category 3: Media as platform for democratic discourse  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                   | Human resource development  |
| <b>5.</b>                        | <b>SCOPE</b>                                | Regional  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Financial   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                | US\$ 85 000   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>           | US\$ 40 000   |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                  | 18 African radio broadcasters, including 9 LDCs   |
| <b>10</b><br>.                   | <b>IMPLEMENTING BODY</b>                    | URTI ( <i>International Radio and Television Union</i> )<br>Mr Alain Massé, Managing Director<br>116, avenue du Président Kennedy<br>75220 – Paris Cedex 16 – France<br>Tel.: +33 1 56 40 16 04<br>Fax: +33 1 56 40 17 82<br>E-Mail: <a href="mailto:urti@urti.org">urti@urti.org</a><br>Web: <a href="http://www.urti.org">http://www.urti.org</a> |
| <b>11</b><br>.                   | <b>PROJECT LOCATION</b>                     | The project will be managed from URTI headquarters in Paris, and will draw upon the technical resources of UNESCO in Paris. The project activities will be conducted in Africa, in the beneficiary countries  |
| <b>12</b><br>.                   | <b>PROJECT PREPARED BY</b>                  | Mr Alain Massé, Managing Director of URTI, together with the Managing Directors of the radio broadcasters involved in the project   |
| <b>DECISION OF THE BUREAU:</b>   |   |   |

## **B. PRESENTATION**

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

African public radio broadcasters, especially in the LDCs, lack the resources required to be able to deliver high-quality programmes developed and produced in their own regions, or in other African countries.

In addition to producing programmes at their own head offices (located in their capital cities), it is essential to train the staff of these radios in new means of transmission enabling them not only to transfer programmes from their regional offices, but also to establish links with their foreign counterparts for joint productions and exchanges.

This project proposes to train personnel from 18 African radios, 9 of which are located in LDCs (Benin, Burkina Faso, Burundi, the Comoros, Mali, Mauritania, Niger, Senegal, and Togo), and to provide them with a particularly effective and user-friendly web platform for exchanging and broadcasting programmes.

By creating an opportunity for African public radios services to broadcast international programmes, the project will have an impact on programming in the private radio sector--which will quickly follow suite by introducing international programmes as well--, promoting greater freedom of information.

By organising joint productions and exchanges at the wider African level, the project will enable the professionals employed by the radios concerned--and ultimately, those working for competing private radios--to exchange their experiences through collaboration at the wider, continental level, which will contribute significantly to their training. The project will also provide new, inexpensive means of transferring reports and programmes produced in regional offices to partners' head offices, replacing the current model of transmission which has proved very costly and inadequate in terms of quality.

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

The target group comprises public radio broadcasters from the following 18 African, URTI-member countries: Algeria, Benin, Burkina Faso, Burundi, Cameroon, Congo, Cote d'Ivoire, Egypt, Gabon, Libya, Mali, Mauritania, Morocco, Niger, Senegal, Togo, Tunisia, and the Union of the Comoros.

### **3. DEVELOPMENT OBJECTIVE**

The project seeks to provide 18 African, partner public radio stations--including 9 from LDCs--with the resources required to jointly produce and exchange radio programmes (economically and without loss of quality) at the wider continental level, thereby contributing to broadening listeners' horizons, and establishing a programming model which fosters freedom of information.

### **4. IMMEDIATE OBJECTIVE**

The immediate objective of this regional project is to (i) implement a new web platform which will, for the first time, provide public radio broadcasters from 18 African countries with the opportunity to organise joint productions and exchanges of radio programmes, and (ii) train some 100 radio production personnel (programmes and news) in the use of the new platform.

### **5. EXPECTED PROJECT OUTPUTS**

- A new web platform will be permanently available to radio production personnel from partner radio broadcasting services, enabling daily joint productions and exchanges of programmes at the international level.
- One hundred (100) radio-production professionals from the public radio broadcasting services of 18 URTI-member African countries will be trained in the use of the new platform.

## 6. ACTIVITIES

- Development of the web platform, which will be hosted on the URTI website. The platform will not only foster joint productions and exchanges of radio programmes, but will also serve as a means of transferring content within broadcasting services. Each of these three functions will be made available in a dedicate webspace offering various functional features, including editing/viewing of programme description files, immediate or deferred *upload* of programmes, *streaming* of uploaded programmes, accelerated downloading of streamed content (between 3 and 10 times faster than real-time speeds, depending on users' connection speeds). Each of the 3 webspaces will feature a thematic search engine enabling direct access to programmes. Access to the platform will be password-protected. An administration area will enable authorised users to set user permissions (editing permission for *uploads*, and viewing permission for *downloads*) for each webspace, and view/print partners' usage statistics (particularly for project evaluation and optimisation purposes).
- Preparation of a guide to using the platform, and distribution to partner radios. The guide will also be available on-line, together with a FAQ (Frequently Asked Questions) section.
- User training. Courses will be delivered remotely to save costs. A users' guide will also be prepared and made available to users, who will also receive ongoing technical support.
- Establishment of a regularly updated address book, with the contact details of the partners and professionals involved in the project. The address book will also be made available on-line to facilitate contacts between users.
- Establishment of an on-line directory of ongoing joint production projects, with the contact details of the players involved.

## 7. PROJECT INPUTS

- Development and validation of the specifications of the web platform;
- Technical development of the web platform;
- Hosting of the platform and financing of the bandwidth;
- Identification and training of personnel involved in the project;
- Monitoring of the on-line programs co-produced, exchanged or transferred internally via the platform;
- Coordination of the project for its entire duration.

## 8. WORK PLAN:

| ACTIVITIES / MONTH   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Development and validation of the platform   | ■ | ■ | ■ |   |   |   |   |   |   |    |    |    |
| Identification and follow-up of the personnel involved in the project                  |   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Training of personnel  |   |   | ■ | ■ | ■ |   |   |   |   |    |    |    |
| On-line publication of jointly produced and exchanged programmes                       |   |   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| On-line publication of programmes transferred internally by partner radio broadcasters |   |   |   | ■ | ■ | ■ | ■ | ■ | ■ | ■  | ■  | ■  |
| Evaluation of the project  |   |   |   | ■ |   |   |   | ■ |   |    |    | ■  |

## 9. INSTITUTIONAL FRAMEWORK

- URTI is the oldest audio-visual organization in the world, and the only one of its kind with an entirely international outlook. Founded with the backing of UNESCO and *Radiodiffusion Française*, it has been organising the exchange of radio programmes among its members since 1949, and television programmes since since 1957. It enjoys the privileged status of maintaining formal consultative relations with UNESCO.

- In 1981, URTI launched the International Grand Prix for Documentaries, and in 1989, the URTI International Radio Grand Prix, setting itself at the forefront of major international audiovisual awards, with 64 participating countries in 2010. Each of the two juries is composed of 15 to 20 professionals from around the world, who, after consulting with each other from their different perspectives, select the most outstanding works in terms of quality and originality.
- URTI has more than 50 members, who build their capacity by attending training workshops, and optimise their resources through joint productions. As such, in the area of radio, members have attended workshops on themes of common interests, such a *Traditional and modern music forms*", and courses on safeguarding archives.
- URTI's resources are shared between the Executive Board (5 members) and the resources provided by its members. The Union is financed mainly through membership fees, and funding from international organisations which support its projects (UNESCO, OIF, ...).

## **10. SUSTAINABILITY**

The project requires financial support from the IPDC for its first phase of development. The project partners are eagerly awaiting the implementation of this tool, which would enable them to optimise their joint productions, exchanges, and internal transfers. URTI is committed to ensuring the sustainability of the web platform, which will quickly become an indispensable tool contributing to the development of radio in Africa, and the promotion of freedom of expression through the diversity of its content.

## **11. FRAMEWORK OF MONITORING**

URTI proposes that the project be monitored jointly by UNESCO, and a Monitoring Committee composed of 3 representatives from among the project partners.

## **12. EVALUATION**

An administration section of the web platform will enable authorised users to set user permissions (editing permission for *uploads*, and viewing permission for *downloads*) for each webspace, and view/print detailed statistics on the use of the platform by project partners. These statistics will be made available to the Monitoring Committee. URTI already enjoys the oldest and largest network of international expertise in the exchange of programmes. Thanks to financial support from a previous IPDC administration, URTI was able put together a library of more than 2,000 royalty-free documentaries, offered by and for its members.

It will draw on its expertise in the area of radio to set up a web platform enabling the project partners to place programmes on-line so that they could participate in joint productions and exchanges in optimal economic and technical conditions.

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

During the implementation phase of the project, URTI will submit a progress report to UNESCO 4 months. At the end of the project, it will submit a consolidated final report listing the programmes that were exchanged, ordered and uploaded via the web platform for internal transfers.

Mr Alain Massé, URTI's Managing Director, will be responsible for producing and submitting the reports.

## **C. ADDITIONAL INFORMATION**

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

URTI has already received financial support from UNESCO, through the IPDC, on 2 occasions (USD 70,000.00 in 1984, and USD 20,000.00 in 1987), to establish its library of television programmes, which is currently used by its members. As URTI maintains formal relations with UNESCO, it was able to benefit from financial support under the UNESCO Participation Programme for its project to fill a URTI documentary slot in the schedules of public channels in 8 African countries.

## Preliminary activities

URTI already maintains a large website (<http://www.urti.org>) to manage the exchange of programmes between its members. It also operates a second website, devoted to its Grand Prix awards (<http://www.urtifestival.com>), on which competition entries (radio programmes) can be registered and submitted. The two websites will soon be merged into a new, completely redesigned website, which is scheduled to put on-line in November 2010. The partners who will be involved in this project are public radio broadcasters from the following 18 URTI-member African countries (including 9 LDCs): Algeria, Benin, Burkina Faso, Burundi, Cameroon, Congo, Cote d'Ivoire, Egypt, Gabon, Libya, Mali, Mauritania, Morocco, Niger, Senegal, Togo, Tunisia, and the Union of the Comoros.

### **BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION</b><br>(in US dollars)                         |     |            |                      |
|--|-----|------------|----------------------|
|  | Qty | Unit price | Total                |
| Development of the web platform  |     |            | 18 000               |
| Training for 100 professional (selected in conjunction with the partner radios): |     |            | 2 000                |
| Remote training courses for 18 coordinators, delivered by 2 trainers:            | 18  | 500        | 9 000                |
| Production and distribution of the guide to using the platform:                  |     |            | 4 000                |
| Permanent platform-support hotline (telephone and e-mail):                       |     |            | 7 000                |
| <b><u>TOTAL:</u></b>   |     |            | <b><u>40 000</u></b> |

| <b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b><br>(in US dollars) |                      |
|---|----------------------|
| Drafting of the technical specifications of the web platform:     | 5 000                |
| Hosting of the platform (storage space on servers):               | 15 000               |
| Bandwidth for the transfer of uploaded programmes:                | 12 000               |
| Office automation software, computers and telecommunications:     | 2 000                |
| General coordination:   | 6 000                |
| Monitoring and progress reports:                                  | 5 000                |
| <b><u>TOTAL:</u></b>  | <b><u>45 000</u></b> |



## REGIONAL (CIRTEF, COTONOU)

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                        | <b>CIRTEF: TRAINING OF ARCHIVISTS AND IT PERSONNEL FOR THE SETTING UP OF AN ARCHIVING AND MULTIMEDIA-EXCHANGE CENTRE</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                               | <b>IPDC/55 RAF /05</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR CATEGORY</b> | Category 3: Media as platform for democratic discourse   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                   | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                | Regional   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>         | Equipment, training assistance   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                | US\$ 91 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>           | US\$ 50 500  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                  | CIRTEF – 021 B.P. 001, Gbégamey (Cotonou)<br>Tel.: 229/ 21 30 48 05 – Fax: 229/21 30 50 27<br>E-mail: <a href="mailto:cirtef@intnet.bj">cirtef@intnet.bj</a><br>Contact person: Mr Emmanuel KOLAWOLE, Director |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                    | ACCRA Regional Office<br>Contact person: Mrs Irenée BOKO<br>UNESCO Representative in Porto Novo, Benin   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                     | Cotonou, Benin   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                  | Mr Emmanuel KOLAWOLE<br>Director of the CIRTEF Regional Production and Training Centre for West Africa   |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

To accompany the technological revolution in radio and television broadcasting, strengthen African's endogenous production capacity, enable Africans to master the latest technology, provide them with advanced training, increase broadcasting capacity, contribute to the development of audiovisual industries, and safeguard the most important African radio and television archives, we propose to set up an Archiving and Multimedia-exchange Unit (CRPF) at our Regional Production and Training Centre (RPTC) in Cotonou.

A large number of public-service radio and television broadcasters in the region possess their own audio and visual documents, but these are hardly exploited. Faced with problems of training, archiving, conservation conditions, archiving media, shipment, etc., it is generally difficult for broadcasters to exchange these documents.

Creating a virtual repository for all of these documents would facilitate such exchanges.

The repository--a server on which sound and image files would be stored--would be set up in the Cotonou centre, where appropriate internet access and speeds are available. Besides enabling access to archive documents, the network would facilitate bi- or multi-lateral production of radio and television programmes. Audio and visual material could be sent to a project manager located in one of the countries connected to the network. An inventory of the archived files, together with their descriptive data, would be available and continuously updated. Such exchanges would also encourage distance training, using text and audio files.

This project is totally in keeping with an earlier CIRTEF project--supported by the French Ministry of Foreign Affairs and the *Organisation Internationale de la Francophonie* (OIF)--to provide French-language radio and television broadcasters with a computerised archiving system called *AIME*.

Since the repository will be accessible to all television producers and journalists, it will enable a free exchange of information, and real dialogue, and in so doing, strengthen freedom of expression.

Setting up an Archiving and Media-exchange Centre is therefore a necessity. However, doing so requires training archivists and IT personnel so that the radio and television broadcasters of West Africa could use the Centre's resources to their best advantage. That is the objective of this file.

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

The main target group comprises the archivists and employees in West African television broadcasters' archives departments and multimedia libraries.

### **3. DEVELOPMENT OBJECTIVE**

The objective of the project is to provide resources enabling the storage and exchange of digital programmes (including *AIME* archives) by training the IT personnel and archivists so that they could contribute to the setting up of a platform for the production, exchange and conservation of radio and television programmes, and in doing so, contribute to promoting freedom of expression. Initially, the training would involve the following West African countries: Burkina Faso, Mali, Niger, Senegal, Ivory Coast, Togo, Guinea and Benign.

### **4. IMMEDIATE OBJECTIVE**

The project seeks to enhance the professional capacity of West African radio and television broadcasters.

### **5. EXPECTED PROJECT OUTPUTS**

Thanks to the archiving software (*AIME*) which we have deployed among the French-language television broadcasters, we expect to strengthen the capacity of the IT personnel and archivists, and progressively set

up a platform enabling them to exchange programmes and facilitate access to documentation in the countries concerned.

## 6. ACTIVITIES

- Installation of equipment;
- Training of archivists and IT personnel (local staff--one month--and partner-organisation staff--2 x 15-day workshops);
- Setting up of a platform enabling exchanges between television broadcasters.

## 7. PROJECT INPUTS:

The Cotonou Centre will be equipped with a server with archiving software and archived material (*See appendix*).

## 8. WORK PLAN

| Activities / Month   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Installation of equipment and preparation for training of IT personnel |   |   |   |   |   |   |   |   |   |    |    |    |
| Training of local staff  |   |   |   |   |   |   |   |   |   |    |    |    |
| Training of IT personnel   |   |   |   |   |   |   |   |   |   |    |    |    |
| Preparation for training of the archivists                             |   |   |   |   |   |   |   |   |   |    |    |    |
| Training of archivists   |   |   |   |   |   |   |   |   |   |    |    |    |
| Setting up of a platform for exchanges between television broadcasters |   |   |   |   |   |   |   |   |   |    |    |    |

## 9. INSTITUTIONAL FRAMEWORK:

The Regional Production and Training Centre (RPTC) in Cotonou was set up in 1993 with the assistance of UNESCO. Since then, the structure has developed, and has proven to be a precious tool for French-language television in the sub-region. Although initially supported by the

Today, the Centre is looking to diversify, to open up to the internet, so that it could continue to play a leading role in supporting West African radio and television.

## 10. SUSTAINABILITY

The CIRTEF's RPTC in Cotonou has a proven track record in conducting long-term projects. Moreover, in terms of the Web, we are still in the early stages of development, but with every kind of television-related application conceivable at our disposal. There is, therefore, an opportunity to be seized, and we would like to do so, with the help of UNESCO, for the benefit of television in the South.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the television broadcasters concerned, and the CIRTEF, in close collaboration with UNESCO, which may intervene at any time. Monitoring reports will be produced by experts.

## 12. EVALUATION

The project is the fruit of several meetings between French-language television broadcasters, who realised how important it was to address the issue of television archives so that as much information, data and

programmes as possible could be exchanged. An evaluation report will be produced by the expert trainers after every session. In addition, the trainees and the television broadcasters concerned will also be able to give their opinions; UNESCO will be able to contribute to the progress reports and to the final evaluation.

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

The CIRTEF will provide the UNESCO Regional Office with progress reports on its activities at least three times a year. At the end of the project, a final report on the work accomplished will be drawn up with the help of experts.

The interest of the project will emerge through the various evaluation reports, as they will include suggestion for improving the Archiving and Multimedia-exchange Centre in a lasting manner.

## **C. ADDITIONAL INFORMATION**

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

The RPTC does not yet possess the required equipment, but once it is received, it will have all of the resources required to conduct the training.

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

CIRTEF's first RPTC, in Cotonou, was set up in 1993-1994 with support from UNESCO (USD 100,000.00), the APEFE (Belgium)--which had provided technical assistants until 2005, and the government of Benin, which had provided a building in Cotonou.

A number of French-language radio and television broadcasters in West Africa--Benin, Burkina Faso, Côte d'Ivoire, Guinea, Mali, Niger, Senegal and Togo--have been equipped with the *AIME* software, thanks to support from the *Organisation Internationale de la Francophonie* (OIF) and the French Cooperation Agency. They all need training for their staff.

## **BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>   |          |              |               |
|---|----------|--------------|---------------|
|   | Duration | Unit<br>cost | Total         |
| Hardware + <i>AIME</i> software and servers (see Appendix): |          |              | 22 000        |
| <b>Training of local staff</b>                              |          |              |               |
| International trainer (1 month):                            |          |              | 3 600         |
| Air fare:   |          |              | 1 200         |
| <b>Training of archivists</b>                               |          |              |               |
| Trainer (3 weeks):  |          |              | 2 700         |
| Trainees (8 archivists):                                    | 18 days  | 50           | 7 200         |
| Air fare:   |          |              | 3 100         |
| <b>Training of IT personnel</b>                             |          |              |               |
| Trainer (2 weeks):  |          |              | 2 000         |
| Trainees (8 trainees):                                      | 14 days  | 50           | 5 600         |
| Air fare:   |          |              | 3 100         |
| <b>TOTAL:</b>   |          |              | <b>50 500</b> |

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

|  |                      |
|--|----------------------|
| Acquisition and installation of 10 computers @ USD 1,200 per computer: | 12 000               |
| Logistics support:   | 5 000                |
| Project Coordinator (1 year):  | 7 500                |
| Additional technical staff:  | 5 000                |
| Administrative staff:  | 3 000                |
| Electricity:   | 3 000                |
| Communications (telephone, Internet):                                  | 1 500                |
| Photocopies, course handouts:  | 1 500                |
| Miscellaneous (transport, customs):                                    | 2 000                |
| <b><u>TOTAL:</u></b>   | <b><u>40 500</u></b> |

## REGIONAL (CIRTEF, YAOUNDE)

| A. PROJECT IDENTIFICATION     |  |  |
|-------------------------------|--|--|
| 1.                            | PROJECT TITLE                            | CIRTEF: NEW MEDIA TRAINING   |
| 2.                            | NUMBER                                   | IPDC/55 RAF/06   |
| 3.                            | CATEGORY OF MEDIA DEVELOPMENT INDICATORS | <u>Category 3</u> : Media as platform for democratic discourse   |
| 4.                            | IPDC PRIORITY AREA                       | Human resource development   |
| 5.                            | SCOPE                                    | Regional   |
| 6.                            | TYPE OF ASSISTANCE REQUESTED             | Training   |
| 7.                            | TOTAL COST OF PROJECT                    | US\$ 86 300  |
| 8.                            | AMOUNT REQUESTED FROM IPDC               | US\$ 45 300  |
| 9.                            | PROJECT BENEFICIARY                      | CIRTEF Regional Production and Training Centre (RPTC) - BP 487<br>Djoungolo II district - Yaounde (Cameroon) <u>Tel.:</u> +237 2221 79 76 - <u>Fax:</u> +237 2221 79 77<br>E-mail: <a href="mailto:crpfyaounde@yahoo.fr">crpfyaounde@yahoo.fr</a><br>Contact: Mr. Hubert ATANGANA<br>Centre Director |
| 10.                           | IMPLEMENTING OFFICE                      | UNESCO Regional Office in Cameroon<br>Contact: Mr. Jean Pierre ILBOUDO   |
| 11.                           | PROJECT LOCATION                         | Yaounde - Cameroon   |
| 12.                           | PROJECT PREPARED BY                      | Mr. Hubert ATANGANA, Director, RPTC<br>Mr. Jean-Pierre ILBOUDO, UNESCO   |
| <b>DECISION OF THE BUREAU</b> |  |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

In recent years, the Internet--with all the vagueness and excessiveness that that word implies--has become the major guiding force in media strategy. The main idea driving the Web is to make content accessible and understandable not only to humans but also to machines. This has led to the development of sophisticated tools, capable of providing much more functionality to assist humans in various aspects activities. Search engines--which can interpret web content--are an example of this.

In light of these developments, broadcasters are setting themselves new objectives in terms of network-based production and cooperation, parallel post-production, adaptation of themes to different media, each with a specific form and treatment.

Today, as is the case throughout the world, African radio and television broadcasters are confronted with these realities, but most of them find themselves powerless to cope with them because of a lack of adequate training. On the one hand, older employees need significant retraining. On the other hand, when young people are hired--which is less and less the case in this time of economic crisis--, they generally have not received appropriate training because of a lack of suitable schools and courses.

We feel that it is essential to fill this void, which is what this project seek to do.

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

This project involves radio and television production staff, and mainly producers, directors and journalists. For the training, priority will be given to young staff, as it would be futile to train employees nearing retirement.

### **3. DEVELOPMENT OBJECTIVE**

This project will empower radio and television broadcasters in Central Africa to develop and integrate new media to better disseminate information in their countries.

### **4. IMMEDIATE OBJECTIVE**

This project will contribute to strengthening training capacity and trainer retraining, thereby fostering the uptake of new media by radio and television broadcasters in Central Africa.

### **5. EXPECTED PROJECT OUTPUTS**

- Open up the Web to African radio and television broadcasters;
- Streamline the radio and television broadcasters' archiving departments so that better use is made of archives in radio, on television and on the Web
- Provide journalists and producers with greater autonomy;
- Reduce production costs;
- Make the radio and television broadcasters more efficient.

### **6. ACTIVITIES**

Identify radio and television broadcasters' needs:

The radio and television broadcasters wish to move towards network-based production. This process involves producing search-engine interpretable content. It is therefore essential to analyse all of the processes in order to be able to produce generic logical models with layers that are totally independent of the information technologies used on a day-to-day basis.

### Training Program - 1 (3 weeks): *The new digital architecture of television*

From analogue to digital; standards; production sectors; computerization; digital tools; networks; servers; archiving.

### Training Program - 2 (3 weeks): *Creating interactive multimedia*

Future prospects; course project.

## **7. PROJECT INPUTS**

The RPTC in Yaounde possesses a Training Centre which is fully equipped for this type of training, with individual workstations for trainees, all the infrastructure required to produce material for television/the Web, and meeting rooms to accommodate trainees.

The Regional Production and Training Centre is already staffed by a team of professional. Experts will be brought in to provide the multimedia training.

Plans have been made to purchase 4 additional computers.

## **8. WORK PLAN:**

| Activities / Month  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Preparation   | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Selection of experts  | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Agreement on the most appropriate methodology                             | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Writing up of a brief description of the courses taught                   | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Final training plan   | ■ | ■ |   |   |   |   |   |   |   |    |    |    |
| Selection of candidates on the basis of a concrete project                |   |   |   |   |   |   |   |   |   |    |    |    |
| <u>Training-1</u> : New digital architecture                              |   |   |   |   | ■ |   |   |   |   |    |    |    |
| Evaluation and improvements   |   |   |   |   |   |   | ■ |   |   |    |    |    |
| <u>Training-2</u> : Multimedia creation; course project; future prospects |   |   |   |   |   |   |   | ■ |   |    |    |    |
| Evaluation 2: training  |   |   |   |   |   |   |   |   |   | ■  |    |    |
| Final evaluation  |   |   |   |   |   |   |   |   |   |    |    | ■  |

## **9. INSTITUTIONAL FRAMEWORK:**

The courses will be organised by CIRTEF, a grouping of 45 French-language radio and television broadcasting organisations, located for the most part in Africa. CIRTEF has three Regional Production and Training Centres (RPTC), located in Yaounde, Niamey and Cotonou. Its main activities include:

- Professional training for radio and television broadcasters from the South;
- Formatting and broadcasting, on TV5, of programmes produced in the South;
- Archiving;
- Reflection, with an annual gathering of radio and television broadcasting professionals.

## **10. SUSTAINABILITY**

These courses will provide the radio and television broadcasters with a glimpse into their immediate future, but above all will prepare them to take on board new media, which will drive the communication world for many years to come.

In addition, training of trainers is a valuable investment for the long term.



## 11. FRAMEWORK OF MONITORING:

Each course will be subject to two evaluations: one by the trainers, and one by trainees. The two reports will serve as the basis for upgrading and adjusting the programme. In addition, any UNESCO representative will be welcome to sit in at the end of each session. The course projects proposed by trainees at the beginning of the course will also be valuable tools for monitoring, adjusting and finalising the project.

## 12. EVALUATION

At the end of each session, the two evaluation reports will be made available to UNESCO, and will be posted on the Internet, where they could be viewed.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Within two months of the end of the courses, CIRTEF will submit a full project activity report to UNESCO, with details of the projects carried out.

### C. ADDITIONAL INFORMATION

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

The CIRTEF Regional Production and Training Centre (RPTC) was set up in 1996 with UNESCO support (USD 50,000).

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

A technical assistant had been seconded by the French Cooperation Agency until 2002. The Cameroonian government, for its part, has provided the Centre with a villa.

### BUDGET

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

| 16 trainees (14 from external television stations, and 2 from the host country) | Qty      | Unit price | Total                |
|---|----------|------------|----------------------|
| Travel:   | 14       | 600        | 8 400                |
| Per diem for 14 external trainees:  | 30 days  | 50         | 21 000               |
| Per diem for 2 local trainees:  | 30 days  | 25         | 1 500                |
| International trainers:   | 2 months | 3 600      | 7 200                |
| Air fare for international trainers:  | 2        | 1 200      | 2 400                |
| Additional professional computers:  | 4        | 1 200      | 4 800                |
| <b><u>TOTAL:</u></b>  |          |            | <b><u>45 300</u></b> |

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

| Training  |        |
|---|--------|
| Coordinator (one year):   | 10 000 |
| Technical personnel (installation and inspection of equipment; assistance to trainers): | 7 000  |

| <b>Teaching aids</b>                                  |                      |
|---|----------------------|
| Training room, technical infrastructure, 6 computers: | 6 000                |
| Administrative staff:                                 | 4 000                |
| Electricity:  | 3 000                |
| Communications (telephone, Internet):                 | 3 000                |
| Course handouts (copying):                            | 3 000                |
| Miscellaneous (transport, customs):                   | 5 000                |
| <b><u>TOTAL:</u></b>                                  | <b><u>41 000</u></b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>EAJA: MEDIA LAW REFORM CAMPAIGN IN EASTERN AFRICA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 RAF/07</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | Regional   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 38 600  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 32 000  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Eastern Africa Journalists Association (EAJA)<br>B.P. 4099 – Djibouti, RDD<br>E-mail: <a href="mailto:eaja@eaja.org">eaja@eaja.org</a> ;<br>EAJA Secretaty General: Omar Faruk Osman |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | EAJA and UNESCO Addis Ababa  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Eastern Africa   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | EAJA, in cooperation with UNESCO<br>Addis Ababa  |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Although the past decade has shown signs of increasing media diversity and pluralism in Eastern Africa, some countries of the region continue to have media policies and laws that potentially curtail overall freedom of expression in media.

According to a recent survey conducted by the Eastern African Journalist Association (EAJA) with the financial support of the European Union on Press Freedom and Working Conditions in Eastern Africa, at least a dozen repressive media laws and policies curtailing media freedom in the region were identified, even though national constitutions guarantee freedom of media to some extent.

Examples of these laws include Ethiopia's Proclamation No.652/2009 (Proclamation against Anti-Terrorism), which allows detention without charge for acts deemed harmful to the state. According to the International Press Institute (IPI) website, an independent newspaper, Addis Neger, closed and its editors fled Ethiopia in fear of persecution under this law. In the meantime, the Kenya Communications (Amendment) Bill passed in early 2009 gives the state more control of broadcast licenses and imposes high fines and prison terms for press-related crimes. In Uganda, the parliament passed in July 2010 the highly controversial Interception of Communication Bill which authorizes government security agents to tap private conversations as part of wider efforts to combat terrorism-related offences in the country. In Somalia, the Transitional Federal Government passed in 2009 an Anti-Terrorism Law that caused the detention and arrest of several journalists for weeks and months, for merely reporting on or interviewing Islamist rebels. In Burundi, the authorities are using the criminal code, particularly article 570, which deals with treason, to detain journalists.

These laws are just a few examples of how policies promote the indirect and direct legal repression of media freedom. These restrictive laws also create a limiting environment for media practitioners, and in the long term impinge on the success of media development in the region. Therefore, a progressive campaign to create momentum to reform draconian media laws needs to be carried out to advocate for progressive change, and promote the development of democratic media laws.

During the commemoration of World Press Freedom Day in 2009 in Kigali, Rwanda, which was organized by EAJA with the support of the Open Society Institute, the International Freedom of Expression eXchange (IFEX) and UNESCO, the journalists unions and media freedom organizations in attendance agreed to carry out a regional media law reform campaign. This proposal seeks to kick-start and initiate this campaign.

EAJA itself, in cooperation with relevant partners, intends to promote regional media law reform and launch regional campaigns in Eastern Africa, including the Horn of Africa and some Great Lakes countries, to stimulate discussions among the media community in Eastern Africa and promote environments conducive for media development.

This project therefore aims to advocate for democratic media law reform in this region by getting 25 regional key media practitioners and media groups representatives together, stimulate debate, awareness, discussion and subsequently develop a comprehensive "Programme of Action on Media Law Reform" in the region.

In this context, the ability of Eastern Africa media to understand and support democratic societies needs to be fostered. A safe, free and professional media environment supported by just and democratic laws that promote a favourable legal environment needs to be nurtured if Eastern Africa is to make a successful transition to democracy. EAJA requests IPDC support in its effort to increase the enabling legal environment, professionalism, capacity, and organization of journalists in Eastern Africa

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

The beneficiaries of this project are journalists and press freedom activists from Djibouti, Ethiopia, Sudan, Kenya, Somalia, Uganda, Tanzania, Rwanda and Burundi. The final beneficiaries are the citizens and peoples of the region, benefiting from more access to the independent media, increased freedom of expression, improved legal environment, decreased repression of free press and an increased democratic space.

## **3. DEVELOPMENT OBJECTIVE:**

The long-term objective is to develop an environment conducive to freedom of expression, pluralism and diversity of the media and advocate for democratic legal, policy and regulatory frameworks which protect freedom of expression, professional journalism and people's right to know, based on international standards and developed in participation of civil society.

## **4. IMMEDIATE OBJECTIVE:**

Creation of a network of media practitioners campaigning for media law reform in Eastern Africa.

## **5. PROJECT OUTPUTS:**

- 25 media representatives from the region equipped with thorough knowledge about media laws and policies in Eastern Africa;
- 25 media representatives from the region equipped with campaigning and advocacy skills;
- A broad-based "Programme of Action", i.e. a regional campaign supported by journalists unions and media freedom groups in reforming draconian media laws and defending democratic media laws developed;
- 2 background papers and a set of recommendations from the seminar;
- A roadmap on advocacy campaigns for their repeal, amendment or deletion set up;
- A task force to spearhead the regional activities established.

## **6. ACTIVITIES:**

- Identification of a media law resource person to lead the seminar;
- Identification of 25 seminar participants (Leaders of journalists unions, media owners associations and press freedom organisations; 2 from each of these nine countries: Ethiopia, Djibouti, Sudan, Uganda, Kenya, Somalia, Rwanda, Tanzania and Burundi- and 7 from local organizations);
- A 3-day seminar on "Media Law Reform in Eastern Africa" for the 25 participants. In the seminar, participants will identify legal structures that threaten media freedom in their countries with a view to proposing or advocating for their repeal, amendment or deletion. At the end of the workshop, they will have drawn out a Programme of Action and a campaign strategy for the comprehensive review of media laws that are used for repressing media freedom in the region. A Joint Regional Media Law Reform Taskforce will be formed to implement the Programme of Action. Composition of the joint taskforce will be determined during the seminar;
- Rolling out of campaign strategy, consultative meetings, advocacy and lobbying activities with policy-makers (Heads of States and ministers, intergovernmental organisations such as Intergovernmental Authority on Development (IGAD) and the East Africa Community (EAC), letter writing to the leaders, joint actions, harnessing legal experts, and use of Internet-based technologies such as online petitions, blogging, social networking (Facebook; Twitter; MySpace; LinkedIn), media sharing (YouTube, Flickr, Podcasting), online advertising / banner campaigns and e-mail newsletters).

**7. PROJECT INPUTS:**

- A media law expert to organize and facilitate the seminar;
- Seminar venue;
- Accommodation, airfare and refreshments for 25 participants;
- Printing of training materials;
- Two consultative meetings;
- One set of relevant case studies;
- Costs related to campaign activities.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS                         | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Identification of trainer and participants  |   |   |   |   |   |   |   |   |   |    |    |    |
| Seminar on media law reform                 |   |   |   |   |   |   |   |   |   |    |    |    |
| Programme of action developed and published |   |   |   |   |   |   |   |   |   |    |    |    |
| Campaigns and advocacy activities           |   |   |   |   |   |   |   |   |   |    |    |    |
| Preparation and submitting of final report  |   |   |   |   |   |   |   |   |   |    |    |    |

**9. INSTITUTIONAL FRAMEWORK:**

In September 2007, the leaders of national journalists’ unions and associations in Eastern Africa met in Djibouti to re-launch the Eastern African Journalists’ Association (EAJA), which is the sub-regional organization of the Federation of African Journalists (FAJ), the International Federation of Journalists (IFJ)’s regional body. EAJA is headed by Omar Faruk Osman who is General Secretary of the National Union of Somali Journalists (NUSOJ), a UNESCO partner [http://portal.unesco.org/ci/en/ev.php-URL\\_ID=24519&URL\\_DO=DO\\_PRINTPAGE&URL\\_SECTION=201.html](http://portal.unesco.org/ci/en/ev.php-URL_ID=24519&URL_DO=DO_PRINTPAGE&URL_SECTION=201.html)) in Somalia, which was recently awarded the World Movement for Democracy’s 2008 Democracy Courage award for its efforts to protect freedom of expression in Somalia and the French republic’s Human Rights Prize for 2009. From its headquarters in Djibouti, EAJA advocates for freedom of expression and the respect for freedom of association for journalists throughout the region. EAJA’s affiliate unions are the national journalists’ unions and associations of Burundi, Djibouti, Ethiopia, Kenya, Rwanda, Seychelles, Somalia, Sudan, Tanzania and Uganda.

EAJA, which has annual budget of more than US\$ 500 000 sourced from the European Union, the American Centre for International Labor Solidarity and the Open Society Institute. EAJA has a regional Secretariat based in Djibouti and 20 staff members. During the past year, it has conducted 11 regional workshops and conferences on press freedom, trade unionism and human rights in Djibouti, Rwanda, Sudan, Uganda, Burundi, Ethiopia and Djibouti.

If approved, this project will be supervised by the experienced EAJA staff members who are conducting outreach activities and workshops in the region.

**10. SUSTAINABILITY:**

The Joint Taskforce that will be formed within the seminar will drive the campaign and the implementation of the Programme of Action formed during the seminar. EAJA will seek additional funding from other partners to conduct follow-up consultative meetings with representatives of government bodies in charge of these law reforms, e.g. Ministries of Information and Communication, and keep up fruitful engagements on the need for reforms.

EAJA has increased its sources of fund-raising in recent years, as it has received funds from the European

Commission (EC), the Open Society Institute and the Solidarity, and its unions have been contributing to its solidarity Fund. EAJA has also conducted several fundraising activities and secured its administrative and 70% of its programmatic costs.

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

Internally, EAJA has a periodic review, which is conducted by its Executive Committee as political or other changes occur in any of the countries concerned. EAJA will evaluate this project by documenting the proceedings of its seminar; through feedback from participants both during the activity and the in-country monitoring phase through the national journalists organisations, assessing the implementation and impact of the campaign and advocacy efforts on the level of legal reform and safety of journalists.

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

EAJA conducted a survey on Press Freedom and Working Conditions of Journalists in Eastern Africa with the support of EU and the IFJ. EAJA also carries out systematic monitoring of the press freedom situation in the region, which has been showing a negative picture of the current press freedom situation. In these alerts and reports, governments are adopting sophisticated tactics by using draconian laws to stifle journalists' rights and freedoms. EAJA joined UNESCO Offices in Dar es-Salaam and Nairobi for the celebration of World Press Freedom Day held in Zanzibar on 2-3 May 2010, and the outcome of the celebrations confirmed that repressive laws and safety of journalists are major problems in the region.

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

EAJA will submit four-month progress reports as well as a final report. EAJA Secretary General is responsible for the project implementation, while EAJA Coordinator Moise Gahungu will be submitting the project reports with the help of Senior Programme Officer Moustapha Farah Daher.

### **D. BUDGET**

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

|   | Qty      | Unit price | Total                |
|---|----------|------------|----------------------|
| Venue with lunch and refreshments:                | 3 days   | 500        | 1 500                |
| Consultant's fee:                                 | 3 days   | 250        | 750                  |
| Round-trip economy class airfare of consultant:   |          |            | 710                  |
| Consultant accommodation:                         | 4 nights | 90         | 360                  |
| Round-trip economy class airfare of participants: | 18       | 710        | 12 780               |
| 18 participant's accommodation:                   | 4 nights | 90         | 6 480                |
| Per diem for 25 participants:                     | 4 days   | 30         | 3 000                |
| Stationery:                                       |          |            | 420                  |
| Campaigns (Task force meetings):                  |          |            | 6 000                |
| <b><u>TOTAL:</u></b>                              |          |            | <b><u>32 000</u></b> |

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

|                                    | Q-ty      | Unit price | Total               |
|------------------------------------|-----------|------------|---------------------|
| Communications:                    | 10 months | 100        | 1 000               |
| Coordinator's salary contribution: | 7 months  | 800        | 5 600               |
| <b><u>TOTAL :</u></b>              |           |            | <b><u>6 600</u></b> |



## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>TRAINING IN ENVIRONMENTAL JOURNALISM AND IN THE PRODUCTION OF CONTENT ON SUSTAINABLE DEVELOPMENT IN WEST AFRICA</b>       |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 RAF/08</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | <u>Category 3</u> : Media as platform for democratic discourse   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Human resource development   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | Regional   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 35 000  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 25 000  |
| <b>9.</b>                        | <b>PROJECT BENEFICIARY</b>                    | Journalists from the West African states of Burkina Faso, Mali, Niger, Senegal, Guinea-Conakry, Guinea-Bissau and Cape Verde |
| <b>10.</b>                       | <b>IMPLEMENTING BODY</b>                      | UNESCO BRED A and UNESCO Bamako  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | UNESCO BRED A  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | UNESCO BRED A and UNESCO Bamako  |
| <b>DECISION OF THE BUREAU</b>    |   |  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Recently there has been a strong demand, on the part of the local media in several West African states, for better handling of environment-related information. This can be accounted for, on the one hand, by the growing importance of the effects of climate change in this part of Africa, and on the other hand, by the fact that, up until not too long ago, this issue was generally only briefly addressed, if at all, in the fairly general training provided in journalism schools, which explains the absence of specialists trained in environmental issues.

Given the major challenge posed by environmental issues, the absence of specialists in the media is a serious shortcoming. As such, this project aims to strengthen the capacity of journalists in this domain.

Although the media in this part of Africa is increasingly aware of the importance of environmental issues, the latter are still not adequately addressed in the local media organs.

The requested training aims to provide journalists with new tools enabling them to better handle information relating to sustainable development. It is in this context that a training session on the production of content on sustainable development was held for journalists from the sub-region, in the Malian town of Sélingué, from 15 to 21 September 2010.

This project is being submitted as a follow-up to the course in Sélingué. Its aims are (i) to sensitize media employers and Editors-in-Chief to issues relating to climate change and sustainable development, (ii) to test the "sustainable development toolkit" developed by UNESCO, with a view to adapting it to the realities of the West African sub-region, and (iii) to subsidize the production of a series of articles on climate change and sustainable development in various West African media outlets.

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

The beneficiaries of the project are journalists from Burkina Faso, Mali, Niger, Senegal, Guinea-Conakry, Guinea-Bissau and Cape Verde, working with private and public media organs with an interest in sustainable development.

### **3. DEVELOPMENT OBJECTIVE**

This project aims to contribute to improving the handling of information on sustainable development and climate change, and to encourage journalists to address environmental issues in a more in-depth and professional manner.

### **4. IMMEDIATE OBJECTIVE**

The immediate objective of this project is to sensitize 30 West African media employers and Editors-in-Chief—from Niger, Mali, Senegal, Burkina Faso, Cape Verde, Guinea, Guinea Bissau—to the issues of climate change and sustainable development, and to test the UNESCO "sustainable development toolkit" with a view to adapting it to the realities of West Africa.

## **5. PROJECT OUTPUTS**

- 30 media employers and Editors-in-Chief sensitized to environmental and sustainable development-related issues, and possessing tools enabling them to communicate more effectively on those issues;
- A toolkit adapted to the realities of West Africa;
- A series of articles on climate change and sustainable development published in various West African media outlets;
- A web site on sustainable development and climate change for media professionals.

## **6. ACTIVITIES**

- Selection and invitation of participants and consultants;
- Sensitisation of media employers and Editors-in-Chief;
- Coordination of training-related activities;
- Production of the training-activities report;
- Commissioning of the articles to be sponsored;
- Testing of the climate-change and sustainable-development toolkit and adaptation to the West African context.

## **7. PROJECT INPUTS**

- Consultants (experts in environmental and sustainable development issues);
- Training materials;
- Transportation for participants;
- Accommodation and catering for participants;
- Secretarial tasks and logistics;

## **8. WORK PLAN**

- Preparatory meeting;
- Finalisation of work plan and themes;
- Preparation of training materials;
- 3-day awareness workshop for media employers;
- Testing of the toolkit and adaptation to the West African context;
- Production of the activity report;
- Commissioning of sponsored articles and publication in West African media.

## **9. INSTITUTIONAL FRAMEWORK**

The training sessions will be conducted and the toolkit tested under the supervision of the UNESCO Offices in Dakar and Bamako, both of which have supervised this type of training in the past.

## **10. SUSTAINABILITY**

The aim of the training is to strengthen the capacity of the journalists so that they are better able to address environment-related issues. Additionally, the media organs in which the journalists are employed will also see an improvement in their capacity to deliver high-quality reporting to the targeted audiences. Heightening awareness among media employers and Editors-in-Chief will facilitate the publication of articles on the topic. Similarly, the sponsoring of a series of articles will contribute to establishing a culture of journalism on the theme.

## 11. FRAMEWORK OF MONITORING

The project will be implemented by the UNESCO Regional Offices in Dakar and Bamako, which will share the results of the training with other colleagues, with the aim of replicating the experience where possible.

## 12. EVALUATIONS

Various awareness workshops and courses organised by UNESCO over the last few months—both at Headquarters and in the field—have enabled the project team to identify the priority areas for improvements in handling climate-change and sustainable development-related information.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

An activity report will be produced at the end of each training session, and will serve as the basis for work on other activities on the topic.

### C. ADDITIONAL INFORMATION

A regional workshop for journalists, on the production of content relating to sustainable development, was held from 15 to 21 September 2010, in Sélingué. An international conference on climate change, organised jointly with UNEP, was also held at UNESCO Headquarters in September 2009. The conclusions and recommendation of these two important events formed the basis for this project.

The UNESCO Offices in Dakar and Bamako have included this type of training among their activities scheduled for the current biennium. As such, they will be able to provide long-term follow up on the themes of climate change and sustainable development. Funds will also be raised from local partners to complete the amount requested from the IPDC.

### D. BUDGET

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

|   |               |
|---|---------------|
| Participants' air fares (return tickets to Bamako): | 8 500         |
| Local transport (hiring of a bus):                  | 2 000         |
| Accommodation and subsistence allowance:            | 8 000         |
| Hiring of a meeting room:                           | 1 500         |
| Fees for the 3 trainers (USD 1,000.00 per trainer): | 3 000         |
| Secretariat services:                               | 500           |
| Miscellaneous (office supplies, communications):    | 1 500         |
| <b><u>TOTAL:</u></b>                                | <b>25 000</b> |

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

|                               |               |
|-------------------------------|---------------|
| Bamako Office's contribution: | 5,000         |
| Dakar Office's contribution:  | 5,000         |
| <b><u>TOTAL:</u></b>          | <b>10 000</b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>BOLSTERING THE SAFETY AND PROTECTION OF JOURNALISTS IN EASTERN AFRICA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/55 RAF/09</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | Category 3: Media as platform for democratic discourse   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | Promotion of freedom of expression and media pluralism   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | Regional   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | Financial  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | US\$ 167 800   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | US\$ 39 400  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | Article 19 – Kenya and Eastern Africa<br>P.O. Box 2653,00100 - Nairobi<br>Tel: +254 (20) 3862230/2<br>Fax: +254 (20) 3862231 |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | UNESCO, Nairobi<br>Hezekiel Dlamini and Lydia Kiniti   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | Eastern Africa: Burundi, Eritrea, Kenya, Somalia, Rwanda and Uganda  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | Henry O. Maina, Director<br>Article 19 Kenya and Eastern Africa  |
| <b>DECISION OF THE BUREAU:</b>   |   |  |

## **B. PRESENTATION**

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

The Eastern Africa region comprises twelve countries: Burundi, Djibouti, Ethiopia, Eritrea, Kenya, Mauritius, Uganda, Rwanda, Somalia, Sudan, Seychelles and Tanzania. Most of these (except Eritrea) have liberalised the media sector, ushering in media plurality as opposed to the early post-independence years where all media was state-controlled. Thus, most countries can boast a plurality and diversity of media as they have many newspapers (private and state-owned), radio stations (private, state and community) and television stations (private and state-owned).

In recent years, cases of kidnappings, intimidation, harassment, assaults, aggressions and violence against journalists and media workers in the six countries covered by the project have increased at an alarming rate, especially during election periods. The Committee to Protect Journalists observes that a total of 65 journalists have been killed in the six countries during the past two decades: 33 journalists in Somalia, 23 in Rwanda, 3 in Kenya, 2 in Burundi, Eritrea and Uganda respectively. The majority died in circumstance other than conflict. The assassinations of Jean-Leonard Rugambage, acting editor of the independent bi-monthly *Umuwugizi* (24<sup>th</sup> June 2010) and Sheikh Mohammed Abkey, Radio Mogadishu producer and trainer (4<sup>th</sup> May 2010) are recent examples that took place in Rwanda and Somalia respectively. Many others were assaulted, maimed, silenced and/or driven into exile or out of their profession.

Most cases remain unresolved due to the lack of credible investigation and prosecution processes an engrained culture of state impunity. The failure to prevent the killing of journalists and attacks on the media means that state authorities in the six countries are depriving their citizens of a fundamental human right, the freedom to seek, receive and impart information and ideas without frontier, which is guaranteed by the Universal Declaration of Human Rights, the International Civil and Political Rights (Article 19) and the African Charter on Human and Peoples' Rights (Article 9). The violations also affect the protection and realisation of other fundamental rights and the democratization process. However, there is limited public awareness in the six countries about the scale of the problem and its impact on the protection of fundamental human rights and consolidation of democracy and good governance. Currently, there are no specific formal or informal protection mechanisms for journalists. Most journalists operate in competition with each other, thereby losing opportunities to build professional solidarity as the first line of defence. A safety and protection training needs assessment for target journalists in the 6 countries has been undertaken by Protection International and the East and Horn of Africa Human Rights Defenders.

This project concentrates on six of the mentioned countries, where journalists lack safety and protection despite the frequency of threats and violence from multiple sources. It will use a holistic, multi-dimensional approach to provide protection to journalists at risk and link them up with human rights defenders, especially community workers and paralegals.

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

The target group for this project may be classified into two broad categories. First, the primary beneficiaries would be 30 journalists from the six countries covered by the project. That is 5 journalists from Burundi, Eritrea, Rwanda, Kenya, Uganda and Somalia respectively. The secondary targets will be the umbrella journalist organisations in the six countries and the sub-regional body-East Africa Journalists Association.

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

The safety and protection of journalists is strengthened by implementing protection measures and providing safety training that is monitored and documented in the Eastern Africa.

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

Thirty journalists to be trained over a period of 3-days on safety and protection, and a sub-regional safety and protection network to be established in the six countries.

**5. PROJECT OUTPUTS:**

- A network of 30 trained journalists to monitor, document and report journalists attacks and reprisals;
- A quarterly report on freedom of expression violations and attacks on journalists and human rights defenders;
- A safety and protection manual based on Eastern Africa context developed and published;
- An impact litigation strategy developed and launched in at least two cases.

**6. ACTIVITIES:**

- Fact-finding missions and documentation of violations against freedom of expression (in-situ and in-depth documentation);
- Training and awareness creation for journalists (2 training sessions for 30 journalism and media trainers on self-protection and safety measures; 2 training sessions for 30 journalists on networking and monitoring, documentation and reporting freedom of expression in the 6 countries);
- Six advocacy meetings with legislators and other policy actors at national levels;
- Three meetings at sub-regional level (East African Community), regional level (African Commission) and international (UN special Rapporteur);
- Preparation and publication of a safety and protection training manual in the Eastern Africa context;
- Advocacy among respective governments and sub-regional bodies for a preventive public policy;
- Information-sharing with the UN Special Procedures Mandate holders on Freedom of Expression;
- Information sharing with the AU Special Rapporteur on the same;
- Awareness-raising among the public and the policy actors;
- Gathering information to monitor and document the extent of violations on freedom of expression;
- Assess protection and humanitarian assistance measures needed and available;
- Examine and facilitate potential for legal security and assistance to journalists facing violence and reprisals;
- Advocate and campaign for policy and legal reforms;
- Lobby for State compliance with regional and international obligations.

**7. PROJECT INPUTS**

- Two trainers to train 30 journalism trainers on self-protection and safety measures in (2 sessions, 3 days);
- Two trainers to train journalists to network, monitor, document and reporting (2 sessions, 3 days);
- Overhead projector, laptop computer, tripod;
- Stationery;
- Project manager, project officer and administration officer for fact-finding and advocacy;
- Air travel, subsistence and accommodation for 30 participants, trainers and project team;
- 6 advocacy meetings and 3 meetings at sub-regional level.

**8. WORK PLAN**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Fact finding and documentation                                     |   |   |   |   |   |   |   |   |   |    |    |    |
| In -depth documentation  |   |   |   |   |   |   |   |   |   |    |    |    |
| Development of a safety and protection journalists training manual |   |   |   |   |   |   |   |   |   |    |    |    |
| Training on safety and protection                                  |   |   |   |   |   |   |   |   |   |    |    |    |

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advocate for preventive policy  | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Training on networking, etc.  | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Support national networks to meet and gather information  | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Provide information to special procedures mandate holders of the UN and AU                                | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Identification and support for 2 litigation cases in the region   | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Raise awareness among the public and policy-makers on cases and impact of aggressions against journalists | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Continuous monitoring at mid-term and end-term; Evaluation of the project                                 | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |

**9. INSTITUTIONAL FRAMEWORK:**

ARTICLE 19 Kenya and Eastern Africa is an independent civil society organization duly registered under Kenya’s Non Governmental Organizations’ Coordination Act in 2007. It is governed by an international independent Board that meets once a year and offers policy oversight. An executive director and a team of senior directors (operations, law and regional development), directors (Kenya and East Africa, Mexico and Central America, Bangladesh and Brazil) programme officers, a finance and administration staff lead the Secretariat. It is an affiliate of ARTICLE 19, Global Campaign for Free Expression, a company limited by guarantee (Company No 209722) and a registered charity (No 327421) established in 1987 and based in the United Kingdom.

**10. SUSTAINABILITY:**

The trained journalists would be required to transfer knowledge and skills to their colleagues. A joining of hands and sharing capacities and information among human rights workers and journalists will ensure that violations of freedom of expression, press freedom and access to information are recorded and used nationally, regionally and internationally to advocate for safety and protection.

**11. FRAMEWORK OF MONITORING:**

ARTICLE 19, together with the UNESCO Cluster Office in Nairobi, will undertake monitoring visits to the respective project countries and will work closely with the East Africa Journalists Association to carry out mid-term and final evaluations.

**12. EVALUATIONS CARRIED OUT:**

ARTICLE 19 programmes have been evaluated by SIDA a number of times. The latest report found recommended the establishment of a regional office in Nairobi and commended the programmes for being *extremely relevant, innovative and pace setting* in the Eastern Africa region.

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

ARTICLE 19 plans to undertake quarterly programme and financial reports that fit well with the organizational culture of tracking both results and expenses. At the middle of the project, ARTICLE 19 plans to undertake a mid-term review to inform subsequent implementation and tune interventions to the realities as the project progresses.

**C. ADDITIONAL INFORMATION**

This project seeks to bring together a number of local and international organizations that promote and defend freedom of expression and human rights protection for better delivery of results. UNESCO is a key partner for technical expertise. The International Media Support, Protection International, International Committee of the Red Cross and Rory Peck are additional organizations that Article 19 plans to collaborate



with for technical and financial support. Two trainers will be drawn from Mexico. One of the trainers, Ricardo Gonzales, has been the lead trainer on safety and freedom of expression issues in Mexico and Central America for Article 19. Information received from the monitoring and documentation processes in each of the 6 countries will be shared with UN bodies to engender further development of standards on protection and safety of journalists.

| <b>D. BUDGET</b>   |        |            |                      |
|--|--------|------------|----------------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION</b><br>(in US dollars) |        |            |                      |
|  | Qty    | Unit price | Total                |
| Mexico / Nairobi airfare for trainers:                   | 2      | 1 800      | 3 600                |
| Nairobi / Entebbe airfare for trainers:                  | 2      | 420        | 840                  |
| Honoraria and DSA for 2 trainers:                        | 6 days | 250        | 3 000                |
| Airfare Somalia / Kenya:                                 | 5      | 250        | 1 250                |
| Airfare Eritrea / Kenya:                                 | 5      | 300        | 1 500                |
| Airfare Burundi / Uganda:                                | 5      | 300        | 1 500                |
| Airfare Rwanda / Uganda:                                 | 5      | 300        | 1 500                |
| Accommodation and subsistence for 30 participants:       | 4 days | 120        | 14 400               |
| Local travel for 30 participants:                        | 2      | 45         | 2 700                |
| Visas for participants and trainers:                     | 20     | 58         | 1 160                |
| Training materials and rental of training equipment:     |        |            | 1 950                |
| National meetings for 10 participants:                   | 6      | 100        | 6 000                |
| <b><u>TOTAL:</u></b>                                     |        |            | <b><u>39 400</u></b> |

| <b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION</b><br>(in US dollars)                                    |           |            |                       |
|--|-----------|------------|-----------------------|
|  | Qty       | Unit price | Total                 |
| Staff costs: Director (10 % payment):  | 12 months | 405        | 4 860                 |
| Staff costs: Finance Officer (12 % payment):   | 12 months | 120        | 1 440                 |
| Programme Officer:   | 12 months | 1 800      | 21 600                |
| Communications:  |           |            | 3 000                 |
| Local transport:   |           |            | 4 200                 |
| Fact-finding missions for 2 experts in 5 countries:  | 5 days    | 460        | 23 000                |
| Adaptation of training manual from A19 Mexico:   | 14 days   | 250        | 3 500                 |
| Data gathering activities and 4quarterly reports:  | 6         | 2 800      | 16 800                |
| Study of a framework for monitoring, documentation and reporting of violations on freedom of expression: | 14 days   | 250        | 3 500                 |
| 2 African Commission meetings for 2 participants:  | 4 days    | 460        | 7 360                 |
| Air travel:  | 2         | 570        | 1 140                 |
| Identification and support of strategic litigation cases:  | 2         | 2 500      | 5 000                 |
| 2 reviews and evaluation missions in 5 countries:  | 5 days    | 460        | 23 000                |
| Consultancies:   |           |            | 10 000                |
| <b><u>TOTAL:</u></b>   |           |            | <b><u>128 400</u></b> |