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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS
SUBMITTED TO THE
IPDC**

Part I: AFRICA

**IPDC BUREAU
Forty-eighth meeting**



**UNESCO HEADQUARTERS, PARIS
7-9 MARCH 2005**

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REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	ACCE: CONFLICT MANAGEMENT JOURNALISM NETWORK
2.	NUMBER	PDC/48 RAF/01
3.	CATEGORY OF MASS MEDIA	BROADCAST AND PRINT MEDIA JOURNALISTS
4.	IPDC PRIORITY AREA	DEVELOPMENT OF HUMAN RESOURCES
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 142 700
8.	AMOUNT REQUESTED FROM IPDC	US\$ 80 000
9.	BENEFICIARY BODY	THE AFRICAN COUNCIL FOR COMMUNICATION EDUCATION (ACCE), NAIROBI, KENYA
10.	IMPLEMENTING BODY	THE AFRICAN COUNCIL FOR COMMUNICATION EDUCATION (ACCE), NAIROBI, KENYA
11.	PROJECT LOCATION	EASTERN AFRICA
12.	PROJECT PREPARED BY	THE AFRICAN COUNCIL FOR COMMUNICATION EDUCATION (ACCE), NAIROBI, KENYA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

An initial training project supported by the USAID for print and broadcast journalists from Kenya, Uganda, Sudan and Ethiopia journalists who report conflict issues in East and Southern Africa was held in Nairobi, Kenya. The overall goal was to improve the coverage of conflict issues in the region. The initial group of journalists set out to:

- Probe conflict issues as they have seen and covered them and to begin to define and understand the role they should play in promoting such coverage.
- Identify investigative techniques that best capture and communicate key issues,
- To better understand issues relating to conflict in Africa.

The training also aimed at:

- Giving journalists a chance to make direct contribution to ongoing discussions on ethical considerations and the dilemmas and constraints that apply to journalists who cover conflicts;
- Equipping journalists with tools and techniques for covering conflicts in the print as well as broadcast media

This first conflict management journalism training initiative underscored the need for proactive reporting as opposed to reactive reporting when handling conflict related stories if the media has to make a contribution to peace building efforts in Africa. However, it was noted that many of the journalists who report conflict issues on the continent are not well equipped with the relevant skills for them to shift gear and report pro actively.

During the field assessment visits that were carried out three months after the training in Nairobi, the one general observation that became apparent was the need to give attention to helping journalists network amongst each, not only at the national level, but also at the regional level. Efforts have to be made to broaden the networks of information resources available to journalists who report conflicts on the continent.

The network of conflict journalists in Africa as proposed by the ACCE thus offers a perfect opportunity for building a regional information resource network that would benefit many of Africa's journalists who report conflicts by making possible a platform that individual journalists can actively use to engage in the ongoing discussions on the various ethical issues and dilemmas that confront reporters who cover conflicts.

2. DESCRIPTION OF THE TARGET GROUPS

Print and broadcast journalists reporting on conflict issues in Burundi, Ethiopia, Malawi, Rwanda, Zambia and Zimbabwe. Furthermore editors and media managers would also be involved in the project. Other target groups include media trainers and professional journalism organisations from the mentioned countries as well as those that are regional in scope.

3. IMMEDIATE OBJECTIVES

- Establishment of a regional online databank on conflict issues that will entail information on trends that have impacted on the region, documentation containing projections regarding the future, personalities, statistics, speeches, treaties, cuttings of newspapers, recordings from broadcasting

etc. It will also provide access to information provided by specialist agencies dealing with conflict issues in Africa and globally;

- Internship opportunities aimed at exposing members of the network to realities in other countries;
- Conducting training workshops at country level to reach out to as many journalists as possible especially in conflict-prone countries like Burundi and Rwanda;
- A quarterly newsletter for the network.

4. DEVELOPMENT OBJECTIVE

- Provide a vital link between journalists who cover conflict in the target countries;
- Promote media professionalism through exposing journalists to information and resources that may not be available in their immediate surroundings or countries.

5. PROJECT INPUTS

- Four computers and two laser printers;
- Field trips to various countries to lobby support among various authorities including media managers, media support groups and professional communication and media organisations;
- Financial resources to publish a dedicated edition of the ACCE's lead journal the Africa Media Review under the theme: *The media and Conflicts in Africa*;
- Administrative support for the network. This will involve a desk officer to coordinate the network's activities at the ACCE secretariat in Nairobi, Kenya;
- Communication support for the network. This will include telephone, fax, e-mail, postage costs.

6. PROJECT OUTPUTS

- At least six in-country training workshops are to be carried out in Angola, Burundi, Ethiopia, Rwanda, Zambia, and Zimbabwe;
- Publication of a dedicated edition of the Africa Media Review under the theme: *The media and Conflicts in Africa*;
- About one hundred journalists will be trained in the six workshops proposed for Burundi, Ethiopia, Malawi, Rwanda, Zambia and Zimbabwe;
- Setting up of a website for the network which will also allow access to online databank;
- Increased networking between journalists who report conflict in the region
- At least five journalists from selected countries will undertake a two-week internship in Darfur, Sudan or any other suitable site to be identified;
- A quarterly newsletter for the network.

7. ACTIVITIES

- Six conflict management journalism training workshops for the following countries: Burundi, Ethiopia, Malawi, Rwanda, Zambia and Zimbabwe. They are to be conducted over a span of one year;
- The development and hosting of a website for the network that will provide access to the online resources referred to earlier;
- Publication of special edition of the Africa Media Review- ACCE's lead communication journal, under the theme: *The media and Conflicts in Africa*;
- A quarterly newsletter for the network;
- Research and building contacts with organisations and authorities involved in conflict management regionally as well as at the global level;
- Two week long internships for a select group of journalists.

8. WORK PLAN

Activity	Timeframe	Venue
Planning/making relevant contacts for the training workshops in Angola, Burundi, Ethiopia, Rwanda, Zambia, Zimbabwe.	January to February 2005	ACCE Secretariat
6 training workshops: Ethiopia, Rwanda, Burundi, Angola, Zambia, Zimbabwe	March–December 2005	Addis Ababa, Bujumbura, Kigali, Lusaka, Harare, Luanda
Call for papers/editing and publication of a special edition of the Africa Media Review under theme: <i>The media and Conflicts in Africa</i>	March–October 2005	
Development of promotional materials for the network: brochures and flyers	February–late March 2005	Nairobi
Quarterly Newsletter	Quarterly basis	ACCE Secretariat
Research / compilation of materials for the development of an online resource data base for Conflict Management Journalism reporting	May 2005–November 2005	ACCE Secretariat Nairobi, Kenya
Launch of website and online database resource	December 2005	Nairobi, Kenya
Networking with professional media organisations / media support groups, media managers and other authorities in the region to market the network	Jan 2005– February 2006	
Evaluation of training workshops: evaluators travel to the ground to monitor progress	February–April 2006	
Organised two-week long internships for the select group of five journalists to Darfur, Sudan	May 2006	
Evaluation of first internships	June–August 2006	
Planning the next phase of training workshops	August–October 2006	

9. INSTITUTIONAL FRAMEWORK

The African Council for Communication Education will essentially perform the implementation of the project with support from UNESCO Regional Communication Advisor for Eastern Africa.

The training activities in the 6 identified countries will be coordinated from Nairobi. However, much of the manpower involved in doing work on the ground will be sourced from the national chapters of the ACCE in the respective countries. An overall project coordinator will be in charge of all the technical aspects of the project, while the ACCE Programme Coordinator at the Secretariat will be in charge of the administrative and planning issues involved. Discussions on the progress of the project will be organised during the forthcoming ACCE Biennial Conference in Khartoum, Sudan, so that a wide range of reactions and resources may be drawn upon in project implementation.

10. SUSTAINABILITY

Once the project has been put in practice, we shall involve other partners through a vigorous publicity campaign. These will include governmental agencies like ministries of Information and

communication, regional bodies like IGAD, East African Community, NEPAD and the African Union, with the goal of generating greater support for the network, beyond the two-year period that is being proposed in this document.

At another level, we hope to generate greater sustainability for the network's operations by networking with national professional media organisations to support the activities of the network at local levels.

11. FRAMEWORK OF MONITORING

For the training workshops, evaluation will be done in two phases linking each other. Phase one will comprise the workshop training process, while phase two will be the follow-up phase to monitor and evaluate the actual skills that are being used. This implies monitoring the effectiveness of conflict management journalism by the journalists trained in phase one.

The usefulness of the online information resource databank will be gauged through a questionnaire send to various journalists, media managers, and professional media associations both at national and regional levels. One-on-one interviews with the mentioned authorities will also be carried out to generate information on how the online resource databank can be improved to make it serve the needs of journalists in the region.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Airfares / accommodation for ACCE consultants:	10 000
Research / development of online database (consultants, 6 months):	12 000
Accommodation / travel / per diem / training materials:	30 000
Lead consultant (12 months):	18 000
Monitoring and evaluation activities:	10 000
<u>TOTAL:</u>	80 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

ACCE management and professional staff:	36 000
Secretariat:	16 700
Maintenance (communication equipment):	1 000
Communications:	6 000
Mail and postage:	3 000
<u>TOTAL:</u>	62 700

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	CIRTEF POST-PRODUCTION AND PROFESSIONAL TRAINING CENTRE IN EAST AFRICA
2.	NUMBER	PDC/48 RAF/02
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	MEDIA INFRASTRUCTURE DEVELOPMENT AND HUMAN CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	SUPPLY AND INSTALLATION OF PRODUCTION AND POST-PRODUCTION EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$556 800
8.	AMOUNT REQUESTED FROM IPDC	US\$120 000
9.	BENEFICIARY BODY	TELEVISION COMPANIES OF BURUNDI, THE COMOROS, DJIBOUTI, MADAGASCAR, MAURITIUS, RWANDA AND THE SEYCHELLES
10.	IMPLEMENTING BODY	INTERNATIONAL COUNCIL OF FRENCH-SPEAKING RADIO AND TELEVISION COMPANIES (CIRTEF)
11.	PROJECT LOCATION	MAURITIUS
12.	PROJECT PREPARED BY	CIRTEF
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

African television and cinema industries have provided ample proof of the excellence of their directors and technicians.

What is often lacking in Africa is high-performance equipment. Hence the suggestion from CIRTEF that complete post-production units be set up in three African regions with good access to international communication networks: West Africa in the first phase, Central Africa in the second phase and East Africa in a third phase. The first two phases have been successfully completed.

This centre will serve as a dedicated post-production unit for African productions and as a training facility. The host country will make available suitable, appropriately fitted out premises.

Taking into account the particular subject matter, production will be handled by the respective national television companies, which by virtue of their contributions, notably in the form of personnel, will be recognized as fully-fledged co-producers.

Ten years' experience has shown that a large number of programmes, though excellent in terms of their concept, are not deemed to be of sufficiently high technical quality to meet the standards of the countries of the North.

Thus, in response to this problem and to the cultural identity and educational needs of Africa, to strengthen the in-house capacity of television companies and facilitate their access to state-of-the-art communication technologies and to provide opportunities for high-level training in modern communication technologies conducive to improving information flow, CIRTEF is proposing the setting up of this Centre in East Africa.

2. DESCRIPTION OF THE TARGET GROUPS:

The Centres, equipped with a digital film-editing and post-production unit, will make it possible to:

- Make available to African television companies reliable equipment to edit or re-edit a selection of the best programmes featuring their cultural identity as well as the best educational programmes (Burundi, Comoros, Djibouti, Madagascar, Mauritius, Rwanda, Seychelles)
- Provide opportunities for high-level training (directors, film-editors)
- Provide opportunities for international broadcast of these productions (via the networks of TV5: Europe – Africa – Middle East – Asia – North and South America)
- Make international audiovisual coproductions (UNESCO, UNICEF among others) at less cost
- Post-produce the best African productions in Africa rather than in Europe

These Centres make it possible to take the first step of affording some African productions the opportunity of being produced with resources of equivalent standard to that of the industrialized countries and, thus, of being more professionally crafted, while at the same time giving developing country professionals access to high-performance equipment.

Through an equitable system of rotation of access by the countries concerned, we expect to train a maximum of operators in mastering the most sophisticated techniques which they will then be able to use in their own organizations.

3. **IMMEDIATE OBJECTIVES:**

- To develop human resource capacities in audiovisual production: at least 5 training sessions a year for production teams, with a team comprising a director, film-editor and mixer
- To produce high-quality programmes: post-production of two series of seven documentaries a year
- To contribute to the development of African television companies
- To reduce the cost of production, previously assigned to foreign teams
- To reduce the cost of post-production by shifting it to Africa or to the most technically competent African television companies
- To run a hands-on, intensive course for a small number of technicians from African television companies and produce projects that would add value to their production capacity

4. **DEVELOPMENT OBJECTIVE:**

To enhance and raise the visibility of the cultural identity of the countries concerned to empower Africa to develop and promote its own image and its own communication.

The audiovisual Centres make available the vital infrastructure needed to facilitate international broadcasting of the images of the continent and to strengthen the resources needed for production, archiving (documents produced in a reliable format can be better preserved), transmission and broadcasting of the messages. They also have the potential to motivate directors and pave the way for the emergence of interesting projects.

5. **PROJECT INPUTS:**

a) Essential

Post production and training infrastructure and related equipment

b) Desirable

Sound booth

Digital multi-track audio recorder

Project monitoring

6. **PROJECT OUTPUTS:**

- Establishment of a professional training and post-production centre for East Africa
- Five annual training sessions for post-production teams (director, film-editor, mixer)
- Production and post-production of two series of 7 documentaries a year

7. **ACTIVITIES:**

CIRTEF has previously conducted training activities in audio and video digital technology in the sub-region. With this Centre, the idea would be to begin to offer regular retraining and refresher courses, by way of start-up activities.

However, the main activity will be centred around a structured programme of training sessions aimed at producing skilled practitioners in the post-production and making of high-quality television products. The programme will be funded by CIRTEF with the participation of the television companies for international distribution.

A standard programme of activities will be as follows:

- Definition, in conjunction with the television companies, of a series of productions on topics of common interest to the countries concerned (education, health, the environment, science, culture, etc.)
- Identification of experts, preferably from the South, to manage the programme over a fixed-term period
- Identification, with the television companies, of production teams to be trained
- Request the production of synopses by the directors concerned
- Organization of a training session for directors in writing with a view to producing scripts (at the Mauritius Centre)
- Financing of shooting by CIRTEF
- Pre-editing of shots in-house or at the Mauritius Centre
- Critical analysis of shots with the participation of the production teams at the Mauritius Centre
- Additional complementary shooting if necessary
- Supervision and training centred around the final editing and postsynchronization of the television products.

8. **WORK PLAN:**

Month 1: Provision by Mauritius of operational premises
 Assembly and installation of equipment: construction of the console, acceptance of the equipment, wiring, connection

Months 2 to 10: Training using previously filmed productions or coproductions
 Structure of international standard coproductions

Months 11 and 12: Evaluation of the project
 Upkeep of the equipment
 Making up for delays, if any

9. **INSTITUTIONAL FRAMEWORK:**

CIRTEF will be responsible for implementing the project in close collaboration with:

- UNESCO: selection of some projects; evaluations
- Member organizations: selection of projects; selection of participants for the training sessions; selection of technical production teams; evaluations
- Project partners: governments of the host countries of the units, the relevant ministries in the French-speaking countries, etc.

10. **SUSTAINABILITY:**

The long term viability of the project is assured in so far as the number of TV programmes and satellite channels continues to increase and the television companies of the South need to be prepared for the current technological shift to digital technology.

Africa will produce more and more images, communicate and defend its identity in the global audiovisual landscape.

In view of the dearth of modern, high-performance means of communication in Africa, this project must be seen from a very long term perspective. We believe that it is necessary to increase the number

of A.V. centres of this type and that a minimum of one in each of the major regions of Africa is essential if this initiative is to have a significant impact.

We can state that we have proven, with the first two phases, that the project is self-sufficient and viable, although it is still partially dependent on management personnel made available through cooperation agencies.

11. FRAMEWORK OF MONITORING:

CIRTEF will be in charge of monitoring the project and will report to UNESCO.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CIRTEF will produce its report every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

The IPDC has previously contributed to the putting in place of the first two Centres, in Cotonou in 1995 and in Yaoundé in 1998.

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

CIRTEF has already sent several of its staff on mission to Francophone African television companies. It very quickly became apparent that most of these stations severely lack reliable equipment of a standard that could compare with that of the countries of the North and convey a more accurate image of the capacities of the countries of the South. These missions also made it possible to identify the best directors and assess the training needs in of each television company. In addition, an report on the operations of the first two Centres is prepared every year.

Contribution foreseen by the beneficiary agency during the project period:

CIRTEF's contribution during the life of the project will take the form of financing the operating budget and the costs of production and post-production activities.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$):

I. VITAL

Computerized film-editing unit, audio and video monitors, DV-CAM editing player/recorder, DV-CAM cassettes, sound console, CD player, video camera, microphones (studio, HF clip-on and wire), HF transmitter/receiver for the video camera, 2 200 VA UPS, 6.3 KVA generator, technical accessories, PC, software, laser printer, scanner, remote control for DV-CAM recorder:

100 000

2. DESIRABLE

Sound booth: 4 000

Multi-track audio digital recorder: 7 000

Monitoring: 9 000

TOTAL: 120 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$):

Air-conditioner: 6 000

Electrical installation and console: 5 000

Staff remuneration: 250 000

Operating costs: 30 000

Follow-up report: 9 000

Training activities: 136 800

TOTAL: 436 800

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	JED: EXPANDING MONITORING NETWORKS AND LOBBYING FOR THE DEFENCE OF PRESS FREEDOM IN CENTRAL AFRICA
2.	NUMBER	PDC/48 RAF/3
3.	CATEGORY OF MASS MEDIA	ALL MEDIA (PRINTED PRESS, AUDIOVISUAL AND INTERNET)
4.	IPDC PRIORITY AREA	REINFORCING CAPACITY OF ALERT IN CENTRAL AFRICA
5.	SCOPE (national, regional, interregional)	REGIONAL (BURUNDI, CAMEROON, CHAD, CONGO/BRAZZAVILLE, CONGO DR, GABON, EQUATORIAL GUINEA, CENTRAL AFRICAN REPUBLIC, RWANDA)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 82 660
8.	AMOUNT REQUESTED FROM IPDC	US\$ 66 700
9.	BENEFICIARY BODY	JOURNALISTS, THE PRESS AS A WHOLE, THE AUTHORITIES AND THE POPULATIONS OF THE CONCERNED COUNTRIES
10.	IMPLEMENTING BODY	“JOURNALISTES EN DANGER” (JED)
11.	PROJECT LOCATION	BURUNDI, CAMEROON, CHAD, CONGO DR, CONGO/BRAZZAVILLE, GABON, EQUATORIAL GUINEA, CENTRAL AFRICAN REPUBLIC, RWANDA
12.	PROJECT PREPARED BY	DONAT M'BAYA TSHIMANGA, JED CHAIRMAN
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Almost all countries in the region targeted by the project have experienced armed conflicts over the last ten years. These conflicts have stunted democracy and development in various countries, including in the media sector. The media have an important role to play in conflict resolution, human rights education, good governance, the construction of democratic states and overall development. Journalists and media throughout the region are commonly harassed, threatened and even killed by various actors in the region. Media are commonly restricted through press laws and political harassment through the legal system. In such a situation, it is difficult to speak of free and pluralistic media in any part of the region.

In order for Central African media to fulfil their roles in society, they must be free and independent. Journalists should work in complete freedom without fear of reprisals or loss of freedom. *Journalistes En Danger* (JED) works for the decriminalisation of “press crimes” in all countries in Central Africa and thus contributes to the development of a free and pluralistic press within the region. JED is an NGO created in 1998 at the initiative of a group of Congolese (DRC) journalists. It is a secular and non-political organization with more than 500 members, 90% of whom being journalists. JED is not a journalists’ organization, but is an independent organization working for press freedom. JED principally works to raise awareness among journalists and the public, and works in conjunction with public authorities to stop attacks upon freedom of expression. JED publicises attacks on press freedom and sends letters of protest to end attacks upon the press and other media.

The project encompasses two parts for the first year of a four-point, multi-phase global project in the nine-country region. This section of the project supports the provision of networks to monitor attacks on journalists and media and lobbying for the defence of journalists and media. The other part of the project is institutional assistance to JED in Kinshasa and an awareness-raising programme for the public and media professionals.

At a moment when the governments of the region are concerting efforts to improve the peace processes and development, we must ensure that press freedom ranks among their priorities. This project will extend JED’s network and enable monitoring of violations of press freedom in the whole region, a crucial component in raising awareness of the issue among policymakers and the public. It will enable JED to lobby effectively for press freedom at the legislative level in the concerned countries.

2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of this project will be the journalists, mass media and national authorities of the nine countries of Central Africa, as well as their populations. This project directly concerns 5 000 journalists and media workers in all mass media, including the Internet.

3. IMMEDIATE OBJECTIVES

- To increase and reinforce the network so as to include 8 other countries in the region by training 16 principal monitors and 160 secondary monitors (10 persons trained by each primary correspondent). These monitors will investigate attacks against journalists and prepare the alerts to be sent to the central JED office.
- To prepare an annual report (5 000 copies) on the state of press freedom in Central Africa and lead the lobbying efforts and defend journalists and the media.

4. DEVELOPMENT OBJECTIVE

The immediate objectives will have a positive impact on democracy and freedom of expression, and will improve communication among the 9 target countries. On average, 75% of attacks on press freedom will be covered in one year and the rate of imprisonment will diminish. With greater protection, journalists will be free to collect, analyse and broadcast information freely, the professional quality of their work will improve and the press will put an important check on attacks on human rights and poor governance.

5. PROJECT INPUTS

Collaboration agreements with principal monitors, recruitment of a Central Africa coordinator for the JED office, investigations on the allegations of attacks on press freedom, training for principal monitors and secondary monitors, trainers, defence of the press in the courts, visits to imprisoned journalists, annual report, press conferences, preparation of external communication (protest letters, alerts), Internet site update for Central Africa

6. PROJECT OUTPUTS

- 16 principal monitors will be trained; each one will in turn train 10 monitors;
- A coordinator for Central Africa will be recruited and work in JED headquarters;
- Lawyers defend journalists and media in court (at least 50 trials);
- At least 52 prison visits to journalists;
- Publication and distribution of 5 000 copies of the annual Report on the “*State of press freedom in Central Africa*”;
- 20 press conferences concerning specific cases;
- At least 100 alerts, protest letters and press releases are produced;
- JED web site updated so as to improve regional coverage and access to information.

7. ACTIVITIES

- Installation of 8 regional country offices of JED;
- Training of 2 principal monitors per country in investigative techniques and alert editing using ITCs;
- Preparation and execution of contracts with principal and secondary monitors;
- Lobbying and defence efforts;
- Preparation of dossiers on journalists and media professionals prosecuted in the courts for their professional activities, and their submission to the firm;
- Collection and verification of information from the network concerning attacks on press freedom;
- Distribution of daily alerts and communiqués to the national network (IFEX);
- Production of annual report on press freedom;
- Organization of a conference on press freedom to publicise the annual report on the state of press freedom in Central Africa;
- Production of an activity report every four months.

8. WORK PLAN

Activity	Month	1	2	3	4	5	6	7	8	9	10	11	12
Installation of satellite offices		x	x	x	x	x							
Recruitment of monitors		x	x	x	x	x							
Training of monitors							x						
Investigation and preparation of alerts		x	x	x	x	x	x	x	x	x	x	x	x
Preparation of dossiers		x	x	x	x	x	x	x	x	x	x	x	x
Awareness-raising for each case		x	x	x	x	x	x	x	x	x	x	x	x
Preparation of annual Central African report													x
Press conference for annual report													x
Ongoing monitoring and adjustment		x	x	x	x	x	x	x	x	x	x	x	x
Activity reports					x				x				x

9. INSTITUTIONAL FRAMEWORK

JED is a voluntary association created by journalists in 1998 and with an open membership policy. An Executive Committee directed by the President, assisted by the Secretary-General, manages JED. The latter is responsible for programming; he is in charge of project implementation, monitoring and evaluation. An administrator provides for accounting. Five other managers assist the executive committee in the daily work of JED. Above the Executive Committee, is a Governance Council composed of all of the provincial and now regional monitors.

On the external level, JED has received a mandate from the Central African Media Organization (*OMAC, in French*) and the Central African Newspaper Editors' Association (*AEJAC, in French*) to extend its network to all of Central Africa. These organizations will be involved from the beginning in the implementation of the project and aid JED in the recruitment and training of monitors as well as assist in lobbying efforts. JED will also work with journalist unions and associations in the various countries as well as the governments and the state organisms concerned with media policy.

JED is also a member of IFEX and will benefit from its experience in the formation of a regional network and training its members. JED is also associated with *Reporters Sans Frontières* and *Article 19*. The regional network will also continue JED's policy of collaborating with African organizations such as MISA and MFWA in Ghana, concerned by information exchanges dealing with attacks on freedom of expression and joint efforts to improve press freedom in Africa.

10. SUSTAINABILITY

The present project is for the first year of a multiphase global project. The other components of the first year of the project have been submitted to other donors. We hope to obtain the support of *FreeVoice* in Amsterdam with whom we are in discussion concerning another section of the global project. Our efforts will continue with other traditional donors such as *NIZA*, the *Panos Institute*, Paris and the Foreign Ministry of the Netherlands, as well as others that we are in the process of contacting. JED has also signed a contract with *GRET* for institutional support until the end of 2006. This support concerns operating expenses for the office in Kinshasa, salaries for four staff members and communication expenses.

JED's fundraising capacity will allow us to find other donors together with UNESCO to continue the work on the Central African network.

11. FRAMEWORK OF MONITORING

JED is ready to work with any organization mandated by UNESCO to monitor the project. Internally, a periodic review is foreseen to adapt the project as political or other changes occur in any of the countries concerned.

12. EVALUATIONS CARRIED OUT

After one month, an external expert will evaluate JED's activities in the DRC since 1998. He has been in various provincial cities as well as the capital. This activity was financed by NIZA.

We foresee two internal evaluations during the duration of the project at 6 and 12 months. All external evaluations are welcome to allow us to redirect our efforts where necessary.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

JED foresees three activity reports to UNESCO, every four months in accordance with IPDC's requirements.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Investigative research:	7 200
Recruitment and training of monitors:	10 560
Offices:	2 000
Communication of information from field offices:	4 800
Extension of network into secondary monitoring areas:	3 000
Preparation of legal defence dossiers:	1 200
Advocacy and direct assistance:	12 000
Case defence media campaigns:	1 800
Preparation and publication of Annual Report:	17 500
Conference logistics, materials:	2 000
Monitoring, production of 3 reports and 2 evaluation reports:	4 700
TOTAL:	66 760

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Implementation / coordination staff costs:	6 000
Trainers and materials:	2 200
Preparation of dossiers for defence and advocacy:	5 200
Evaluation experts costs:	2 500
TOTAL:	15 900

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	MFWA:STRENGTHENING THE COORDINATION AND DEVELOPMENT OF A NETWORK OF FREEDOM OF EXPRESSION ORGANISATIONS IN AFRICA.
2.	NUMBER	PDC/48 RAF/04
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM; PROMOTION OF INTERNATIONAL (AFRICAN REGIONAL) PARTNERSHIP
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ASSISTANCE
7.	TOTAL COST OF PROJECT	US\$ 69,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 59,000
9.	BENEFICIARY BODY	NATIONAL AND REGIONAL ORGANISATIONS AND PROFESSIONAL UNIONS/ASSOCIATIONS ALL OVER AFRICA
10.	IMPLEMENTING BODY	THE MEDIA FOUNDATION FOR WEST AFRICA
11.	PROJECT LOCATION	ACCRA, GHANA
12.	PROJECT PREPARED BY	KWAME KARIKARI EXECUTIVE DIRECTOR, THE MEDIA FOUNDATION FOR WEST AFRICA, ACCRA, GHANA.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Existing situation

Since the mid-1980s, there has been a historic thrust for mass media pluralism and promotion and expansion of press freedom and freedom of expression in Africa. Absolute state monopoly of ownership and control of mass media remain now only in very few countries indeed. Fewer countries still limit print media monopoly to the state or government. In radio and television, the only region without independent and private local ownership and operation in any country at all is the North, from Egypt to Mauritania.

The UNESCO Windhoek conference and Declaration in 1991 gave both legitimacy and needed international impetus to the growing movement for media pluralism and press freedom that was building up from the late 1980s across the continent. The resurgence in media pluralism – alongside the processes for political democratisation – gave energy to the reorganisation, as well as the initiation in many cases, of national and sub-regional press unions/associations, independent press freedom/of expression organisations, and intensification of advocacy for free expression rights around the continent.

These African organisations, singularly or in collaboration with international groups, have made all the difference in the preservation, expansion and defence of freedom of expression and all its components in much of Africa. They have variously promoted legislative reform, exposed and led protests against attacks on and violations of free expression/press freedom, given legal defence to journalists and media before the law, provided protection to persecuted or conflict-displaced journalists and communication professionals, and helped to advance media pluralism in Africa. In the last few years, there has been growing communication, acts of solidarity, and collaboration between individual or among several groups of freedom of expression organisations on cases and issues at national, sub-regional or continental levels.

Extent of freedom and plurality of the mass media

The development of media pluralism and the state of press freedom and freedom of expression vary from country to country. Whereas most countries have press pluralism, broadcast pluralism is not as widely prevalent. The only region with complete media pluralism in the largest number of countries is the 15-member Economic Community of West African States (ECOWAS) where, as at now, only Guinea (Conakry) maintains state monopoly of broadcasting.

With regard to press freedom, the situation is even more chequered and varying. Many more countries nowadays have in their constitutions provisions that to a larger or lesser degree attempt to conform to the letter and spirit of Article 19 of the UN Declaration of Human Rights and other derivative international conventions. Fundamental legal and institutional reforms have been adopted in a good number of countries to promote and protect plural ownership and operation of media. Press freedom can be claimed to exist in practice truly in a growing number of countries today. The push for freedom of access to information legislation is gathering momentum in several places.

On the other hand, however, abuses and attacks on press freedom – sometimes fatal – go on in several countries and on a regular basis. In some cases, political developments have completely or severely reversed what progress had been achieved. In cases like that, through new decree or by impunity, state monopoly has been restored actually or virtually. In general, most countries still have on their statutes laws that make expressions on public or government officials criminal, thereby shielding officialdom from public scrutiny through media or speech. Examples are sedition, insult, and state secrets laws.

Public regulatory agencies in too many countries are still under the thrall of governmental interference. And in a number of others, government controls, tries to control, or encroaches on, the independence of media professional associations or unions. Fewer professional unions have the capacity to, or actually do, engage in activities to promote and protect the labour rights and working conditions of their members.

In a sense, too, this state of affairs in press freedom conditions of the media in Africa results from the forceful resurgence of media pluralism in the past two decades. The dynamic of the wave for freedom of expression would necessarily generate resistance from the forces, institutions, traditions and attitudes in society that are opposed to the freedoms. But the trend of developments indicates that, given strengthened and intensified advocacy on a continental level, the rate of progress is going to be faster and affect more countries. There has been important growth and strengthening of African regional mechanisms for rights promotion and protection in recent years. The African Commission on Human and Peoples' Rights has gained respectability, influence and effectiveness. The new African Court should add more backing to the work to promote, expand, defend and protect rights in Africa. This is an important opportunity for non-governmental advocacy organisations to strengthen these institutions and mechanisms by utilising and engaging with them. Greater progress obviously will be made if the advocacy organisations work more closely to strengthen cooperation and coordination of their activities.

The work of the network of organisations that will benefit from this project covers national and or regional press unions or associations, press freedom and freedom of expression legislation and policy, regulatory environment and mechanisms, and media development. All media and media professionals and owners stand to benefit from the advocacy work that these organisations are engaged in around the continent.

The principal problems that face progress for freedom of expression can be summed up as:

- The undemocratic laws that must be reformed;
- The repressive tendencies among people in authority;
- Weak institutional mechanisms to counter repressive tendencies and protect the rights;
- Weak media and civil society organisations and weak advocacy work;
- Weak advocacy to enforce governmental adherence to international conventions;
- Weak collaboration and networking among freedom of expression advocacy groups to promote issues across borders and on regional basis;
- Low public education on and mobilisation for freedom of expression rights.

The principal objective of the project is to build a network of freedom of expression organisations and by so doing strengthen their collaboration and capacity to increase and intensify advocacy work around the continent of Africa. Therefore, the project proposes to address the following principal problems in this order: strengthen networking and collaboration among freedom of expression organisations in Africa. Through this:

- To improve the capacity of individual national and sub-regional groups to strengthen advocacy work on national and sub-regional levels;
- To strengthen the capacity of the groups collectively to intensify work to promote adherence to and implementation of international and African conventions on freedom of expression;
- To promote concerted campaigns for reform of inimical laws and policies;
- To promote, through collaborative work of the network solidarity and a strengthened public opinion and influence that can deter and minimise the repressive tendencies among officials.

Considerable progress has been made generally and specifically in the advancement of freedom of expression rights. The atmosphere today presents favourable conditions to make more progress. The international situation is favourable, and African intergovernmental initiatives for mechanisms also add to the favourable conditions. There has also been a tremendous growth in civil society advocacy work. Many groups exist today at national and sub-regional levels. These conditions must be made

good use of. For, there is also a strong tendency for governments to retrench the gains made and to set back the trend of progress. This provides a great opportunity for concerted actions and programmes to intensify advocacy work, to promote, and to protect the rights of free expression.

The proposed conference to strengthen a network and to develop strategies for strengthening advocacy work, appears to come at an opportune time.

The solutions proposed through the project:

1. To strengthen a network, improve collaboration and coordination of common programmes and goals, and develop strategies for addressing key issues affecting freedom of expression situation in Africa generally and in specific serious cases;
2. To develop a programme of collective campaigns and advocacy involving all the partners in the network for particular continental issues;
3. To develop a common collective agenda on campaigns for redressing the worst cases of free expression abuses on the continent.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are the organisations to be invited to the conference and who would be considered interested in becoming partners in the network for collaboration. They are African-based regional pan-African, sub-regional, or national organisations that promote press freedom, freedom of expression, or media development anywhere in Africa. National press unions/associations may be represented through regional umbrella organisations such as the West African Journalists' Association (WAJA/UJAO), or the Organisation of the Media in Central Africa (OMAC). However, some particular national associations may be invited because of the special situation of press freedom in those countries that the network may consider on its agenda for collective advocacy. All the organisations must be independent and non-governmental in character and operation. They must have exhibited some initiative in promotion and advocacy for freedom of expression in their mandate area.

The following is a list of the key organisations to be invited to participate in the conference and the network:

Regional organisations

Media Institute of Southern Africa (MISA), Windhoek
Media Foundation for West Africa (MFWA), Accra
East Africa Media Institute (EAMI), Kampala
Journalists in Danger (JED), Kinshasa
Freedom of Expression Institute (FXI), Johannesburg
Panos Institute West Africa (PIWA), Dakar
West Africa Journalists Association (PIWA), Dakar
Organisation of Media in Central Africa (OCAM), N'djamena
Arab Press Freedom Watch, Cairo
The Inter-African Network for Women, Media and Gender (FAMEDEV), Dakar

National organisations

East Africa Media Institute (EAMI-S), Somalia
Ethiopian Free Press Journalists Association (EFJA), Addis Ababa
Ethiopian Media Women's Centre (EMWC), Addis Ababa
Eritrean exiled journalists
Media Rights Agenda (MRA), Lagos
Media Institute of Southern Africa (MISA), Zimbabwe
Press Union of Liberia (PUL), Monrovia
Organisation from the Lusophone South Africa National Editors Forum (SANEF), Johannesburg

3. IMMEDIATE OBJECTIVES

- To organise a conference of freedom of expression organisations in Africa to strengthen network building and coordination among them;
- To strengthen and intensify campaigns and advocacy for freedom of expression Africa-wide.

4. DEVELOPMENT OBJECTIVE

- Strengthening the collaborative networking of the freedom of expression organisations will advance and ensure democracy because the combined capacity and efforts of such a network will:
- Advance the adherence to and implementation of international conventions on freedom of expression by governments;
- Accelerate advocacy and processes for legislative and policy reforms;
- Strengthen solidarity actions and public awareness and opinion to promote defence and protection against attacks and abuses.

5. PROJECT INPUTS

A 3-day meeting of about 30 representatives of African freedom of expression organisations to develop strategies for network building and collaborative advocacy activities. Background research and documentation. A preparatory consultative meeting of the four initiators, namely the MFWA, MISA, MRA, and JED.

The requirements to get all this done is funds for

Travel; conference organisation; subsistence of participants; documentation and publication.

The meeting will invite representatives from key international freedom of expression organisations, such as the IFEX to which a good number of the organisations belong. It will similarly involve the African Commission on Human and Peoples' Rights as well as the UNESCO.

6. PROJECT OUTPUTS

The meeting will come out with the following:

A strategy document to guide the network's solidarity and cooperative work;

A document spelling out strategy for developing common campaign and advocacy work on key critical freedom of expression issues in Africa;

Ad hoc committees set up to implement follow-up actions decided by the meeting.

Activities

Consultations for developing the agenda for the meeting;

Research and background documentation;

Planning meetings;

Publicity.

7. WORK PLAN

The meeting is proposed for February 2005. That is, within a period of around six to seven months.

The following activities will be carried out:

August / December: A survey of existing and functioning freedom of expression or media rights or press unions/associations in Africa; preparation of background documentation;

September / November: Consultation processes for developing consensus on a conceptual framework for developing the programme and agenda for the meeting;

October / November: A preparatory and planning meeting of the four collaborating organisations (MFWA, MISA, MRA, and JED);

<u>November / January:</u>	Organisational arrangements (e.g. invitation, travel, venue, etc.) for the meeting;
<u>February:</u>	The meeting;
<u>February / May:</u>	Writing and publication of meeting report and recommendations;
<u>March :</u>	Implement actions decided by meeting.

8. INSTITUTIONAL FRAMEWORK

At the IFEX congress in Baku, Azerbaijan, June 2004, the participating African freedom of expression organisations agreed for the MFWA to coordinate the organisation of the meeting. The organisations present at the Africa Caucus in Baku were: MISA, MRA, JED, FXI, EAMI- Somalia, MISA-Zimbabwe, and MFWA.

The MFWA accordingly assumes the tasks of:

- Preparing the proposal to raise funds and support for the meeting;
- Initiating communication to identify and link up with all the organisations that must be contacted;
- Proposing plans and programmes for meeting the tasks;
- Providing administrative resource for coordinating the project.

The three other organisations will contribute directly by:

- Contributing to developing the concept, the programme and agenda;
- Participating in the background research and documentation;
- Sharing in the administration and coordination of the preparatory or planning activities; for example taking responsibility for coordinating tasks in particular regions, and for specific research and documentation assignments;
- Resource mobilisation for the network's budgets.

9. SUSTAINABILITY

The only guarantee for the sustainability of the network, is the existence and sustainability of the individual independent organisations that make up the network. This project is a cooperative programme of collaboration of existing independent organisations. No institutional structure is envisaged because there is no need for any special structure outside of the existing groups for coordinating any cooperative agenda of the network.

One of the key expected results is that, following the meeting there will develop regular communication and sharing of information among the members. Otherwise participation in the meeting as well as in any of its outcomes is voluntary. All activities will be on *ad hoc* basis. The network functions only when there is an issue that brings together any number of the organisations to work together. This may take the form of solidarity actions, active collaboration in joint programmes, or complementary actions to support a cause. However, for the conference's recommendations to be implemented and for the objective to be sustained, modest resources will be required for coordinating basic secretarial work.

Ordinarily, therefore, the network has no need for elaborate facilities to manage its existence, because it is not supposed to operate any independent structure.

However, the key issues of continental import that would require broad joint actions would need resources to deal with. How such projects ought to be handled will be resolved by the meeting. In any event, the central factor for sustaining the network's activities is communication and mutual support.

Framework of Monitoring

UNESCO may mandate its office in Accra to monitor the progress of this project.

It may also assign anyone of the following institutions based in Ghana:

the School of Communication Studies, University of Ghana; the Ghana Journalists Association; IBIS.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submitting project:

Initiated research to identify and compile list of organisations working in all areas of freedom of expression in Africa.

Assistance sought other than IPDC:

The amount of US\$ 10,000 needed to add to IPDC support of \$ 59,000 will be raised from a number of sources that support the organisations already. The four collaborating coordinators of the project will each assist in raising the remaining amount of funds.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Airfares	20 520
SCS Bus - 250 × 4 days	1 000
Pre meeting	200
Accommodation (30 Persons × \$ 70 × 6 days)	12 600
Conference package (40 persons × \$ 14 × 3 days)	1 680
DSA (30 persons × \$ 35 × 6 days)	6 300
Interpretation (equipment: \$ 250 × 3 days)	750
Interpreters (3 persons x \$ 450 × 3 days)	4 050
Rapporteurs	900
Coordination	4 000
Preparatory meeting	7 000
TOTAL	59 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Background research and documentation	4 500
Communication	2 500
Translation of conference material	1 600
Stationery	1 400
TOTAL	10 000

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	WAJA: HARMONIZATION OF MEDIA LAWS IN WEST AFRICA
2.	NUMBER	PDC/48 RAF/05
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 77 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 55 000
9.	BENEFICIARY BODY	WEST AFRICA JOURNALISTS ASSOCIATION (WAJA)
10.	IMPLEMENTING BODY	WAJA
11.	PROJECT LOCATION	WAJA HEAD OFFICE IN DAKAR, SENEGAL
12.	PROJECT PREPARED BY	WEST AFRICA JOURNALISTS ASSOCIATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

West Africa has witnessed a fair amount of crisis through this decade, and there seems to no immediate end to it, as one country after another rolls into conflict of one form or the other. Underlying these crises, are poor governance, lack of public participation on issues relating how governments are run, corruption and very harsh and obnoxious media laws. In most countries in West Africa, there exist fundamental differences and conflict in constitutional provisions relating to media laws and new Acts of Parliament, most of the times with progressive objectives, enacted into law. In actual legal argument, the entrenched provisions and constitutional clauses do take precedence and have greater weight over Acts of Parliament. Similarly, though many of the countries do have statutory media or selfregulatory mechanism to improve freedom of expression, the fundamental and entrenched constitutional provisions do undermine the aims and objectives of the regulatory bodies so established especially relating to media ownership, libel and insult laws, professional code and accreditation. For instance in Sierra Leone, an Act of Parliament established a media regulatory body known as the Independent Media Commission. One of its responsibilities is to register and license news outlets. There is a fundamental constitutional provision that reserves the right of issuance of radio and wireless license to exclusively the country's Head of State. Similar situations abound in Guinea, Liberia and The Gambia as a testimony to this fact.

In the view of the harsh and unfavourable conditions, journalists are operating in the sub-region especially under extremely difficult legal framework, including criminal libel and insults laws and moves by countries for a regional integration. It would be ideal and beneficial to freedom of expression, transparency, public participation in governance, the defence of human rights and conflict prevention to harmonize the media laws of countries of the ECOWAS region, which will serve as the basis for a common ground for a comprehensive integration. With a pro-democracy harmonized legal framework, the region would have prepared the launching pad for regular elections, which has been a source of conflict, public participation in governance and transparency being the bedrock of integration as in the case of the EU.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project will be the media practitioners, the population of the sub-region and the governments themselves.

3. IMMEDIATE OBJECTIVES

The immediate objective of this project is undertake a comprehensive media law reform in the various countries of West Africa, documenting the conflicts existing in the national constitutions and other legal provisions, and harmonizing them both at national levels and for a region aspiring to economic and social integration.

4. DEVELOPMENT OBJECTIVE

The main development objective will be the extension of the frontiers of freedom of expression and the benefits of observance of democratic values in the sub-region.

5. PROJECT INPUTS

- Training of various national coalitions for media law reform advocacy;
- Consultancy / research;
- National stakeholders meeting;
- Documentation.

6. PROJECT OUTPUTS

A comprehensive research will be conducted on the status of media laws in West African countries, with a view to identifying the national media legal frameworks where conflicts exist, digging out repressive and unprogressive media laws, so as to expunge and replace them with pro-democratic ones which will set a common media legal framework within the ECOWAS region.

7. ACTIVITIES

- Undertake research in the various national media laws in West Africa;
- Collating each country media law, identifying conflicting provisions and detailing repressive laws for repeal;
- Mounting national advocacy strategy coalition for sensitisation and reform;
- Compiling new draft media laws for the region, using the best country's in the region as the baseline.

8. WORK PLAN

- The various countries media law research, including identifying conflicts in provisions and repressive nature, will last for one month and will be conducted simultaneously in every country;
- Country draft law will be made available in the third month and is to be considered at a two-day national stakeholders meeting of all major stakeholders which will approve the draft;
- There will be one consultant / researcher for Cape Verde and Guinea Bissau. Nigeria and Ghana will have one consultant / researcher and similarly Sierra Leone, Liberia and The Gambia. Côte d'Ivoire, Togo and Benin will have one, as is the case for Mali, Burkina Faso, Niger, Senegal and Guinea.

9. INSTITUTIONAL FRAMEWORK

- Research for national media law and identification of improper laws, arranged by language group of countries, one month with one researcher for Lusophone countries, two researchers for Anglophone countries and three for Francophone countries;
- Mobilisation and creation of a national advocacy coalition for public sensitisation, and mounting advocacy strategy;
- Documentation and compiling various national reports and providing draft media law for West Africa.

10. SUSTAINABILITY

This is a one-off project, which does not need to be sustained.

11. FRAMEWORK OF MONITORING

The various national Commissions in the countries concerned, media stakeholders, media organizations and the appropriate government agencies will form part of the monitoring group.

12. **EVALUATIONS CARRIED OUT**

None.

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

The consultants will report on a bi-weekly basis to the national Committee, who will review the work for transmission to UNESCO Dakar.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

Consultancy / research:	30 000
National coalition training:	10 000
National stakeholders meeting:	10 000
Documentation:	5 000
<u>TOTAL:</u>	55 000

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

<i>Each national journalist association will help providing the various media laws from their respective countries.</i>	
<i>Equipment</i>	10 000
<i>Publicity for draft provisions</i>	12 000

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	WAJA: MONITORING PRESS FREEDOM IN WEST AFRICA
2.	NUMBER	PDC/48 RAF/06
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	PROMOTING FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 54 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 49 500
9.	BENEFICIARY BODY	WEST AFRICA JOURNALISTS ASSOCIATION (WAJA)
10.	IMPLEMENTING BODY	WAJA
11.	PROJECT LOCATION	WAJA HQ IN DAKAR, SENEGAL
12.	PROJECT PREPARED BY	WAJA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The media landscape in West Africa is a very difficult one, with a severe clampdown on the press. Everyday, in West Africa, journalists are treated with impunity and in total disregard of local pressure for restraint. Abuses of journalists, whether in the form of burning down of printing equipment in The Gambia, detention of journalists in Senegal and Niger, killing of pressmen in Côte d'Ivoire and Burkina Faso, jailing of journalists in Benin and Sierra Leone is a source of great concern. Little is known of these numerous violations to the outside world, whose voice is more listened to than any internal protest. One fundamental flaw of breaking news about press violations in West Africa is that almost all of it is first heard from outside the sub-region as a result of poor networking, infrastructure and resources. The current problems associated with media rights violations and the immense secrecy in which governments conduct them is very adverse to press freedom. Therefore, it is necessary to expose the elements of this predicament with maximum disclosure for urgent action to be taken by all media stakeholders. This project aims at developing a sub-regional alert system network for West Africa, thereby establishing an observatory on abuses of media rights and persecutions of media personnel. An organized and regularly updated press freedom monitoring mechanism in West Africa is expected to drastically improve freedom of expression and expand the frontiers of unfettered practice of journalism.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries will be first the media practitioners and the citizenry of West Africa.

3. IMMEDIATE OBJECTIVES

The main objective of this project is to produce quick, factual and reliable information about press freedom violations wherever and whenever they occur, in the shortest possible way through the Internet, fax or telephone, thereby improving freedom of expression in the sub-region. The project would then require computers, online facilities, telephones and fax machines, which will be used in the dissemination of the alerts.

The 15 countries of West Africa are all members of the West Africa Journalists Association and will be included in this network. In each country, media practitioners will be trained to gather, analyse and disseminate information about press freedom violations.

4. DEVELOPMENT OBJECTIVE

The main development of this project is to broaden the space and scope of press freedom in the sub-region.

5. PROJECT INPUTS

The project would need:

- Fifteen computers connected to the Internet, fax and telephone lines;
- Basic training in accessing the Internet for the 15 operators in each country;
- Basic training in national media laws and country reporting skills.

6. PROJECT OUTPUTS

The various operators will provide information on press freedom and attacks on freedom of expression as they occur in their countries. The WAJA head office in Dakar, Senegal will serve as the clearinghouse.

7. ACTIVITIES

- One-week training of national operators in media laws and reporting skills;
- One-week training of national operators in basic Internet skills and vocabulary;
- Compiling and filing of alerts, and general country report on the media.

8. WORK PLAN

Two weeks for training;
One week for the installation of equipment.

9. INSTITUTIONAL FRAMEWORK

The West Africa Journalists Association will work with the affiliated media institutions in the concerned countries.

10. SUSTAINABILITY

The activities will be maintained by contributions from the national media organizations and WAJA, which will be responsible for all accrued communication expenses.

11. FRAMEWORK OF MONITORING

WAJA, the national media organizations and the UNESCO Office in Dakar and Accra will conduct a joint monitoring.

12. EVALUATIONS CARRIED OUT

There is a small-scale press violation alert currently under way.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

There will be a monthly report to WAJA, who will in turn report to IPDC.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

Several meetings have been held regarding the press freedom issues in West Africa; the alert system has always been considered as one of the possible solutions.

Contribution foreseen by the beneficiary agency during the project period

The beneficiary will be responsible for all communication bills.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

15 computers and accessories:	30 000
15 fax machines:	7 500
15 telephone sets:	1 500
Honorarium (resource person for computer and internet training):	3 000
Honorarium (resource person for training in media law and country reporting):	4 500
Training materials:	3 000
<u>TOTAL:</u>	49 500

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

<i>recurring communication expenses.</i>	15 000
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ANGOLA

A. PROJECT IDENTIFICATION		
1.	TITLE	ANGOLA: DEVELOPMENT OF THREE COMMUNITY MEDIA CENTRES FOR MARGINALIZED COMMUNITIES
2.	NUMBER	PDC/48 ANG/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA / RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 177 790
8.	AMOUNT REQUESTED FROM IPDC	US\$ US\$ 102 790
9.	BENEFICIARY BODY	UNESCO WINDHOEK
10.	IMPLEMENTING BODY	UNESCO WINDHOEK AND UNDP ANGOLA
11.	PROJECT LOCATION	THREE WAR-AFFECTED COMMUNITIES TO BE IDENTIFIED END OCTOBER 2004 DURING UNESCO WINDHOEK INITIATED FEASIBILITY / PLANNING STUDY.
12.	PROJECT PREPARED BY	UNESCO WINDHOEK
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

This project is based on the need to empower people, particularly those who are marginalised, and to facilitate their inclusion in a democratic system of governance whereby they can seek the accountability of their elected representatives and to ensure the transparency of governance at local levels. On page 8 of the July 2002 paper UNESCO contributed to the first meeting of the Preparatory Committee of the WSIS, it is clearly stipulated that the Organisation is ready to promote the development of appropriate information and communication tools to support decision making and encourage dialogue.

The need to help develop a vigorous civil society, empowered and able to organise itself, to articulate its interests and equipped to ensure transparency and accountability of the governance cannot be met without people having greater access to media and information sources, which are owned and operated by communities in the mother tongue. Hence, this project is proposed to give more opportunities for individuals and communities to access communication outlets that would facilitate free and fair participation in the democratic decision making process in a language they are comfortable with. On page 215 of the draft 32/C5, Community Multimedia Centres are dubbed a UNESCO flagship activity, as community media, coupled with telecentre facilities, offer marginalised communities a gateway to participation in the information society. Each such facility provides an information and communication platform for basic human development needs such as health, education, nutrition and income-generation. Promoting local content production, it recognises and utilises the wealth of skills, initiative and indigenous knowledge within the community. In this way, information, communication and knowledge become the basic tools of the poor in improving their own lives.

The project calls for training and equipment to set up three CMCs in Angola, complete with telecentre facilities, Internet connectivity, and a television set.

2. DESCRIPTION OF THE TARGET GROUPS

The CMCs will be set up in three of the provinces mostly affected by the war. As part of UNESCO's and the other UN agencies' efforts to rebuild the country, the CMCs will contribute to social reintegration of war veterans and displaced citizens.

3. IMMEDIATE OBJECTIVES

The immediate objective is to set up three functioning CMCs, complete with FM radio and telecentre facilities, that includes four P-IV computers, a scanner, a printer, a fax machine, and a television set.

4. DEVELOPMENT OBJECTIVE

To provide more opportunities for individuals in marginalised communities to access communication outlets that would:

- Facilitate free and fair participation of people in the democratic decision-making process and thereby help develop a vigorous civil society, empowered and able to help themselves, to articulate their interests and equipped to ensure transparency and accountability of the governance,
- Empower local communities to take advantage of new communication technologies and thus foster democratic participation in social development,
- Utilize radio to overcome lack of access and linguistic limitations in order to create shared interpretation of information retrieved through the Internet,

- Use local radio as an effective outreach interface between the people and the Internet (“*radio browsing programmes*”),
- Develop a community database that could eventually be used for local communities to retrieve and deposit data for educational and information requirements,
- Address issues affecting them such as poverty, agriculture, HIV/AIDS, child labour, gender discrimination, etc.
- Catalyse the implementation of e-learning

5. PROJECT INPUTS

Equipment (as mentioned in the attached budget).

Training of volunteers, technicians, and managers.

Technical/production and overall management trainers.

6. PROJECT OUTPUTS

- At least three new CMCs established;
- An informed community using the media to reach its goals in respect of issues such as HIV/AIDS, poverty reduction, basic education, domestic violence, etc.;
- Communities are in a position to address their information and communication needs through strengthened and improved community media;
- Communities have access to the Internet to ensure a fair share in the global information infrastructure, not only to receive information, but also to supply information relevant to indigenous development issues;
- Active community participation in developmental issues through the media;
- A sub-regional body is in place to promote community radio in the region;
- Empowered local communities capable to use ICTs to address their information and learning needs with respect to issues such as HIV/AIDS, literacy, career, employment, human rights, cultural heritage etc.

7. ACTIVITIES

- Identify sites in conjunction with national authorities with community participation,
- Recruit national coordinators,
- Renovate identified buildings for radio studios,
- Establish three new CMCs in marginalised areas.

Preparations / Groundwork

- Translate the UNESCO Community Radio Handbook into Portuguese,
- Adapt / develop relevant training material and programmes in consultation with existing Community media centres,
- Adapt / develop relevant training programmes in the use of ICTs and the development of ICT applications,
- Reproduce and disseminate reference kits,
- Facilitate negotiations with telecommunication authorities to obtain access to an internet link at a reasonable cost.

Advocacy / Sensitisation

- Prepare and sensitise communities with respect to community radio,
- Sensitise communities about the importance and potential with respect to the use of ICTs,
- Sensitise communities about and establish community media Councils,
- Promote the establishment of listener clubs,

- Advocacy for reference kits.

Training

- Organise training programmes,
- Create links with training institutions such as the Angola Journalism Centre.

8. WORK PLAN

1st Quarter: Site identification and renovations;

2nd Quarter: Procurement and installation of equipment;

3rd Quarter: Training and commissioning.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by UNESCO Windhoek with the assistance of UNDP in Angola. UNESCO Windhoek: Managing and monitoring of the project; UNDP Angola: Technical implementation of the project.

10. SUSTAINABILITY

Sustainability for the community radio is initially difficult in countries where it is introduced, but great strides have been made in this regard particularly in South Africa. The recently published UNESCO Handbook on Community radio will be used as a reference to generate income, and best practices will be drawn from Mozambique and South Africa.

11. FRAMEWORK OF MONITORING

A feasibility study that is commissioned by UNESCO Windhoek and planned for end October 2004 will outline monitoring and evaluation issues.

12. EVALUATIONS CARRIED OUT

Evaluations will be carried out every four months. The details will be defined after the feasibility study in October.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

A feasibility study has been initiated by UNESCO Windhoek for end of October 2004. A mission to Mozambique for lawmakers and decision-makers has also been planned for end September 2004, for them to familiarise themselves with the concept and influence possible required legal amendments.

No other assistance other than IPDC has been sought, but the private sector will be invited to buy into the project when the feasibility study is undertaken.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US \$

DESCRIPTION	QTY	VALUE US\$	TOTAL
Consultant	1	3 000	3 000
Experts in-country travel	1	1 500	1 500
In-service training of volunteers	3	1 500	4 500
Equipment for radio studio*	3	18 330	54 990
Equipment for multimedia Centre**	3	11 600	35 800
Monitoring and reporting	3	1 000	3 000
TOTAL (IPDC assistance for three CMCs)			102 790
Equipment for the radio studio*			
Mixing console with studioswitch, built-in tel. hybrid	1	3100	3100
Studio 1" capsule condenser microphone	4	120	480
Monitor speakers (pair) with built-in amplifier	2	1000	2000
Headphones	6	35	210
4-way headphone amplifier	1	144	144
Soundcard	1	100	100
Linedriver <i>Ultra Di Pro</i>	1	130	130
Microphone stands	4	45	180
Shielded audio cable complete with RCA connectors	1	275	275
Computer for audio editing: P4, 80 GB, 512 MB, CD-RW, 19" monitor, Win XP	2	1200.	2400
UPS 350 KVA	1	100.	100.
SUB-TOTAL (studio equipment)			9119
<i>Satellite receiver</i>			
Digital receiver	1	300	300
Antenna	1	50	50
SUB-TOTAL (satellite receiver)			350
<i>Reporter kit</i>			
Minidisc recorder	4	470	1880
Headphones	4	90	360
Reporter microphone	4	75	300
SUB-TOTAL (field recording)			2540
FM stereo transmitter	1	4900	4900
Antenna bay of 4 omni-directional circular	1	1021	1021
Antenna cable 50 metres	1	300	300
UPS 350 KVA	1	100	100
Total for transmitting system			6321
SUB-TOTAL (community radio station component)			18330

Equipment for the multimedia Centre**			
P4 PCs for CMC users	4	1000	4000
Dial-up telephone modem	4	200	800
LAN hub and cabling	1	300	300
Durable printer	1	500	500
Flatbed scanner	1	200	200
Software package with additional licenses	1	1200	1200
Digital camera	1	400	400
Digital projector	1	2000	2000
Television set	1	400	400
Video player	1	400	400
Installation of equipment	1	1000	1000
SUB-TOTAL (MULTIMEDIA CENTRE)			11 200

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US \$			
CONTRIBUTION	VALUE US\$	QTY	TOTAL
Building	10 000	3	30 000
Renovations	5 000	3	15 000
Furniture and fittings	5 000	3	15 000
Other	5 000	3	15 000
TOTAL:			75 000

ANGOLA

A. PROJECT IDENTIFICATION		
1.	TITLE	ANGOLA: STRENGTHENING OF THE CAPACITY OF THE ANGOLA NEWS AGENCY
2.	NUMBER	PDC/48 ANG/02
3.	CATEGORY OF MASS MEDIA	NEWS AGENCY
4.	IPDC PRIORITY AREA	PROMOTION OF FREE AND PLURALISTIC MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 119 130
8.	AMOUNT REQUESTED FROM IPDC	US\$ 119 130
9.	BENEFICIARY BODY	STRENGTHENING OF THE CAPACITY OF THE ANGOLA NEWS AGENCY
10.	IMPLEMENTING BODY	ANGOLA PRESS AGENCY (ANGOP)
11.	PROJECT LOCATION	NEWS AGENCY
12.	PROJECT PREPARED BY	PROMOTION OF FREE AND PLURALISTIC MEDIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Angola Press (ANGOP) was established in February 1976, after Angola's independence. It originated from the Information Department of the MPLA. The Agency was created and run under the one-party system. For most of its existence, ANGOP was used as the propaganda instrument of the one party state. The same can be said of the country's only television station, TPA and the national radio station, RNA and the government daily, *Jornal de Angola*. ANGOP was created to provide the widest possible coverage of the country, especially the rural areas, where the other mass media organisations could not reach because of the war and other factors. But after the democratic process and the introduction of a multiparty system in 2002, ANGOP became the provider of news for all media in the country. More than 100 newspapers have been licensed since and numerous private radio stations are on air. Currently, the State provides 95% of ANGOP's annual budget.

ANGOP is to be transformed in the near future into a parastatal company, with State and private shareholding and an independent board of directors. This project is envisaged to strengthen ANGOP, to promote equal access to information, freedom of expression and the strengthening of the pluralism and diversity of the media.

Today, in order to survive, face and adapt to the changes brought about by the new technologies, ANGOP has made a preliminary study on how to increase its income base. Among the findings is the creation of other services like video, radio, an improved photo service and most importantly, an ICT-based mechanism to control its production. Currently all ANGOP's news and photos are available free of charge on the Internet. Therefore it is of utmost importance to invest in new technologies in order to improve news collection, processing and distribution nationally, regionally and worldwide. This includes the use of satellite links in all the provinces (which has already started). It is also a priority to restructure the company in order to become self-sustainable to at least 50 %. Another major challenge is that of language. ANGOP provides news not only in Portuguese, but also in English, French and Spanish. There is however a need to improve these services. Last but not the least, training of human resources. Most of ANGOP's staff is grade 10 or 12 school leavers who received in-house training and are now regarded as journalists.

Therefore, the acquisition of a cost-effective web-based news management system. The training of staff, editorial, administrative and technical and assistance to the agency with the process of becoming a parastatal company is of vital importance if we want to strengthen the pluralism of the media on this former "one-party state".

In an effort to improve service delivery and become self-sustainable, ANGOP has as recently as last year discarded the telex system for satellite technology. However, the Internet system they have employed is counter-productive to the aims of the Agency. There is no control over the use of ANGOP's services. Anyone can access the ANGOP web page and download news copy or pictures free of charge. It is therefore important to employ effective control mechanisms that will contribute to income generation and eventually self-sustainability.

2. DESCRIPTION OF THE TARGET GROUPS

All staff of ANGOP and its clients.

3. **IMMEDIATE OBJECTIVES**

To equip the Angola Press Agency with a functional and cost-effective news management, archiving and distribution system, improve the capacity of its staff and advice to government to adapt media legislation to democratic principles.

4. **DEVELOPMENT OBJECTIVE**

Should the agency have a proper news management and distribution system and an adequately trained staff, the media will be in a better position to act as the people's watchdog and in a position to "give a voice to the voiceless" by affording people from rural areas an opportunity to participate in the democratic process through the media.

5. **PROJECT INPUTS**

- Equipment;
- Training;
- Technical assistance.

6. **PROJECT OUTPUTS**

- ANGOP will be equipped with web-based system to be able to process, distribute and archive news copy and pictures;
- ANGOP will be in a position to control the use of its products and thereby get paid for its services;
- Staff will be well trained to utilise the equipment to its fullest;
- All staff, editorial and technical, will have been through training courses in their respective fields.

7. **ACTIVITIES**

- To secure funding;
- To install new system;
- To train staff;
- Assistance in drafting commercialisation proposals.

8. **WORK PLAN**

The project shall be implemented over a twelve-month period:

- Installation of new system: 3 months
- Training: 3 months
- Commercialisation sensitisation process: 6 months

9. **INSTITUTIONAL FRAMEWORK**

The National Commission of Angola will implement the project with the assistance of UNESCO Windhoek.

10. **SUSTAINABILITY**

To overcome the challenge of self-sustainability, ANGOP intends to become a parastatal company to be able to operate as a commercial entity. This will allow the Agency to diversify its income base, e.g. offer IT training, Internet access, video and radio production, media training, etc.

ANGOP will:

- Enlarge the 'network' of correspondence all over the country, covering even the smallest communities;
- Increase the quality and dissemination of news and pictures;
- Save in licence fees as the proposed system is operated on open source software;
- Provide a special service for embassies and foreign missions.

11. EVALUATIONS CARRIED OUT

The project will be evaluated on a monthly basis.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The Agency has replaced the telex system with satellite technology and has computerised its newsrooms countrywide, with the exception of three provinces.

Contribution foreseen by the beneficiary agency during the project period

- Office space;
- Maintenance costs;
- Telecom services.

Assistance sought other than IPDC

None.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

News management system:	78 130
Training:	20 000
Advisory services:	15 000
Monitoring:	6 000
<u>TOTAL:</u>	119 130

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Upon approval of this project document, ANGOP will seek financial support from the government to supplement the training budget.

BENIN

A. PROJECT IDENTIFICATION		
1.	TITLE	BENIN: STRENGTHENING THE HUMAN AND TECHNICAL RESOURCES OF THE PERIODICAL «MADAME AFRIQUE»
2.	NUMBER	PDC/48 BEN/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (National, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$30 834
8.	AMOUNT REQUESTED FROM IPDC	US\$28 524
9.	BENEFICIARY BODY	AFRICAN WOMEN OF BENIN AND OF WEST AFRICA
10.	IMPLEMENTING BODY	
11.	PROJECT LOCATION	COTONOU
12.	PROJECT PREPARED BY	BERNARD G. ZANKLAN, PUBLICATION DIRECTOR «MADAME AFRIQUE»
DECISION OF THE BUREAU		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

Benin has been a liberal democratic republic since 1990. The country has a surface area of 112,622 km² with a population of around 6,500,000 inhabitants. Freedom of the press is visible through the plurality of press companies. This freedom is enshrined in the Constitution of Benin and guaranteed by the *Haute Autorité de l'Audiovisuel et de la Communication*. The media landscape is regulated by the Law of 1960 as regards the print media segment, and the Law of 1997 on the liberalization of the airwaves for the privately-owned radio and television stations.

The Beninese media is free in so far as no censorship by the public authorities is allowed. Media legislation is quite liberal, above all for the print media where, on simple declaration, a press company can be set up and cannot be banned. From 1990 to date, no print or electronic media company has been either suspended or taken out of circulation or off the air.

This capacity building project for the monthly *Madame Afrique* falls within the print media category. *Madame Afrique* is essentially a women's publication. The only Beninese periodical with national and sub-regional scope, designed mainly for women, is faced with the challenge of a lack of IT equipment for its production and the inadequacy of the training of its staff: journalists, computer engineers and other associates.

In the immediate term, *Madame Afrique*, which has no printers, scanners or camera equipment has had to face the problem of the lack of IT equipment. The periodical outsources its printing to computer centres and is, therefore, subject to the decisions of printers who sometimes reject the mock-ups presented citing illegibility or lateness.

To overcome this situation, the periodical needs to have appropriate IT and office automation equipment. In the medium or long term, it would need in-house printing facilities in order to reduce its printing costs and improve its management.

The only foreseeable solution at the moment is the purchase of IT equipment. This is essential to ensure that the periodical appears regularly and to guarantee an improvement in earnings.

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

Madame Afrique is targeted mainly at African, West-African and Beninese women.

3. **IMMEDIATE OBJECTIVES:**

- To strengthen the periodical's equipment base
- To strengthen staff training (2 computer engineers specialized in DTP, 2 sales representatives, 3 journalists) over a 2-month period in editorial techniques, print media for women and the running of a press company (marketing and management).

4. **DEVELOPMENT OBJECTIVE:**

It is widely acknowledged that African women are not in a very privileged position as regards either the production or consumption of media information. However, democracy, which is an essential development tool, requires synergies among all productive forces and it is clear that women cannot be

excluded from this process. Involving women in media activities and providing them with the information they need forms part of the effort to improve communication capacities in Benin.

Press freedom exists in Benin and is integral to the democratic fabric. Women must have the opportunity to enjoy this freedom and it is, therefore, important to help women exercise this freedom.

5. PROJECT INPUTS:

3 computers with accessories, journalists, operators, sales managers, trainers (CAFPJ).

6. PROJECT OUTPUTS:

- 3 women journalists trained in editorial and editorial office techniques for women’s print media
- 2 computer engineers trained in newspaper assembly and micro-publishing
- 3 sales representatives trained in sales management in the press industry

7. ACTIVITIES:

- Purchase and installation of computer and office automation equipment
- Training session at a journalism training institute

8. WORK PLAN:

Activity	Timeframe	Month 1	Month 2
Purchase of equipment		████████████████████	
Installation		████████████████████	
Training sessions		████████████████████	████████████████████

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented jointly with suppliers and the organizations involved. All purchases will be made locally from recognized companies that supply IT and office automation equipment.

The organizations concerned are the *Centre Africain de Formation et de Perfectionnement des Journalistes* (CAFPJ), *L’Institut Supérieur de Journalisme*, *Tropicom Communication*, international firm specialized in the management of press and communication projects and the Beninese Journalists’ Association (AJB).

The CAFPJ will be responsible for the training aspect of the project.

Tropicom will be in charge of purchasing, installing and training staff to use the equipment.

AJB will be entrusted with project monitoring and evaluation.

10. SUSTAINABILITY:

Madame Afrique has been in existence since February 1993. The publication, therefore, has over ten years’ experience and will, thus, continue to appear and should be able to diversify its partners both in terms of corporate and advertising sponsors.

11. FRAMEWORK OF MONITORING:

To monitor the project, we suggest the professional organization, AJB, which is the first such organization in Benin to bring together both private and public sector professionals.

Madame Afrique undertakes to present a report to the IPDC every four months. For the purposes of implementing the project, we decided to call on the services of the firm *Tropicom*, specialized in the management of communication projects. The firm carried out a preliminary evaluation at the head office of the periodical and agreed to help us conduct a more precise assessment of our needs.

By way of contribution to the project, *Madame Afrique* will offset 15% of implementation costs.

No assistance has been sought from any other structure.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION **(IN US\$):**

EQUIPMENT	
3 multimedia computers	4 837
2200 VA UPS:	870
HP laser A3 printer:	11 775
HP 2500 L A4 colour printer:	1 540
740 C HP laser scanner + negative:	705
2 Nikon 5700 digital cameras:	2 990
Cabling:	543
Switching console:	163
TRAINING	
Editorial techniques for women's press:	1 277
3 DTP operators:	906
Sales management:	1 277
EVALUATIONS	
3 ad hoc controls:	735
Mid-term evaluation:	906
TOTAL:	28 524

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION **(IN US\$):**

Trainees' remuneration:	190
Journalists' salaries:	543
DTP operators' salaries:	543
Sales representatives' salaries:	543
Preparation of reports for the IPDC:	218
Running costs:	273
TOTAL:	2 310

BENIN

A. PROJECT IDENTIFICATION		
1.	TITLE	BENIN: VAKON COMMUNITY MULTIMEDIA CENTRE
2.	NUMBER	PDC/48 BEN/02
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (National, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$65 006
8.	AMOUNT REQUESTED FROM IPDC	US\$41 972
9.	BENEFICIARY BODY	VAKON VILLAGE COMMUNITIES
10.	IMPLEMENTING BODY	CPAAD-BEN (<i>Centre "Participer Aujourd'hui et Agir Demain"</i>)
11.	PROJECT LOCATION	VAKON VILLAGE
12.	PROJECT PREPARED BY	MR. JIMMY-CHRISTEL NGOMA (CPAAD-BEN)
DECISION OF THE BUREAU		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

Since the return of democracy to the Republic of Benin, reforms have been introduced in the media sector aimed, among other things, at the liberalization of media activities. The Constitution of Benin, promulgated in December 1990, forms the legal basis for national ICT policy. Indeed, under the Constitution, the State has an obligation to ensure equal access to information for all as well as to provide education and guarantee freedom of the media under the aegis of the regulatory body, *Haute Autorité de l'Audiovisuel et de la Communication* (HAAC). This Community Multimedia Centre (CMC) project, put forward by CPAAD-BEN, is the only one of its kind in the locality concerned. It brings together a community radio and a telecentre (Internet access point and telephone centre) and offers the community new prospects for sustainable development. Community telecentres make it possible for the most isolated villages to communicate with the outside world and to manage locally, on the basis of their needs, information relevant to the process of endogenous development. The CMC project represents an innovative initiative in the administrative district of Vakon. The aim of this project is to facilitate endogenous communication, an opening to the world and acquisition of the skills and know-how needed for the advancement of the rural communities of Vakon.

However, one of the problems encountered is that of connection to the Internet, as the quality of access is dependent on the technical solutions offered by service providers. One way around this problem is to use satellite Internet access via a VSAT system. This option facilitates high speed access and avoids the problems of weak and unreliable signals available through local service providers. It is based on a satellite terminal capable of providing Internet access for 20 computers. To guarantee fast Internet connection, and in anticipation of an increase in the CMC's installed computer base (up to 50 computers by the end of the first half of the year), a 32/128 KB subscription would be needed. On the basis of the signal selected and the number of computers to be connected, contacts have already been made to ensure that the technical specifications of the VSAT equipment match the needs of the CMC (*cybercafé* module).

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

As a geographic entity, Vakon is composed of 6 hamlets: Adonho, Gbo, Azohouè, Danto, Cotoklomè and Gbeji. Vakon has a population comprising mainly young people, with over 75% under the age of 25, and women, who account for 70% of the total population. Some of these young people attend the four secondary schools located in the administrative district of Vakon.

The CMC's modules will include, *inter alia*:

- A community radio station
- A community telecentre including an Internet access point (which could also serve as a virtual library)
- A telephone centre with telephone booths for Net phone and other services
- Photocopying, faxing, printing and other services
- A training centre in the use of computers and of the NICTs

The CMC project will thus benefit the two main target groups: rural populations and students

3. IMMEDIATE OBJECTIVES:

1-Creation of an Internet access point for the rural population (farmers and, above all, students) of the administrative district of Vakon. This cybercafé with a minimum of 20 computers connected to the Internet will also serve as a training centre for the rural populations. In order to increase its capacities, it is planned to increase the stock to 50 computers by the end of the first year of operations.

2-Installation of a community radio so as to facilitate communication and exchange of ideas within the rural community concerned as well as with the rest of the world. The programmes broadcast will focus essentially on rural and community development issues. Alongside civic education-related topics through which the CMC will contribute to strengthening the foundations of democracy in rural areas, the radio programmes will play a leading role in promoting new farming techniques and other methods of development. Added to these will also be programmes aimed at promoting literacy and information campaigns on STDs and HIV/AIDS.

In order to set up an Internet access point, introduce people to the use of computers and facilitate communication and the exchange of ideas within the community and with the outside world specialized equipment and services would need to be procured.

4. DEVELOPMENT OBJECTIVE:

Through the community radio, agricultural extension campaigns will be organized on a regular basis to promote, with the help of specialists, new farming techniques to help rural communities increase their productivity, improve their production and broaden their production capacities. These periodic campaigns, broadcast in local languages on the community radio airwaves, will also touch on many other aspects such as the management of natural resources for sustainable development, the promotion of organic farming and environmental stewardship.

In addition to reducing the area's isolation, and the use that the large number of students in the area will make of it, the Internet access point (Cybercafé) will contribute to agriculture & rural development by providing opportunities for local people to enter into contact with other farmers, exchange seeds, seek out partners around the world to improve the yields and income generated by their activities.

5. PROJECT INPUTS:

The necessary inputs for implementation are listed in the provisional budget under the heading «Breakdown of IPDC's Contribution».

6. PROJECT OUTPUTS:

- 1- Training of rural populations in the use of the NICTs (basic computing, e-mail):
- farmers and representatives or delegates of cooperative groupings
 - students (over 8,000)
 - civil servants and other persons interested in receiving training in NICTs.

Training will last 3 to 12 weeks depending on the target group and the objectives of the training session. On average, 40 rural people will be trained per session, i.e. 160 people per year for the sessions lasting 3 weeks, and around 680 people per year in the case of the 12-week sessions. This number will increase as the computer stock increases.

2-Establishment, equipment and start-up of a radio production unit for the benefit of the rural population.

Thanks to the community radio, several development activities will be made possible in Vakon: organization of agricultural extension campaigns (new farming techniques, meteorological conditions having an impact on farm activities), literacy programmes and AIDS awareness campaigns.

3- Establishment of an Internet access point (Cybercafé) with 20 computers put at the disposal of the people of Vakon. This service will offer the local population 15 hours of Internet access per day, i.e. 90 hours/week, 360 hours/month and over 1,000 hours/quarter.

4- A 70% reduction in the cost of telephone communications and a 40% increase in communication time. Indeed, the telephone centre set up within the telecentre to facilitate communication will use primarily Net phone, which will produce substantial cost savings.

7. **ACTIVITIES:**

- Acquisition of the computer and radio equipment
- Installation of the equipment for the CMC
- Launch of the activities of the CMC (telecentre and radio station)
- Connection to the Internet via VSAT
- Introducing (training) local population groups to the use of computers and of the NICTs
- Organization of «Radio-surf» programmes
- Training of trainers in NICTs

8. **WORK PLAN:**

<u>ACTIVITY</u>	<u>Timeframe</u>
Acquisition of equipment	10 working days after receipt of funding
Installation and fitting up of the CMC	25 working days
Connection to the Internet via VSAT	As soon as installation is complete
Launch of the activities of the CMC	As soon as installation is complete
Training sessions in the use of the NICTs	Every 3 months
Organization of «Radio-surf» programmes	Daily in keeping with the schedule of radio programmes
Training of trainers in NICTs	
- On-line	- Weekly session
- Training course:	- Annually

9. **INSTITUTIONAL FRAMEWORK:**

Several organizations will be involved in the implementation of the CMC:

- CPAAD-BEN: Promotion and management of the project
- CTB, AFVP and CPAAD-BEN: Installation of the equipment
- CTB and AFVP: Follow-up and maintenance
- OPT: Attribution of 4 telephone lines
- HAAC: Authorization to set up the radio station and attribution of a broadcasting frequency.

CPAAD-BEN (NGO): Centre “Participer Aujourd’hui et Agir Demain”

CTB: Belgian Technical Cooperation Agency

AFVP: Association Française des Volontaires du Progrès

OPT: Office des Postes et Télécommunications

HAAC: Haute Autorité de l’Audiovisuel et de la Communication

10. SUSTAINABILITY:

The viability of the CMC project is demonstrated through the earnings assessment, and the operating budget: staff salaries, consummables, external services, administrative costs.

11. FRAMEWORK OF MONITORING:

Progress of the project will be monitored in part by CPAAD-BEN. However, to ensure fully efficient monitoring of the CMC, CPAAD-BEN has already contacted the technical services of some development agencies present in Benin: the Belgian Technical Cooperation Agency (CTB) and *Association Française des Volontaires du Progrès* (AFVP).

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CPAAD-BEN will submit a full report on the financial and equipment-related aspects of the CMC's operations every 4 months to the UNESCO Regional Office, through the Beninese National Commission for UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received:

None.

Preparatory activities:

Contacts have been made with several structures. CPAAD-BEN has already approached HAAC with a view to obtaining the requisite authorizations and broadcasting frequency in order to shorten the lead time for start-up of the CMC's activities.

CPAAD-BEN has submitted funding requests to the UNESCO Regional Office, the UNDP local representation and the French Cooperation Agency as well as to several other local and international bodies. Similarly, a request for 3 telephone lines and a fax line has already been sent to OPT.

Contribution foreseen by the beneficiary agency during the project period:

In order to contribute to making the CMC a reality, CPAAD-BEN, with the agreement of the Vakon village communities, intends to provide both financial and organizational support.

Although CPAAD-BEN's financial contribution is modest (US\$21,986), it will be sufficient to meet the day-to-day running costs of the project as well as contingencies.

Assistance sought other than IPDC:

Although requests have been submitted to various funding agencies (UNFPA, UNESCO Regional Office, World Bank, UNDP, French Cooperation Agency and ACDI), no firm promises have been made except with regard to the timeframe in which the funding requests presented by CPAAD-BEN could be examined.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION **(IN US\$):**

Radio antenna pylon	1 000
30W FM transmitter:	4 470
PC multimedia server:	1 100
20 multimedia PCs (with Pentium-4):	18 500
Flat scanner:	185
Printer:	423
Digital projector:	1 754
Digital camera:	338
6 1,200 VA UPSs:	923
Television set:	346
Telephone/fax:	516
Photocopier:	1 077
4 telephones:	831
Software packages:	2 077
Installation of software:	400
Modem:	92
Hub and wiring for LAN:	184
Switching system:	154
VSAT (dish and modem):	3 320
32/128 KB Subscription (for the first 6 months):	3 420
Installation and configuration of VSAT:	462
TOTAL:	41 972

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(IN US\$):

Real estate costs:	1 661
Offices (Director, secretariat, reception):	254
Radio studio furnishings:	123
30 computer tables:	1 385
32 chairs:	296
Remuneration of the managing-director:	1 269
Staff salaries (secretary, receptionist, 2 data entry operators, computer engineer, guard):	2 585
Radio workers:	923
Consummables (ink, paper, CD-ROMs:	1 440
Electricity (6 months):	2 031
Upkeep and maintenance of the equipment:	4 154
Progress Reports:	969
Administrative expenses:	1 638
FRAMEWORK OF MONITORING::	2 308
Miscellaneous:	1 9998
TOTAL:	23 034

BURKINA FASO

A. PROJECT IDENTIFICATION		
1.	TITLE	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU
2.	NUMBER	PDC/48 BKF/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND COMMUNITY MEDIA DEVELOPMENT
5.	SCOPE (National, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$61 587
8.	AMOUNT REQUESTED FROM IPDC	US\$40 000
9.	BENEFICIARY BODY	PENGWENDE WOMEN'S ASSOCIATION
10.	IMPLEMENTING BODY	PENGWENDE WOMEN'S ASSOCIATION
11.	PROJECT LOCATION	SABOU
12.	PROJECT PREPARED BY	PENGWENDE WOMEN'S ASSOCIATION
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Modern media such as print and electronic media were introduced in Burkina Faso, as, moreover in the other French-speaking countries of Sub-Saharan Africa, on the eve of the wave of accessions to independence. At the time of independence, only the State-run electronic media and a very few privately-owned newspapers existed in Burkina Faso. It was not until some thirty years after independence that the media industry as a whole and more particularly the electronic media segment took off. This expansion was facilitated by the enactment of the Information Code in 1991, reformulated in 1993, and above all by the establishment in 1995 of the CSI (*Conseil Supérieur de l'Information/Higher Information Council*) whose main mission is to regulate the activities of the media industry. Thus, by the end of 2003, in the print media segment in Burkina Faso, there were around a dozen weekly and five daily newspapers. In 1998 CSI, the regulatory body, organized private radio and television stations in three categories: commercial, associative or community and denominational. The Pengwende Association's radio project is a natural fit in the associative radio category. Comprising 68 village groupings, Pengwende Association has been actively involved in development activities for more than a decade. Through its projects, the Association educates rural residents and promotes a participatory approach to development at the grassroots level. An approach such as this, which is integral to sustainable development, requires an appropriate communication system. In rural and semi-urban areas such as Sabou and its environs, no other medium presents the proven advantages of radio. Despite the poverty in the area, most households can afford to buy and operate a radio. The establishment of a radio station in Sabou will be a breath a fresh air for the entire region. The radio will be a first for Sabou and as such will bring relief to the population as a whole as people will no longer need to travel the more than 20 km away to Koudougou, or to Ouagadougou, for their various messages. In addition, synchronization with the national radio for news broadcast and some programmes will make it possible to maintain closer contact and proximity with the capital of the country, Ouagadougou. With a view to heightening the effectiveness of its actions, Pengwende Association has decided to set up a community multimedia centre. The other elements of the telecentre will assure balance and sustainability in managing the radio.

2. DESCRIPTION OF THE TARGET GROUPS:

Establishment of a radio station in a catchment area with a potential listening audience of over a million people (young people, men and women, with the latter making up around 52% of the population), and of a telecentre could widen the circle of beneficiaries of the offerings of Pengwende Association.

3. IMMEDIATE OBJECTIVES:

- Acquire the technical equipment needed to install and run a community multimedia centre in Sabou
- Train the staff who will run the community multimedia centre (radio hosting techniques, preparation of content, training in NICTs etc.)
- Provide the people living in the Sabou region with an accessible means of communication

4. DEVELOPMENT OBJECTIVE:

The community multimedia centre will be a driving force behind a qualitative change in the behaviour of the people resident in its host operating area. The multimedia centre will serve as a tool to facilitate the activities of the Pengwende Association in the socio-political and cultural arena and contribute to:

- Sensitizing rural dwellers to development issues
- Raising the visibility of rural communal authorities
- Promoting the dissemination of knowledge of citizen's civic rights and obligations
- Enhancing the status of rural women
- Encouraging the emergence of female leaders at the local level
- Promoting and encouraging locally-inspired artistic and cultural creation
- Encouraging initiative and creativity among the population, in particular, the young people
- Contributing to the dissemination of appropriate, high-performance production techniques
- Organizing programmes and game shows/competitions for schoolchildren
- Making the villages, their history and cultural heritage better known
- Familiarizing rural residents with NICTs

5. **PROJECT INPUTS:**

In order to achieve the immediate objectives, the project would need:

- Equipment for the installation of a community radio
- Equipment for the installation of a telecentre (telephone, fax, Internet, scanner, etc.)
- Training for the staff in radio broadcasting and management techniques as well as in NICTs

6. **PROJECT OUTPUTS:**

Women and young people from the Sabou region will become more aware of development issues and will also become more familiar with NICTs.

The people of Sabou will have access to a radio station to broadcast their messages and receive programmes dealing with issues of relevance to their community.

7. **ACTIVITIES:**

- Purchase of equipment for the radio and telecentre
- Training of the management staff
- Installation of the CMC

8. **WORK PLAN:**

- 3 months for the purchase and installation of the equipment
- 3 months for the training of the radio and telecentre personnel
- Launch of programmes

9. **INSTITUTIONAL FRAMEWORK:**

Pengwende Association will work in close collaboration with the Association of Community Radios of West Africa and with CIERRO/URTNA to execute the project and will benefit from their wealth of experience.

10. **SUSTAINABILITY:**

The operations of the Sabou community multimedia centre will be supported by funds generated from both the messages aired by the local population and the access to the various services offered for a fee by the telecentre (faxing, scanning, computing, etc.).

11. FRAMEWORK OF MONITORING:

Project monitoring activities include the monitoring of continued compliance with CSI specifications, the memoranda of understanding signed with the decentralized State departments, and the associations and NGOs active in the area.

In addition, periodic surveys will be conducted to get feedback from the public in order to tailor the content of the programme grid more carefully to the concerns and aspirations of the target audience, on the one hand, and on specific thematic subjects, on the other, in line with the development objectives to which they relate.

In parallel, the UNESCO Office in Bamako, URTNA and the Association of Community Radios of Burkina Faso will engage in monitoring activities during the project execution phase.

12. EVALUATIONS CARRIED OUT:

A study was conducted to assess the communication needs of the population of the Sabou region along with a feasibility study on the setting up of a CMC in the region.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Pengwende Association will submit a report detailing the most recent developments in project execution every 4 months to the UNESCO Office in Bamako.

C. ADDITIONAL INFORMATION

Previous IPDC support received:

None.

Preparatory activities:

A study was conducted to assess the communication needs of the population of the Sabou region along with a feasibility study on the setting up of a CMC in the region. In addition, the following activities were also undertaken prior to submission of the project to the IPDC:

- Submission of the tender dossier
- Obtaining of authorization from the CSI
- Registration of the agreement with the tax authorities
- Search/selection of a site
- Sensitization of the member village groupings and of the population of the area
- Information of the politico-administrative, traditional and religious authorities

Assistance sought other than IPDC:

A request was sent to the Danish Cooperation Agency and to AMARC.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):

Technical studio equipment (mixing console, 4 microphones with stands, baffles, headsets, audio amplifier, sound card, cables and connecting devices):	6 619
PC with professional audio management software and 19" screen:	2 400
350 VA UPS:	100
Digital satellite receiver:	300
Antenna:	50
Reporting equipment (recorder, headset, microphone):	2 540
150 W FM stereo transmitter:	4 900
4 omnidirectional aerials:	1 021
Feeders(50 m.):	300
350 VA UPS	100
5 desktop computers:	10 000
2 printers:	2 000
Scanner:	2 500
Photocopier:	5 000
Television set:	1 500
VCR:	670
<u>TOTAL:</u>	40 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$):

Submission of technical offer (consulting, assembly of the dossier, reproduction):	615
Submission of financial offer (consulting, bank guarantee, reproduction):	2 415
Registration of the agreement (stamp duty):	72
Acquisition of the land:	16 667
Furniture and office supplies:	1 818
<u>TOTAL:</u>	21 587

CAMEROON

A. PROJECT IDENTIFICATION		
1.	TITLE	CAMEROON: CAPACITY BUILDING FOR INDEPENDENT PLURALIST MEDIA
2.	NUMBER	PDC/48 CMR/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING / FREEDOM OF EXPRESSION
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING AND EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 70 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 900
9.	BENEFICIARY BODY	“THE STANDARD” NEWSPAPER GROUP
10.	IMPLEMENTING BODY	“THE STANDARD” NEWSPAPER GROUP / UNESCO YAOUNDÉ
11.	PROJECT LOCATION	BUÉA (Southwest Province, Cameroon)
12.	PROJECT PREPARED BY	“THE STANDARD” NEWSPAPER BUEA, SWP.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Cameroon is at a vital stage of its democratic process and for close to a decade now, the country has been experiencing a proliferation of newspaper publications and creation of independent radio stations that indicate Cameroonians are relishing some measures of media freedom and media pluralism. Despite this proliferation in the newspaper industry, many of the newspapers have not survived the wind of media competition and there is every likely tendency that many more will be off the stands.

The disappearance of some of these newspapers from the kiosks could be attributed to poor news treatment by enthusiastic, but significantly unprofessional journalists who quite often venture into newspaper business without adequate mastery and method. In such a situation, not only do newspapers are exposed to legal suits, also the journalists. This lack of professionalism is exacerbated by the non-mastery of the law as applicable to journalism practice, and it is against this background that this proposal is being elaborated.

Against this backdrop, this proposal is seeking to provide an opportunity for the journalists working in *The Standard* newspaper, to develop their intellectual and professional capacities through an appropriate and well-tailored training programme with a view to ensuring sound professional practice and reinforce the newspaper's editorial independence.

This project is innovative and consistent with the objective outlined below as it seeks to reinforce its editorial independence, promote press freedom and media pluralism through the development of professional skills of the newspaper's reporters. It is a novelty in Cameroon as no newspaper has ever initiated a training programme for its personnel.

2. DESCRIPTION OF THE TARGET GROUPS

This project targets the editorial desk (journalists and reporters) of *The Standard* newspaper which ever since its creation has never benefited from any training workshop organised either by the newspaper management or any other professional organisation to enable them refresh their professional aptitudes.

3. IMMEDIATE OBJECTIVES

Train the reporters on media law and media ethics with a view to sharpen their mastery of professional techniques while respecting privacy and checking out references to avoid litigation.

4. DEVELOPMENT OBJECTIVE

This project seeks to reinforce and sustain the paper's editorial independence by ameliorating the reporters' mastery of media law and media ethics.

5. PROJECT INPUTS

Equipment

- Computer equipment;
- Scanner;
- Laser printer.

Training

- Four resource persons (trainers);
- Workshop facilities.

Administration and logistic support (contribution of the submitting agency)

- Offices;
- Staff salaries;
- Telecommunications (telephone / fax / Internet).

6. PROJECT OUTPUTS

Reinforcement and sustenance of editorial independence so as to enhance professional responsibility

7. ACTIVITIES / WORK PLAN

The planned activities of the current project are:

- Acquisition, delivery, and installation and of equipment;
- Elaboration of training programme for modules I and II;
- Identification of resources persons;
- Organisation of first modular training;
- Submission of report to UNESCO;
- Organisation of second modular training;
- Submission of training report to UNESCO;
- Preparation final implementation report.

<u>Months 1 / 3:</u>	Purchase and installation of equipment;
<u>Months 3 / 4:</u>	Organisation of first modular training workshop;
<u>Months 4 / 5:</u>	Preparation of workshop report;
<u>Month 6:</u>	Organisation of second modular training workshop;
<u>Months 7 / 8:</u>	Preparation of workshop report;
<u>Month 9:</u>	Elaboration of final project Implementation report.

8. INSTITUTIONAL FRAMEWORK

The project will be implemented by the management of *The Standard* newspaper that will also solicit the technical backstopping of the Information and Communication Adviser at the UNESCO Office in Yaounde.

9. SUSTAINABILITY

The management of *The Standard* newspaper has developed a business plan that includes the acquisition and stocking of newsprint and has reviewed its viable advertisement policy to encourage more adverts.

10. FRAMEWORK OF MONITORING

The Union of Cameroon Journalists will, in collaboration with UNESCO Office in Yaounde, monitor the implementation of the project.

11. EVALUATIONS CARRIED OUT

Prior to the submission of this project, a need assessment was carried out focusing on the performance level of the newspaper's reporters. It was realised that despite the above-average level performance of the reporters, there was still need to improve on the professional output with particular focus on mastering media law and practice. Most Cameroon newspapers have quite often been seized, offices closed down and the reporters arrested and detained for publishing hate articles. Against this backdrop of police harassment, the assessment report recommended appropriate periodic training workshops for media personnel in general and those of *The Standard* newspaper in particular with a view to mastering media law and practice and guarantee editorial independence through objective and balanced reporting that is based on salient but verifiable facts.

12. FRAMEWORK FOR BENEFICIARY AGENCY'S REPORTING

The management of the newspaper will carry out the report on project implementation. The reporting will be conducted on a semester basis and this report will be sent to the UNESCO Office in Yaounde.

C. ADDITIONAL INFORMATION

General conditions of communication development in the country, region or sector covered by the project

Since the publication of the 1990 Law on Social Communication and the repealing of press censorship in Cameroon, there has been a growing awareness of press freedom and independence of the media as well as the role of the media in democratic processes. As a result of this growing consciousness of press freedom, independence and pluralism of the media, some reporters still do not understand the need for mastering professional ethics. The government through its ministry of Communication has now put in place a department that seeks to encourage the development of independent media in the country. Through this, annual subventions are offered to independent media organs, and importation of computer equipment and newsprint has been exonerated from import taxes.

Contribution foreseen by the submitting agency during the project period

During the project period, the submitting agency will provide the necessary administrative and logistic support:

- Renovation of the building (offices and newsroom),
- Conference hall for the proposed training sessions,
- Ensure the installation costs for new equipment.

Assistance sought from other sources than IPDC's

None.

Parameters and standards used by submitting agency to assess project costs

Equipment and training costs for this project have been assessed on the basis of current local market prices while taking into consideration current UN exchange rate for the dollar.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US \$

Equipment	
3 computers (Pentium IV, 2500MHZ, 256Mo, 40 Go HDD, sound card, 17” monitor) + Internet connection, 1 HP laser printer 1300N, 1 HP scanner with OCR option:	10 000
First module:	9 200
Coordination:	1 000
Consultants (300 × 4):	1 200
Workshop facilities/materials:	3 500
Transportation of participants:	900
Reproduction of training documents:	600
Workshop reports:	600
Communications (telephone/fax):	900
Miscellaneous:	500
Second module:	9 200
Coordination:	1 000
Consultants (300 × 4):	1 200
Workshop facilities/materials:	3 500
Transportation of participants:	900
Reproduction of training documents:	600
Workshop reports:	600
Communications (telephone/fax):	900
Miscellaneous:	500
Project monitoring:	1 500
<u>TOTAL:</u>	29 900

BREAKDOWN OF BENEFICIARY’S CONTRIBUTION IN US\$

Equipment and accessories:	25 000
Newsprints and production:	10 000
Renovation of offices and newsroom:	4 500
Reporting:	1 000
<u>TOTAL:</u>	40 500

CAPE VERDE

A. PROJECT IDENTIFICATION		
1.	TITLE	CAPE VERDE: MEDIA LAW REFORM
2.	NUMBER	PDC/48 CVI//01
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 73 062
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 000
9.	BENEFICIARY BODY	ASSOCIATION OF CAPE VERDIAN JOURNALISTS AND THE MINISTRY OF COMMUNICATION
10.	IMPLEMENTING BODY	ASSOCIATION OF CAPE VERDIAN JOURNALISTS AND THE MINISTRY OF COMMUNICATION
11.	PROJECT LOCATION	PRAIA
12.	PROJECT PREPARED BY	ASSOCIATION OF CAPE VERDIAN JOURNALISTS AND THE MINISTRY OF COMMUNICATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Cape Verde made a significant political reform in 1991, which resulted in the restoration of multi-party politics and other democratic values. The media took advantage of this development and many new newspapers with different socio-political policies were established, the once firmly government-controlled radio was transformed into a public service broadcaster and so too, were private radio stations were established. In order to meet the new challenges posed by the changed environment, a five-year media development plan was proposed for the period 2001 / 2005 inclusive. The main objective of the plan was to examine the existing legal and regulatory framework in which the present day Cape Verdian media is operating. The plan was also to explore and develop initiatives on the applications of the new media, particularly, the Information, Communication Technologies (ICT) and provide guidelines for distribution and marketing skills relating to the media industry. The new opportunities and conditions provided by the political reforms also called for a maximum private sector involvement and greater citizen's participation in news dissemination and governance respectively. The media has been sighted as key partner for national development and thus the creation of a favourable legal framework is imperative to play its expected role in national development. Although there is a relative press freedom in Cape Verde, there exist in the statute books certain laws that do curtail press freedom, and the absence of ones that do not give identity to media practitioners.

Therefore, this project envisages the total examination of the existing media laws for the purposes of reviewing and repealing those that are not compatible with the current democratic dispensation on going in the country. This proposal seeks to collect information on all existing, analyse those that conflict with spirit of the Constitution and enforceable legal provisions for the exercise of freedom of expression and the right to know.

2. DESCRIPTION OF THE TARGET GROUPS

The target groups include media practitioners, the Ministry of Communication, the Bar Association and civil society groups.

3. IMMEDIATE OBJECTIVES

- The immediate objective is to improve media law in Cape Verde so that the frontiers of press freedom will be extended.
- Review and repeal media laws that are not compatible, and which are hindrances for the development of press freedom and democracy.

4. DEVELOPMENT OBJECTIVE

The development objective is that by providing an enabling legal environment, the citizen's participation in the governance process and public debate in state will be enhanced.

5. PROJECT INPUTS

The project will require equipment such as computers and hiring media law specialists as consultants.

6. PROJECT OUTPUTS

The main result will be the enactment of a comprehensive and progressive media law in which democracy will flourish.

7. ACTIVITIES

- To research and document media legislative provisions;
- To organize workshops on these documented provisions, and make recommendation;
- To organize a media stakeholders expert meeting with a view to examining the recommendations so forwarded.
- To publicize the draft law for public debate;
- To publish the new legal framework for the attention of Parliament.

8. WORK PLAN

- | | |
|--|-----------|
| 1. Research and documentation: | one month |
| 2. Workshops through the country and recommendations made: | one month |
| 3. Stakeholders expert's meeting for examination of recommendations: | one month |
| 4. Publicity for new draft media provisions: | one month |
| 5. Publication of new draft law: | one month |

9. INSTITUTIONAL FRAMEWORK

The journalists Association and the Ministry of Communication will jointly carry out this project and experts/consultants will handle the technical details.

10. SUSTAINABILITY

This one-off project is to provide a new legal framework for media practice in Cape Verde; the Association of Journalists and the Ministry of Communication will monitor its effectiveness and observance.

11. FRAMEWORK OF MONITORING

Both the Association of Journalists and the Ministry of Communication will monitor this project in conjunction with the UNESCO Office in Dakar.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The implementing bodies will provide a monthly report.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

National workshops in the seven major cities:	15 000
Media stakeholders expert meeting:	6 000
Publicity for draft provisions:	9 000
TOTAL:	30 000

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Research:	13 062
Documentation:	15 000
Equipment:	15 000
TOTAL:	43 062

CHAD

A. PROJECT IDENTIFICATION		
1.	TITLE	CHAD: CAPACITY BUILDING OF THE CHADIAN MEDIA
2.	NUMBER	PDC/48CHD/01
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING
7.	TOTAL COST OF PROJECT	US\$64 700
8.	AMOUNT REQUESTED FROM IPDC	US\$39 200
9.	BENEFICIARY BODY	PRIVATE AND PUBLIC MEDIA
10.	IMPLEMENTING BODY	RESEARCH AND TECHNOLOGICAL EXCHANGE GROUP-MEDIA CLUSTER/UNION OF CHADIAN JOURNALISTS
11.	PROJECT LOCATION	N'DJAMENA
12.	PROJECT PREPARED BY	RESEARCH AND TECHNOLOGICAL EXCHANGE GROUP-MEDIA CLUSTER/UNION OF CHADIAN JOURNALISTS
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The national reforms which came into force in the 1990s brought about considerable societal change in Chad, including in the national media sector. The media sector, which has emerged from the gradual, in-depth reform process more liberalized and professional, constitutes one of the essential pillars of democracy and governance. It is noteworthy that as the changes unfolded some titles disappeared while others were remodelled.

Media pluralism is a recent phenomenon in Chad and, like in other countries newly awakened to plurality of expression against a backdrop of poverty, there are innumerable professional challenges. Today, Chadian media is at the forefront of pluralism of expression. This attests to the valuable experience of GRET (Research and Technological Exchange Group, Media Cluster), which has assisted the Chadian media in the past.

The government's efforts should also be acknowledged as the number of newspapers and journalists' associations continues to rise. However, the fact that each of the associations interprets the various texts in its own way poses problems. This situation creates confusion in the minds of the public and journalists with regard to compliance with the relevant legal texts and undermines confidence in the content of information communicated to the public.

This issue needs to be resolved so as to avoid it becoming a hindrance to the further development of the media, and more specifically, to the building of national media capacity.

2. DESCRIPTION OF THE TARGET GROUPS:

The direct beneficiaries of this project are journalists and media and professional organizations.

3. IMMEDIATE OBJECTIVES:

- To encourage journalists and communication professionals to adopt new ground rules in the day-to-day exercise of their profession, in keeping with the spirit of the reforms and with a view to strengthening democracy and good governance
- To foster freedom of expression and media pluralism in Chad
- To enhance the professional capacities of 75 journalists working in the print and electronic media
- To cultivate respect for professional ethics and standards by professionals across the board in Chad

4. DEVELOPMENT OBJECTIVE:

To strengthen the professional capacities of Chadian journalists working in public and private media, and sustain freedom of expression by promoting access to and proficiency in the use of the NICTs for information processing.

5. PROJECT INPUTS:

- Meeting/conference rooms
- Institutional and logistic support
- Administrative costs

6. PROJECT OUTPUTS:

- 75 journalists trained in information processing using NICTs
- 43 publication managers trained in professional ethics and standards
- Improved understanding of relevant legal texts and respect for professional ethics
- Greater awareness among publication managers of the consequences of non-compliance with legal texts, professional ethics as well as the consequences of misinformation

7. ACTIVITIES:

Four training sessions will be organized for publication managers and journalists/reporters working in press companies.

- First training workshop for 43 publication managers
- Second training workshop for 25 journalists
- Third training workshop for 25 journalists
- Fourth training workshop for 25 journalists

8. WORK PLAN:

<u>Jan. 2005:</u>	Revision of the plan of action and budget taking into account the amount allocated
<u>Feb. – March 2005:</u>	Preparation and hosting of the first training workshop for publication managers
<u>April 2005:</u>	Drafting and submission of a progress report
<u>April – May 2005:</u>	Preparation and hosting of the second training workshop for journalists
<u>June 2005:</u>	Drafting and submission of a progress report
<u>July – August. 2005:</u>	Preparation and hosting of the third training workshop for journalists
<u>Sept. 2005:</u>	Drafting and submission of a progress report
<u>Oct. – Nov. 2005:</u>	Preparation and hosting of the fourth training workshop for journalists
<u>Dec. 2005:</u>	Drafting and submission of a progress report
<u>Jan. 2006:</u>	Compilation of all the progress reports for the project

9. INSTITUTIONAL FRAMEWORK:

This project will be implemented by the Union of Chadian Journalists in collaboration with GRET (Research and Technological Exchange Group–Media Cluster) based in N’Djamena.

10. SUSTAINABILITY:

This project is aimed at motivating Chadian journalists and heads of press companies to acquire a scrupulous respect for professional ethics.

11. FRAMEWORK OF MONITORING:

This project will be monitored by the Yaoundé Cluster Office in collaboration with GRET (Research and Technological Exchange Group–Media Cluster) and the Chadian National Commission for UNESCO.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The Union of Chadian Journalists (UJT) and GRET (Research and Technological Exchange Group–Media Cluster) will submit a report to the UNESCO Office every four months.

C. ADDITIONAL INFORMATION

General state of development of communication in the country, region or sector related to the project:

The Chadian media landscape comprises 43 newspapers, 15 radio stations (including community radios and neighbourhood radios) and 4 professional organizations.

Previous IPDC support received:

None.

Preparatory activities:

On the initiative of the Research and Technological Exchange Group-Media Cluster, a coordination meeting was held with *the Union of Chadian Journalists (UJT), the Association of Private Newspaper Editors of Chad (AEPT), the Union of Private Radios of Chad (URPT), and the Communication Professionals' Union (SPC)* to assess their training needs in order to prepare a project document for submission to the IPDC.

Contribution foreseen by the beneficiary agency during the project period:

The contribution of the beneficiary agency will involve the mobilization of professional resources, making available rooms for the proceedings, logistic support and meeting the attendant administrative costs of project implementation.

Assistance sought other than IPDC:

None.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):

BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):	
TRAINING WORKSHOPS FOR CHADIAN JOURNALISTS	
Consultants' fees:	5 000
<u>First training workshop:</u>	7 800
Transport: 1 750	
Teaching materials: 1 500	
Reprography: 350	
Workshop Report: 900	
Coordination: 2 500	
Miscellaneous: 800	
<u>Second training workshop:</u>	7 800
<u>Third training workshop:</u>	7 800
<u>Fourth training workshop:</u>	7 800
FRAMEWORK OF MONITORING:	1 500
Final Report:	1 500
<u>TOTAL:</u>	39 200

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(IN US\$):**

Meeting room:	5 000
Logistic support:	10 000
Administrative costs:	8 000
Progress Reports:	2 500
<u>TOTAL:</u>	25 500

COMOROS

A. PROJECT IDENTIFICATION		
1.	TITLE	COMOROS: SUPPORT FOR THE DEVELOPMENT OF THE AL-WATWAN NEWSPAPER
2.	NUMBER	PDC/48COI/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT, PROMOTION OF MEDIA PLURALISM
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING
7.	TOTAL COST OF PROJECT	US\$26 779
8.	AMOUNT REQUESTED FROM IPDC	US\$22 779
9.	BENEFICIARY BODY	AL-WATWAN NEWSPAPER
10.	IMPLEMENTING BODY	UNESCO – AL-WATWAN
11.	PROJECT LOCATION	MORONI
12.	PROJECT PREPARED BY	AL-WATWAN
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Just like the other French-speaking African countries, the Union of the Comoros opted to build its country on the foundation of the rule of law in order to foster its socio-economic development. This determination is today further strengthened by the renewed stability achieved through the process of national reconciliation and finalization of the putting in place of national institutions.

In this context, the mass media is the most important tool for informing and strengthening public participation in the life of the country. However, the boom in local and community media of the early 90s was short-lived as a result of the lack of organizational structures, adequate resources and competencies. The press, in particular, was extremely hard hit by exorbitant printing costs.

Al-Watwan, the Comoros' first newspaper established in 1985, has managed to survive this situation with considerable difficulty. First a monthly, then a bi-monthly and a weekly since December 1989, despite the challenging environment, the newspaper has pursued its mission to inform, educate and sensitize the public to socio-economic developmental concerns. *Al-Watwan*, also has plans to strengthen its national scope by improving the technical working conditions of its representations in the islands of the Union. However, its means remain very limited.

Nevertheless, in this time of rapid development of information and communication technologies, so as to be able to continue carrying out its mission, *Al-Watwan* needs to be properly equipped and to enhance its competencies and performance.

It is for this reason that *Al-Watwan* is seeking IPDC assistance to create a post of director in charge of print media development. This dossier covers the funding of equipment and also contains a staff training component.

2. DESCRIPTION OF THE TARGET GROUPS:

Implementation of the present project will benefit policy-makers, development actors, teachers and students who will all have access to reliable information in their respective fields of activity.

3. IMMEDIATE OBJECTIVES:

- To improve the newspaper's technical quality by acquiring IT equipment
- To enhance staff skills and performance through basic and refresher training for three journalists (feature and investigative reporting), a technical operator (page layout) and a press manager.

4. DEVELOPMENT OBJECTIVE:

The achievement of these objectives will contribute to strengthening information diversity and promoting democratic debate, thus facilitating greater public involvement in development concerns.

5. PROJECT INPUTS:

- Equipment
- Basic and advanced training

6. PROJECT OUTPUTS:

- Supplying the Moroni newsroom and the newspaper's Anjouan and Moheli offices with high-performance equipment
- Four journalists, including one woman, will be trained in journalistic techniques, feature reporting, investigative reporting and page layout
- A senior female officer from the commercial department will be trained in press management techniques.

7. ACTIVITIES:

- Acquisition and installation of the equipment
- Advanced training in word processing and in feature reporting and investigative reporting techniques
- Preliminary evaluation results

8. WORK PLAN:

Months 1/2: Acquisition and installation of the equipment

Months 2/4: Training session

Months 4/6: Initial impact of evaluation

9. INSTITUTIONAL FRAMEWORK:

A February 2001 ordinance gives *Al-Watwan* a legal status granting it managerial and operating autonomy. The newspaper, therefore, has the capacity to enter into any partnership or cooperation agreements it sees fit in the pursuit of its mission.

10. SUSTAINABILITY:

As part of its aim to gradually withdraw from its traditional activities in the area of information, the State will provide *Al-Watwan* with substantial operating assistance to support the newspaper in its gradual efforts to achieve self-sufficiency, which will secure both its operations and its long-term sustainability.

11. FRAMEWORK OF MONITORING:

Al-Watwan proposes that UNESCO mandate «*Comores Média Groupe*» to monitor the project. «*Comores Média Groupe*» has previously worked in partnership with the UNESCO Nairobi Office on the hosting of a seminar entitled *Media and the Future of Coastal Areas of the Comoros* held in Moroni in January 2001.

12. EVALUATIONS CARRIED OUT:

The most recent evaluations carried out on the newspaper were in 2001 and 2003.

In 2001, the evaluation report concluded that sales needed to be increased in order to reduce the paper's dependence regarding operating costs.

The 2003 evaluation noted satisfactory progress in this area, and hoped that efforts along those lines would be continued and stepped up.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The *Al-Watwan* newspaper undertakes to produce a progress report every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

In 1986, three journalists from *Al-Watwan* participated in an IPDC-funded training course for African press correspondents held in Moroni.

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

Preparatory workshops were held in June 2004 at the head office of the newspaper with a view to preparing the present project.

Assistance sought other than IPDC:

French Cooperation provided logistic support when the *Al-Watwan* newspaper was launched in July 1985.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$):

4 multimedia computers:	6 896
3 1,000 VA UPSs:	2 106
<i>BENQ</i> CD/RW Recorder:	283
OKI (A4) printer:	739
Printer ink (2 units):	400
<i>NIKON</i> digital camera with software:	1 000
Advanced training courses (feature and investigative reporting, page layout, press management):	9 855
Follow-up:	1 500
<u>TOTAL:</u>	22 779

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$):

Fitting out of the premises:	3 000
Overheads	1 000
<u>TOTAL:</u>	4 000

CONGO (Dem. Rep. of)

A. PROJECT IDENTIFICATION		
1.	TITLE	CONGO (Dem. Rep. of): COMMUNITY MULTIMEDIA CENTRE, KINSHASA (CMCK)
2.	NUMBER	PDC/48 ZAI/01
3.	CATEGORY OF MASS MEDIA	MULTIMEDIA COMMUNICATION
4.	IPDC PRIORITY AREA	FREE FLOW OF INFORMATION, TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT, TRAINING
7.	TOTAL COST OF PROJECT	US\$ 63 910
8.	AMOUNT REQUESTED FROM IPDC	US\$ 48 610
9.	BENEFICIARY BODY	FEMMED-WOMMED / DRC MEMBERS AND THE CONGOLESE POPULATION
10.	IMPLEMENTING BODY	FEMMED-WOMMED / DRC
11.	PROJECT LOCATION	KINSHASA
12.	PROJECT PREPARED BY	FEMMED-WOMMED/DRC EXPERTS AND CONSULTANTS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The social communicators of the FEMMED-WOMMED/DRC network have demonstrated the great need for social and professional expansion and to realise the ideal of “equal access to decision-making in and by the media,” that is, to grant themselves the capacity to play a determining role in the expression and dissemination of opinions and thereby to influence decision-makers.

In the DRC, traditional media are enjoying a relative growth, especially in urban environments, but the newest ITCs are still less developed in the DRC than in the Central African sub-region, or in other African regions. During the Second Republic, the media remained muzzled for a long time and one could only find official MPR party organs. However, since the 1990s, the end of the one-party rule as well as the advent of the Sovereign National Conference have led to a certain opening in terms of freedom and media pluralism.

However, despite a wide-ranging diversity among the press, women have still not realised their full ambition in terms of equal access to decisions within and by the media. This difficulty is even greater insofar as the majority of Congolese women in the media do not have access to their own equipment. This state of affairs does not favour the realisation of the aspirations evoked above.

2. DESCRIPTION OF THE TARGET GROUPS

- The 60 members of the Network FEMMED–WOMMED (*Media Professionals and Activists in the Cause of Freedom of Expression*);
- The Congolese population that will have a daily access to the CMCK;
- The readers of the bulletin “*Contacts*”.

3. IMMEDIATE OBJECTIVES

The immediate objective is to give women journalists access to written and electronic documentation to their male colleagues and to the greater public through an information bulletin, a mini-library, a centre consisting of at least 7 computers connected to the Internet as well as a teleconference Centre run by well-trained media professionals.

4. DEVELOPMENT OBJECTIVE

Through this project, the FEMMED-WOMMED/RDC network will be able to participate in the development in the most recent technologies of information and communication on the national plan of the DRC, facilitating the flow of trustworthy and useful information to its citizens.

5. PROJECT INPUTS

Computers and peripherals, printer, retro projector, cost of tri-monthly bulletin, Internet connection, acquisition of a teleconference centre (package deal), office supplies, personnel, training.

6. PROJECT OUTPUTS

- A CMC is implemented;
- 25 community members outside of the network will have daily access to the CMC;

- 1500 people receive the tri-monthly bulletin promoting freedom of expression and improved information flow;
- 1000 people have access to the Internet and teleconferences produced by the network on good governance, the participation of women journalists in the democratisation process, media pluralism, the partnership between democratic watchdog organisations and the press, popularisation of the Congolese press law, etc.

7. ACTIVITIES

- Site location for the CMC;
- Production of the bulletin “*Contacts*”;
- Interconnection of FEMMED-WOMMED to the Internet;
- Acquisition and installation of teleconference Centre.

8. WORK PLAN

Month 1: Procurement of equipment, connection to Internet, and implementation of the teleconference Centre;

Month 2: Technical training for personnel and staff;

Month 3: beginning of bulletin production (tri-monthly for one year);

Months 3 and 9: Internal evaluations: of both years;

Months 4 and 10 (of each funding year): External evaluations (mandated by IPDC).

9. INSTITUTIONAL FRAMEWORK

This project was conceived and will be carried out by the FEMMED-WOMMED/DRC network. This organisation was created by communication professionals under the auspices of UNESCO’s Seminar on Women and the Media in Toronto, Canada. It aims at creating favourable conditions for equal access for women to expression and to decisions in and made by the media. In the DRC, it counts 60 members under the direction of a Coordination Committee composed of four members and assisted by five thematic Commissions, namely: Project planning and elaboration, Culture of peace, Health and environment, Gender and human rights and Communication and the press.

10. SUSTAINABILITY

Once the Centre is installed, our network will undertake a strong marketing and awareness campaign in the public sector and maintain an optimal and rational management strategy. The network will assure continuous maintenance by the permanent staff of the Centre, and we expect to make a profit within some six months. The warranty expiration dates and the maintenance plans will be respected and incorporated in the instalment plan. The opening of an instalment account will assure the progressive acquisition of new equipment.

11. FRAMEWORK OF MONITORING

The network undertakes to constantly engage in monitoring activities in coordination with the Office of UNESCO in the DRC and to elaborate an activity report as well as a financial report every four months. For information, we propose the SERACOB (Reinforcement service of basic community actions in Africa) to assist UNESCO in monitoring.

12. EVALUATIONS CARRIED OUT

Certain studies and reports (the Martin FAYE Report from UNESCO *inter alia*) as well as polls carried out in the DRC have shown that only two out of ten media organisations have access to the Internet for dealing with information. Access to such computer tools is not in the budget of all and

remains a privilege of a few, not only because of the cost but also because of a lack of specific training of the journalists. Connection to the Web is considered as a real need, in order to concretely take advantage of the free flow of information. Our network only has three computers and printers, and still needs more computer equipment and access to the Internet.

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

None.

Preparatory activities completed prior to submission of the project to IPDC

Coordination council meeting of experts, needs assessment, market research and project elaboration.

Contribution foreseen by the beneficiary agency during the project period

Our network will provide our existing computers and accessories, experts and other permanent resources and all the documentation we have produced.

Assistance sought other than IPDC

We have not yet determined other sources of funding besides the IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Rent of premises (one year):	4 800
Rent guarantee:	1 200
3 Dell PCs with Pentium 4:	5 685
HP printer:	695
HP scanner:	270
2 voltage regulators 1000 VA:	1 500
4 surge protectors:	260
Retro projector:	1 300
Diskettes:	140
Consultants, external evaluators:	3 000
2 issues of the tri-monthly bulletin " <i>Contacts</i> ":	1 800
Internet installation:	650
Server subscription (2 years):	6 720
Subscription for other equipment:	4 800
Modem protector:	50
Prepaid communication fees:	240
Acquisition of the Telecentre (package deal):	5 000
Office supplies:	4 000
Computer maintenance:	1 500
Building and furniture upkeep:	1 000
Training (Telecentre management):	1 800
Training (computer maintenance management):	2 200
<u>TOTAL:</u>	48 610

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project elaboration and monitoring:	1 500
Provision of 3 computers and accessories:	6 600
Salaries for permanent personnel (2 years):	7 200
<u>TOTAL:</u>	15 300

CONGO (Dem. Rep. of)

A. PROJECT IDENTIFICATION		
1.	TITLE	CONGO (Dem. Rep. of) :CREATION OF A COMPUTERISED URBAN NETWORK FOR THE “AGENCE CONGOLAISE DE PRESSE”
2.	NUMBER	PDC/48 ZAI/02
3.	CATEGORY OF MASS MEDIA	PRESS AGENCY
4.	IPDC PRIORITY AREA	TRAINING, INCREASED FREE FLOW OF INFORMATION, IMPROVEMENT OF THE COMMUNICATION MEANS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 50 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 50 000
9.	BENEFICIARY BODY	AGENCE CONGOLAISE DE PRESSE (ACP)
10.	IMPLEMENTING BODY	AGENCE CONGOLAISE DE PRESSE (ACP)
11.	PROJECT LOCATION	KINSHASA
12.	PROJECT PREPARED BY	AGENCE CONGOLAISE DE PRESSE (ACP)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

After the surge of political pluralism in 1990, the Democratic Republic of the Congo (DRC) has seen the emergence of numerous newspapers, as well as radio and television networks.

Newspapers: With over six million inhabitants, Kinshasa alone has over 200 more or less regular publications, but with little circulation. However, each copy is read by a large number of people. At the newspaper stands throughout Kinshasa and the province, readers will stand up and read the news to the crowds, which leads to intense debate in these so-called “stand-up parliaments.” Newspapers have a great impact on public opinion in the DRC.

Radio: The country counts 161 radio stations of various types; radio remains the most common media in the country. One should also note that *Radio France Internationale* and *Africa n° 1* are received through FM in Kinshasa.

Television: Kinshasa has 23 TV stations and 2 international networks (CFI and TV5). The provinces enjoy a good TV coverage.

This situation deserves to be brought out, since within the democratisation context, the Congolese press suffers from an *excess* of freedom rather than the contrary. Media professionals in the DRC met in March 2004 at a Congress devised to “re-establish” the Congolese press so as to raise its professional standards and set up a new structure for the profession. A number of journalists have founded a federative association, the *National Union of the Congolese Press* with sound self-regulatory structures and the *Observatory of Congolese Media* (OMEC).

This document is a pilot project for the ACP. The Congolese Press Agency is a public institution that operates under the technical authority of the Ministry of the Press and Information and under the administrative authority of the ministry of the Treasury. However, the juridical and historical status that had existed since 1967 underwent a change with the creation in June 2004 of the High Authority of the Media (HAM). This citizens’ institution has the task of encouraging the democratisation and the regulation of the Congolese press. HAM’s missions are to guarantee the right of the citizen to a pluralist, reliable and objective information, ensure the neutrality and equity of public media vis-à-vis political and social forces and to secure a free access to public media without discrimination. The relationship between the ACP and HAM clearly shows that the ACP operates much more as a public service entity than as a State organ.

Given the situation of the DRC as a post-conflict country, the exercise of the freedom of expression is still subject to tremendous derailments. Therefore, the requirements of national cohesion, reconciliation and peace-building call for a wide access of the population to a reliable, confirmed and pluralistic information, banning all forms of hate and xenophobia.

Before being called to voting within the current year, the people of the Congo need to be duly informed about the electoral process, including information about the candidates. Our project aims at providing the population with trustworthy, established and pluralistic information produced by competent journalists, through an interactive urban information network that will link up the ACP and six other press outlets. The project seeks to stimulate the diffusion of a larger amount of unbiased information to the national community.

2. DESCRIPTION OF THE TARGET GROUPS

They are ACP professionals, the six other press agencies in Kinshasa and the population in general, so that the verification and dissemination of information is improved.

3. IMMEDIATE OBJECTIVES

- Equipment: Install a computerised urban network facilitating the information flow between the ACP and six other press outlets (*RTNC, Radio Okapi, Radio Top Congo*, as well as the newspapers *Cité Africaine, Le Potentiel* and *L'Observateur*).
- Training: Periodic upgrading sessions will be organised for 15 ACP journalists per session in terms of professional rules governing agency dispatches, i.e. swiftness, reference to sources, verification, accuracy and impartiality.

4. DEVELOPMENT OBJECTIVE

The installation of this network aims at improving the quality of information released. An informed population is in a better position to monitor its leaders' activities, participate in societal debates and assent to community development projects. This project also intends to make it easier for the professionals to take full advantage of ICTs that allow them to extend their sources of information and improve the clarity of their content.

5. PROJECT INPUTS

Equipment:

- Base station (server?) as well as routers and other accessories;
- Reliable news-gathering equipment, namely, fax and digital cameras;
- Editing and dissemination equipment: computers, duplicating machines and scanners.

Training:

- Training course materials and trainer for 3 upgrading sessions.

6. PROJECT OUTPUTS

- A network of Kinshasa media is being created through ACP to generate a synergy among the various media outlets;
- 45 media professionals are trained in ITCs and upgraded in their professional capacity as controllers and disseminators of information.

7. ACTIVITIES

- Acquisition of equipment;
- Installation of the server at ACP premises;
- Installation of LAN at ACP;
- Router and PC installation in the abovementioned press outlets;
- Training of a maintenance technician;
- ITC training for media professionals;
- Upgrading of the professional skills of the journalists in agency operations;
- Evaluation of the project.

8. WORK PLAN

Month 1: Acquisition of equipment; visit and preparation of sites, PC installation at ACP, first training session of ICTs and beginning of professional activities;

Month 2: Second training session; installation and evaluation of LAN; installation of the server at ACP; PC installation in the six press outlets;

Month 3: Third training session, for the media professionals of the selected press outlets;

Month 4: Installation of the router in the selected press outlets; evaluation of the professionals from the six press outlets trained in ITC; evaluation of network achievement.

9. INSTITUTIONAL FRAMEWORK

The ministries responsible for ACP guarantee the Agency's facilities; the Press and Information ministry facilitates the necessary contacts for project implementation. ACP will be responsible for the installation and implementation of the project. IPDC and the Kinshasa UNESCO Office will provide funding.

10. SUSTAINABILITY

ACP and the six mentioned press outlets signed an agreement that allows them to take advantage of the information released by ACP. They will pay for the equipment provided to them through a special subscription contract. ACP is also funded through part of the sums paid to RTNC by its users. As a public entity with a commercial and industrial character having its own technical department, ACP is able to guarantee the long-term viability of the project.

11. FRAMEWORK OF MONITORING

If UNESCO so suggests, the "*National Association of Congolese Editors*" could monitor the project.

12. EVALUATIONS CARRIED OUT

This project is being submitted for funding; the activities have not yet started.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ACP will report on the project on a four-month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

During the 1980s, UNESCO's CANAD project granted the ACP with computer equipment that permitted it to improve the quality of its daily printed bulletin, through word processing. This project was part of a larger project budgeted at US\$ 488 040, submitted in March 2004 to UNESCO in a search for extra-budgetary funds.

Preparatory activities completed prior to submission of the project to IPDC

Several UNESCO missions to Kinshasa took place, particularly by M. Martin FAYE in 2002, M. Turner in 2003 and M. Schmitter at the end of 2003. The feasibility study was realised within the

framework of missions conducted by these experts who have all supported and recommended this project. In July 2004, Ms. Jacqueline Lemoine had talks about this project in Dakar.

Contribution foreseen by the beneficiary agency during the project period

The Agency will provide its premises and other project sites with its technical and editorial personnel.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Base station (central server):	10 500
6 routers:	6 000
Printer:	4 000
14 PC with Pentium-4 and voltage regulators:	19 500
Fax machine:	850
Scanner:	350
2 digital cameras:	1 000
4 Dictaphones:	600
Training and evaluation of training:	5 000
Monitoring of training:	500
Miscellaneous (cabling, connections etc.):	1 700
<u>TOTAL:</u>	50 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
<i>The Agency will provide a report out of its regular budget, not estimated in this document.</i>	

CONGO (Rep. Of)

A. PROJECT IDENTIFICATION		
1.	TITLE	CONGO (REP OF): SEMINARS FOR MEDIA PROFESSIONALS PROMOTING FREEDOM OF EXPRESSION AND FREE FLOW OF INFORMATION
2.	NUMBER	PDC/48 PRC/01
3.	CATEGORY OF MASS MEDIA	REGULATION OF INFORMATION FLOW AND COMMUNICATION
4.	IPDC PRIORITY AREA	PROMOTION OF FREE EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 96 860
8.	AMOUNT REQUESTED FROM IPDC	US\$ 73 000
9.	BENEFICIARY BODY	CONSEIL SUPÉRIEUR DE LA LIBERTÉ DE LA COMMUNICATION
10.	IMPLEMENTING BODY	CONSEIL SUPÉRIEUR DE LA LIBERTÉ DE LA COMMUNICATION
11.	PROJECT LOCATION	BRAZZAVILLE AND POINTE-NOIRE
12.	PROJECT PREPARED BY	CONSEIL SUPÉRIEUR DE LA LIBERTÉ DE LA COMMUNICATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Republic of the Congo has been moving towards democracy since 1991. The 2002 Constitution initiated wide-sweeping reforms in the media sector, liberalising the airwaves and guaranteeing freedom of the press and freedom from censorship. The Constitution also formed the *Conseil Supérieur de la Liberté de la Communication* (CSLC) as a regulatory authority in charge of regulating the airwaves and protecting the freedoms guaranteed by the Constitution for the private sector.

Of the fourteen radio networks, six television networks and 50 periodicals, three television networks and six radio networks are owned by the State. The other media are privately-owned and managed. The CSLC, in charge of maintaining the freedom of the press and regulating the media, is concerned with the following recurrent difficulties that plague the media sector in the Congo: poor working conditions, lack of access to equipment and training, not meeting the needs of consumers, amateurism, anti-civic behaviour, demagoguery and impunity.

Considering freedom of expression as one of the pillars of democracy and crucial to any socio-economic development, the CSLC wishes to put into concrete actions the exercise of free expression by the press by encouraging information, education and training for media professionals as well as for media consumers and civil society actors.

The present project intends to address this lack of information and training for media professionals in both written and audiovisual sectors through 5-day seminars consisting of “exposés” in the morning and workshops in the afternoon, including both the distribution of teaching materials and film. Follow-up monitoring and evaluation activities will follow the seminars.

Other possibilities include press conferences, educational broadcasts to keep a record of the information from the conferences so as to reinforce the seminar-workshops, and internships.

This project requires the purchase of recording and broadcasting equipment and printers.

2. DESCRIPTION OF THE TARGET GROUPS

- Media professionals,
- Youth and women media consumers,
- Political actors in civil society,
- Economic stakeholders,
- NGOs and human rights organisations.

3. IMMEDIATE OBJECTIVES

- To promote professional norms and ethics in order to ensure a free, responsible and republican press sector;
- To support the blossoming of investments in the media sector and encourage the political stakeholders to ensure free access to the media

Participants: 350;

Duration of seminar-workshops: 5 days on each location.

4. DEVELOPMENT OBJECTIVE

Through the medium of these seminar-workshops, the CSLC will be able to raise awareness among media professionals on their role in democracy, promoting the culture of peace and defending human rights and good governance, promote audiovisual programming that supports the values of a democratic culture, peace and human rights, and bring together the largest number of stakeholders to support investment in the information and communication sector.

5. PROJECT INPUTS

This project will permit the CSLC to train trainers in order that the benefits of the seminars can spread throughout the national territory.

6. PROJECT OUTPUTS

This project has a positive impact. It will act:

To change behaviours, to promote the application of deontological and ethical norms among media professionals, to secure the employment of media professionals by private media enterprises and to adapt political discourse to the new democratic mode. 350 participants (250 in Brazzaville, 100 in Pointe-Noire) will be trained through the CSLC seminar-workshops.

7. ACTIVITIES

- Logistical preparation of seminar-workshops;
- Choice of themes;
- Selection of conference participants and moderators;
- Production of conference materials, including regulatory and legal documents;
- Seminar-workshop production;
- Monitoring and evaluation of seminar-workshops;
- Production of final report.

8. INSTITUTIONAL FRAMEWORK

The implementing organization will be the CSLC, a constitutionally mandated institution in charged of regulating the exercise of the freedom of information and communication.

9. SUSTAINABILITY

The sustainability of this project will depend upon the results of the monitoring and evaluation of the activities of the seminar-workshops.

10. FRAMEWORK OF MONITORING

The monitoring of the project will be carried out by the CSLC as partnered with the representative of the IPDC in Congo. This activity will take place in national territory with the possibility of a mission to the region for the exchange of experiences.

11. EVALUATIONS CARRIED OUT

Observations, questionnaires and exchange of experiences.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

The CSLC has not received IPDC funding to date. However, other activities have been funded by IPDC in Congo: creation and equipment for a documentation center and rehabilitation of a Radio Congo studio.

Contribution foreseen by the beneficiary agency during the project period

CSLC will contribute 25% of the budget, monitoring of the media, document preparation, and the feasibility study.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
ACTIVITIES IN BRAZZAVILLE	
Office and computer supplies:	2 315
2 computers:	5 172
2 laser printers:	1 620
2 surge protectors:	690
Voltage regulator:	86
Photocopier:	3 448
Retro projector with screen:	3 103
Honoraria for conference speakers and organisers:	2 650
Per diem for 250 participants (5 days):	10 000
Coffee breaks for 250 participants (5 days):	6 250
Media coverage:	2 404
Teaching materials:	5 397
Administrative assistance:	2 148
Petrol for vehicles:	1 724
Conference hall rent:	2 680
Project monitoring:	2 800
ACTIVITIES IN POINTE-NOIRE	
Transportation for 18 participants (2 days):	2 448
Office and computer supplies:	1 724
Honoraria for conference speakers and organisers:	1 050
Per diem for 100 participants (5 days):	4 000
Coffee breaks for 100 participants (5 days):	2 500
Media coverage:	897
Administrative assistance:	2 100
Petrol for vehicles:	1 424
Conference hall rent:	2 070
Project monitoring:	2 300
<u>TOTAL:</u>	73 000

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

ACTIVITIES IN BRAZZAVILLE	
Hiring of 4 vehicles (5 days):	1 720
Cultural entertainment:	860
Registration table staff (hostesses):	1 260
Seminar / workshop secretariat:	1 520
Project monitoring:	2 642
ACTIVITIES IN POINTE-NOIRE	
Mission fees:	12 096
Transport of teaching materials	518
Hiring of 2 vehicles (5 days):	860
Cultural entertainment:	430
Registration table staff (hostesses):	320
Project monitoring:	1 634
<u>TOTAL:</u>	23 860

ETHIOPIA

A. PROJECT IDENTIFICATION		
1.	TITLE	ETHIOPIA: COMMUNITY MULTIMEDIA CENTRE AND RADIO JOURNALISM PROGRAM TRAININGS AT THE EMMTI
2.	NUMBER	PDC/48 ETH/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA/ RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	SUPPORT FOR PURCHASING FM-RADIO MOBILE
7.	TOTAL COST OF PROJECT	US\$ 19 986
8.	AMOUNT REQUESTED FROM IPDC	US\$ 12 500
9.	BENEFICIARY BODY	EMMTI STUDENTS AND COMMUNITIES
10.	IMPLEMENTING BODY	EMMTI IN COLLABORATION WITH UNESCO
11.	PROJECT LOCATION	ETHIOPIAN MASS MEDIA TRAINING INSTITUTE (EMMTI), ADDIS ABABA
12.	PROJECT PREPARED BY	ETHIOPIAN MASS MEDIA TRAINING INSTITUTE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND INFORMATION

The Institute runs two major programmes of journalism and mass communication education. These are the print media department and the broadcast media department. In both departments three years fulltime course of 107 – 110 credit hours should be completed in order to offer Bachelor of arts degree in print and broadcast journalism areas.

In the print media department, students in-group produce a monthly newspaper called “*Halleta*” meaning the beginning or the Genesis. In the 5th round of the diploma programme, *Halleta* has reached its 31st edition with an average of 1300-1500 copies of each edition distributed to the users. However, there are shortages of equipments like digital still cameras, scanners, printers and computer processors.

In the broadcast media department, students perform practical courses in groups. The broadcast production courses are offered alongside the broadcast news courses. In television stream, the diploma programme students have started producing news and magazine type shows. The programmes are broadcast to the EMMTI community via the closed-circuit system of the Institute. In the radio stream too, production and broadcasting have been started since 2000 (E. C. 1992) and therefore the radio programme is called “*Radio-92*”. Students in-group produce news, current affairs (campus activities, local and international events, human interests, traffic and transport) health, HIV/AIDS, entertainment, education, science and technology, sport stories etc.

All these programmes with very important contents and formats are simply stored under the shelves. Broadcasting these programs is a problem. But transmitting the messages is the desire of the Institute. In this strategy the Institute believes that the students will have an opportunity to undertake the experience of this practical activities, and exercise the skills when they go back to their stations or regions. On the other hand, spearheaded by the instructors, the students shall address the community of Addis Ababa with various formats and contents of FM radio broadcast. In this regard therefore, a project proposal for support of purchasing and establishing one FM-radio or “suitcase” radio transmitter combined with Internet access at the premises of EMMTI is quite important and supportive for the curriculum. This Community Multimedia Centre would also be a potential for a comprehensive community radio and ICT training, for it is combined with the Institute’s training programmes and facilities. The technical set up of centre therefore will be: FM community radio station (transmission and mixing capabilities), one computer with CD writer for management, two computers for public use, one printer, one telephone, one scanner and one fax machine.

2. TARGET GROUPS

The immediate beneficiaries of this project would be:

- Students and EMMTI staff members,
- The Addis Ababa community within 15-25 km radius from EMMTI centre,
- The community on location.

3. IMMEDIATE OBJECTIVES

75 radio students shall be trained in the regular degree programme. In the radio journalism area, the students are expected to produce radio news and programmes that simulate a certain FM radio station.

FM-radio mobile procurement. The radio shall be used for broadcasting the Institute's programmes, which will be called "*FM-College*" or "*FM-MMTI*" or "*FM-Arada*".

75 students shall be trained in the use of Internet, email and on-line journalism.

4. DEVELOPMENT OBJECTIVE

As a result of using the FM-radio support communication and modern facilities, the Institute will be instrumental in promoting democracy, freedom of expression, improving the communication capacity of the people and inspiring the community for participation in production of economic, social and cultural / developmental activities.

5. PROJECT INPUTS

- FM-radio mobile equipments with all its accessories, perhaps a possibility and an opportunity for networking it to other sources;
- Train 75 regular degree program radio students on community radio production and IT skills;
- Community groups;
- Two production instructors and 3 technical staff members (radio & TV) of EMMTI will be involved;
- Record and broadcast audio and video programmes.

6. PROJECT OUTPUTS

- 75 radio students will be trained to produce news community radio programmes.
- Communities shall make use of the broadcast messages and Telecentre Internet access. They will express their ideas, needs, problems and expectations.
- Improve the curriculum of the Institute
- Improve the communication capacity of the students and the people.

7. ACTIVITIES

- Training the students;
- Procure the FM-radio broadcast;
- Designing the contents and formats for broadcasting;
- Production and broadcasting;
- Obtaining permission from the broadcasting Agency;
- Evaluating the programmes and the project;
- Operational and utilisation FM- radio usage training for technicians of EMMTI;
- Conduct community groups training in ICTs;
- Conduct community radio production trainings for stakeholders and media practitioners.

Detailed activities

1. Training:

a) Theoretical training for students

- Classroom lectures and discussions on radio programme production;
- Demonstrations (sample works);
- Individual and group assignments;
- Radio drama;
- Community radio and its formats.

b) Practical training for students

- Studios and field work familiarisation;
 - Handling and use of field equipment;
 - Pre-production and live broadcasting;
 - Radio scripting, simple to complex;
 - Voice work: different formats;
 - Use of music and effects;
 - Editing of recorded materials sound, music and effects.
- c) Operational and utilization trainings on FM-radio mobile usage for technicians and students.

2. Contents for FM-radio broadcast

- News and current affairs (campus activities, developmental and educational concerns, local and international events, human interests, sports, traffic and transport.)
- Question and answers on stringent issues, and social affairs, (contests, quizzes etc.)
- Sports
- Health (HIV/AIDS, global and regional concerns, environmental issues, population, family guidance.
- Educational topics (discussions, opinions on local affairs, research and new findings, development communications)
- Science and Technology, ICTs for education, digital divide, globalisation, features and impacts.
- Economic and business affairs (National & regional economic activity, micro finance)
- Social issues (corruption, mal administration /good governance)
- Entertainment: Music-Africa and world-wide short radio plays (original and adaptation)
- Public service announcements – community and society concerns (education, population, environment, health,. Democracy/election etc.)

8. WORK PLAN

No.	Activities	Duration	Required		Responsibility
			Budget	Source	
1.	Obtaining broadcasting license	Sept – Oct. 2004	EMMTI	EMMTI	EMMTI/MoI
2.	Designing the contents and formats of FM-radio and broadcasting	March – July 2005	EMMTI	EMMTI / UNESCO	EMMTI/UNESCO experts
3.	Procure FM - radio mobile	Sept – Oct 2004	6693 US Dollar	IPDC	MMTI/UNESCO
4.	Conduct training and production of radio programmes	Oct – July 2005	UNESCO	EMMTI IPDC	EMMTI
	Students	Sept – July 005	EMMTI	EMMTI	EMMTI
	Community groups	January 2005	EMMTI	EMMTI	EMMTI
	Stakeholders	July – August 2005	EMMTI	EMMTI	EMMTI
5.	Training on operation and utilization of FM radio mobile for technicians	Sept –Oct 2005	EMMTI	EMMTI	UNESCO
6.	Procuring photo lab facilities				
7.	Computer processor	Sept – Oct. 2004	IPDC	IPDC	EMMTI / UNESCO
8.	Scanner				
9.	3 digital still cameras				
10.	Newspaper production and distribution	Oct-July 2004/2005	EMMTI	EMMTI	EMMTI / UNESCO
11.	Monitoring and evaluation	August – October 2004/05	19% of IPDC	IPDC	EMMTI / UNESCO

9. INSTITUTIONAL FRAMEWORK

- EMMTI Direction will be responsible for the execution of the project, following-up the training, production and transmission procedures and processes.
- Two radio production course instructors of EMMTI will be involved in training the students, designing schedules, formats and contents of the radio programmes.
- Two/three technicians will be involved in every time production and transmission processes.

10. SUSTAINABILITY

The sustainability of the project can be seen from two sides: one is that the students after graduation are expected to undertake a career in production of radio program. The second point is that the Institute perpetually enrolls new candidates for long-term training. Short-term trainings for media practitioners drawn from stakeholders will also be treated to undertake community radio and ICT trainings.

11. FRAMEWORK OF MONITORING

The EMMTI staff shall be involved in monitoring and evaluation the project.

12. BENEFICIARY AGENCY REPORTS

EMMTI (The deputy director and the broadcast media department) shall report on project progress as per to the demand of the fund support agency, that is four times a year).

C. ADDITIONAL INFORMATION

UNESCO has been instrumental for the establishment of the EMMTI and assistant of the field and studio electronic equipments. In this project, the EMMTI has prepared to complement all the requirements of the donor agencies prior to other things. EMMTI is responsible to facilitate the implementation of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US \$

Standard equipment package: Procuring 1-SBS-1 “Suitcase” broadcast station c/w 100 Watt FM stereo transmitter, stacked dipole antenna, 30m RG8/U coax cable with all necessary connectors and mounting hardware, extension microphone, switching power supply. (CIF Addis Ababa):	5 600
3 Dell PCs (each US\$ 1430) –3 × 1 430 = 4 290	4 290
Printer	470
Scanner	1 140
Fax machine	1 000
TOTAL	12 500

BREAKDOWN OF BENEFICIARY’S CONTRIBUTION IN US \$

Training 75 students	525
Fuel for car on average 5000 km to be covered per programme	475
Publicity and promotion work	1 000
Field trip	100
Project report writing	60
FM-radio operation training	3 587
Steel pipe to clamp the stacked dipole antenna	116
Broadcast frequency	116
Networking cables	116
Software programmes	698
CD and field microphones	693
TOTAL:	7 486

GAMBIA

A. PROJECT IDENTIFICATION		
1.	TITLE	GAMBIA: SUPPORT FOR TRAINING CENTRE
2.	NUMBER	PDC/48 GAM/01
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 35 763
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 763
9.	BENEFICIARY BODY	THE GAMBIA MEDIA TRAINING CENTRE
10.	IMPLEMENTING BODY	GAMBIA PRESS UNION
11.	PROJECT LOCATION	BANJUL
12.	PROJECT PREPARED BY	GAMBIA PRESS UNION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Gambian press is a young one, but most of its journalists lack formal training. These journalists, both in the print and broadcasting sectors have sustained themselves through experience. There have been difficult times in The Gambia, with a number of libel cases in the courts. Apart from these judicial harassments, the independent press has to contend with arson cases and directions from the National Media Commission about the enforcement of media regulations, which lie within its jurisdiction. As a result of non-formal training of media practitioners, there exists a high incidence of non-observance of professional ethics and libel laws. This situation has also affected the news reports presentation. The problems associated with ethical abuse, poor presentation and inaccurate reporting mainly stem from the non-acquisition of media knowledge and reporting skills.

This project is intended to address these serious inadequacies and complement basic training in news reporting, ethics and deontology, among others. By this proposed training, the project envisages the training of practicing journalists in core media subjects in order to enhance their reporting and presentation skills.

In addition, a Media Training Centre has been established to conduct short-term training courses for both the private and public media. Already, a three-year Action Plan for the training of journalists has been drawn up taking cognisance of the needs of both print and electronic media. An understanding has been reached with the African Virtual University so that the Media Training Centre will conduct some of the training in The Gambia. The Centre has a permanent staff (training coordinator and secretary) and six part-time lecturers. With the proposed introduction of the diploma programme by the African Virtual University and other training levels for journalists, there is a need to build up the capacity of the Training Centre and its staff.

2. DESCRIPTION OF THE TARGET GROUPS

The target group are practicing journalists in The Gambia.

3. IMMEDIATE OBJECTIVES

The main objective is to provide basic journalism knowledge and skills to media practitioners in The Gambia so that they can produce quality newspaper and radio/TV programmes.

4. DEVELOPMENT OBJECTIVE

The main development objective is to equip participating journalists with the required media knowledge and skills that will enable them to play their role as journalists for the furtherance of public debate and improved governance transparency.

5. PROJECT INPUTS

The project will consist of two elements: equipment and training.

The following equipment is required to achieve the objectives: mini disk recorders, digital still cameras, digital TV camera, CD players, amplifiers, console-top mini disk recorder, *Cool Edit Pro* broadcast software, TV programme compiling and editing software, teleprompter and a satellite radio receiver. The project will also resort to training consultants.

6. PROJECT OUTPUTS

The Centre's staff will receive the appropriate training; with the resulting upgrading of their skills,, they will be the backbone of the Centre. This project will provide training facilities for practicing journalists in basic professional knowledge and skills that will help them in their daily practice and thereby strengthen democracy.

7. ACTIVITIES

The project will be involved in the training of the local Coordinator in the management and supervision of ICTs equipment that is to be installed at the Centre. Both the Coordinator and the secretary will undergo training in order to upgrade their instructional and maintenance capacities for the Centre's equipment.

Young reporters will be trained in development journalism in areas such as health, agriculture and education. Basic reporting skills in crime, court proceedings, interviewing will be taught. Other areas of training will sub-editing, investigation, media ethics and media laws.

8. WORK PLAN

The project will last for eight months.

Months 1/3: Training of the Centre's staff and purchase of materials and equipment;

Month 4 : Course on development support communication;

Month 5 : Course in crime and court reporting and interviewing skills;

Month 6 : Sub-editing and investigative journalism;

Month 7 : Computer-assisted newspaper designing;

Month 8 : Marketing for media.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the UNESCO National Commission of The Gambia as supervisor, in collaboration with the National Media Commission and The Gambia Press Union. The two latter will design the course structure and identify the participants for each training session.

10. SUSTAINABILITY

An understanding has been reached with African Virtual University for the sustainability of the Centre.

11. FRAMEWORK OF MONITORING

The Gambia Press Union , the Gambian National Commission for UNESCO and the BREDA Office will monitor the project.

12. EVALUATIONS CARRIED OUT

The Media Training Committee, resorting to outside expertise where necessary, will conduct the evaluation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

In February 2004, the UNESCO BRED A Office supported IT training for Gambian journalists at the UNESCO Resource Centre in Dakar, Senegal.

Preparatory activities completed prior to submission of the project to IPDC

Contacts are being made with the African Virtual University and local resource persons.

Contribution foreseen by the beneficiary agency during the project period

The beneficiary agency will continue to perform the groundwork and the dialogue with other stakeholders.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

EQUIPMENT	
4 professional microphones:	780
24 blank minidisks:	195
4 professional digital still cameras:	1 067
Professional digital video camera:	3 391
Professional CD record / playback machine with amplifiers and speakers:	1 850
Professional console-top disk recorder / playback machine:	1 180
<i>Cool Edit Pro</i> broadcast software:	400
Professional TV programme compiling and editing software:	4 000
Teleprompter:	3 500
Satellite radio receiver:	500
TRAINING	
Trainer's training (management of ICT equipment, instructional skills etc.):	1 800
Upgrading course on operation of VSAT equipment and information management systems):	500
COURSES	
Development support communication:	500
Court, crime reporting and interviewing skills:	250
Sub-editing:	250
Computer-assisted newspaper design and broadcasting:	250
Marketing for media:	350
<u>TOTAL:</u>	20 763

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Training Centre:	10 000
Manager and secretary salaries:	5 000
<u>TOTAL:</u>	15 000

GHANA

A. PROJECT IDENTIFICATION		
1.	TITLE	GHANA: COMMUNITY MULTIMEDIA CENTRE FOR AJUMAKO BISEASE
2.	NUMBER	PDC/48 GHA/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA, RADIO BROADCASTING
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 60 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 700
9.	BENEFICIARY BODY	BISEASE TOWN DEVELOPMENT COMMITTEE
10.	IMPLEMENTING BODY	BISEASE DEVELOPMENT ASSOCIATION, GHANA NATIONAL COMMISSION FOR UNESCO
11.	PROJECT LOCATION	AJUMAKO BISEASE, CENTRAL REGION
12.	PROJECT PREPARED BY	BISEASE DEVELOPMENT ASSOCIATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

With the advent of democratic and constitutional governance in 1992 and the subsequent liberalisation of the media, there has been a complete change in the media landscape of Ghana. The power of the media has been felt in the socio-economic-political life of the population. In all these developments, the power of radio has been tremendously felt. FM stations have sprung up, and to a greater extent are contributing to the development of the country.

Most of these FM stations have been set up in the urban centres by private enterprise whose programmes are commercially oriented. Likewise, the print media are urban-centred with little attention to development needs of the rural people, apart from the two state-owned mass circulation papers, the *Graphic* and the *Ghanaian Times*.

Ajumako Bisease township and its environs are located in the Ajumako-Enyan-Essiam District in the central region of Ghana, which ranks among the most deprived regions of the country. The 2000 population census indicated that more than 10 500 people live in that township and its environs.

It is a rural community where farming is the main activity. About 85% of the population is engaged in this activity. Commercial and service activities are basically informal and include petty trading, dressmaking and other small-scale sole proprietorship business ventures. Incomes are generally low, depending upon the seasons. In addition to these is the alarming rate of degradation of the forest by timber companies, thereby reducing this forest zone to almost a savannah zone, which seriously affects the farming activities.

The town, like any rural township, is characterised by high illiteracy, poor school attendance, little academic achievements, high school dropout rate, inadequate health facilities, threat of high HIV/AIDS infection, serious rural urban drift, etc.

At a recent forum of the Citizens Association resident in Accra and members of the UNESCO Clubs in the town and the District Assembly, it was strongly recommended that the use of a combination of radio, television, ICTs and libraries would be beneficial to help solve the numerous problems facing the area and to mobilise the people for development.

The project intends to develop a low-cost easy to operate grass-roots community FM station with programmes evolved and designed by the people to help preserve the cultural traditions of the people, bring down the illiteracy rate, alleviate poverty, promote preventive health education, re-forestation, women empowerment, through modern methods and best practices for increased yields from their farms, so as to help improve the living conditions of the population.

A Community Multimedia Centre (CMC), by integrating radio, a library, a telecentre and ICTs will develop a local and global content through the effective use of information and communication in order to open up new possibilities for the community's development

The project will incorporate an ICT centre with Internet connection so that the students and citizens will have access to the Internet with the view to creating a knowledge society. Through this medium, information will be made available to the people so as to empower them and put them in a better position to exercise their franchise.

2. DESCRIPTION OF THE TARGET GROUPS

The farmers, traders, artisans and craftsmen/women, students and the entire citizenry of the township and its environs

3. IMMEDIATE OBJECTIVES

- To help local people develop their own information resources,
- To create a framework to discuss the various social and other challenges,
- To help create awareness in HIV/AIDS and elicit behavioural change,
- To help create awareness in environmental degradation and to redress it.

4. DEVELOPMENT OBJECTIVE

To help empower the community by giving a strong public voice to the voiceless for greater accountability and participation in the democratic process

5. PROJECT INPUTS

- FM “Suitcase” broadcast station,
- PC server,
- 4 PCs,
- Telephone modem,
- Printer,
- Scanner,
- Digital camera,
- Digital projector.

6. PROJECT OUTPUTS

- 10 stringers trained;
- 5 programme producers trained;
- At least 100 students (training of trainers) trained in computing and surfing on the Web;
- Over 1000 people would have access to the Internet;
- An equipped and operational FM station;
- A Multimedia centre with 15 operational computers.

7. ACTIVITIES

- Acquisition of broadcast license
- Acquisition and installation of the equipment
- Training of personnel

8. WORK PLAN

September 2005: License would have been acquired.
October: Purchase and installation of equipment.
November-December: Training of personnel.
January 2006: Test transmissions begin.
February: Formal inauguration of the project.

9. INSTITUTIONAL FRAMEWORK

The Project is the initiative of the Bisease Development Association and the Town Development Committee.

10. SUSTAINABILITY

The salaries of the 6 permanent staff will be borne by the Town Development Committee; There will be minimal and realistic charges for advertisement and Internet browsing; The project would also use a lot of volunteers who will only be given honoraria.

11. FRAMEWORK OF MONITORING

The UNESCO Cluster Office, Accra will monitor the implementation of the project.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Town Development Committee undertakes to produce and submit reports to the UNESCO Cluster Office.

C. ADDITIONAL INFORMATION

There is a 3-room building with a 40m. mast ready for use. Early in the 1990s, the *Ghana Broadcasting Corporation* had wanted to use that facility to set up a radio station, but abandoned it for financial and other reasons. The Citizens Association has, on its own, launched its own fund-raising and accumulated over 200 million cedis to complete the library project and for this project.

The Citizens Association will provide 15 computers for the project. Two veteran broadcasters from the *Ghana Broadcasting Corporation* are prepared to offer their expertise and services to the project.

The Association, in cooperation with other IGOs, has put up a building that would host the library and the ICT Centre.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

30-Watt FM "Suitcase" radio broadcast station:	4 470
PC server (used by CMC Manager):	1 100
4 PCs for CMC users:	3 800
Dial-up telephone modem:	200
LAN hub and cabling:	200
Durable printer:	600
Flatbed scanner:	200
Standard software package:	2 250
Digital camera:	480
Digital projector:	1 900
Training of personnel:	5 000
Installation of equipment:	500
TOTAL:	20 700

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Renovation of buildings:	2 000
Provision of furniture and fittings:	7 000
16 computers:	15 000
Staff salaries:	15 000
Utilities:	500
TOTAL:	39 500

KENYA

A. PROJECT IDENTIFICATION		
1.	TITLE	KENYA: COMMUNITY MULTIMEDIA CENTRE, BONDO DISTRICT
2.	NUMBER	PDC/48 KEN/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA / RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA, HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 97 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 700
9.	BENEFICIARY BODY	RARIEDA DEVELOPMENT INSTITUTE (COMMUNITY MULTIMEDIA CENTRE IN THE BONDO DISTRICT)
10.	IMPLEMENTING BODY	RARIEDA DEVELOPMENT INSTITUTE AND UNESCO
11.	PROJECT LOCATION	BONDO DISTRICT
12.	PROJECT PREPARED BY	RARIEDA DEVELOPMENT INSTITUTE AND UNESCO ACI OFFICE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The Bondo region is one of twelve districts that make up Nyanza province in Kenya. The district has five administrative divisions and has a total area of 1,972 km² of which 972 km² is land surface, while 1,000 km² are covered with the waters of Lake Victoria. Paradoxically, the district faces serious food shortage problems despite having a very expansive water area. Water-borne diseases, diarrhoea, bilharzia, typhoid and malaria plague the population. Like many other parts of Kenya, Bondo is slowly losing its workforce to HIV/AIDS whose prevalence rate was put up at 29.4 % (NAS COP, 1999). 41.1 % of households live below the poverty line with inadequate access to basic services such as clean water, health services, sanitation and food. The most affected are the landless, widows, orphans, the aged, disabled, single mothers, girl children and the sick.

The most common method of information dissemination in Bondo is interpersonal communication, followed by radio. Print media are too expensive for local population. Public broadcasting services in Bondo come from outside the district, and as a result, they do not address the district's realities. Communication is therefore a one-way traffic, from the radio and newspapers to the community, with no input emanating from the community. Thus, in response to the absence of information relevant to social, cultural and economic development, the Rarieda Development Institute proposes the creation of a Community Multimedia Center in the Bondo District.

The object of this proposal is to provide an innovative and comprehensive approach to creating a community-owned, community-managed and self-sustaining Community Multimedia Centre. To maximise the access and effective use of new technologies, the project proposes to introduce the integrated concept of Information and Communication Technology including a community radio station to four Bondo communities (Usige, Ndori, Bondo town and Madiani).

This project is also expected to assist the Ministry of Information and Tourism to develop a national action plan for the establishment of countrywide community network as a strategy for enhancing universal access to information in remote and disadvantaged community areas.

2. DESCRIPTION OF THE TARGET GROUPS:

The project will target community-based groups and NGOs, the poor and illiterate, with a special emphasis on women and the youth.

3. IMMEDIATE OBJECTIVES

- To facilitate communication and the processing and transmission of information by electronic means appropriate for a rural setting;
- To transfer technology with a high potential of development of full-range of ICTs from radio and television to telephones, computers and the Internet;
- Development of human resource for Bondo community with the capacity to deliver a critical mass of information for poverty eradication and socio-economic development;
- Development of an appropriate communication and information infrastructure, facilitate Internet connectivity and provide low-cost Internet access to make information and communication a part of the community's daily life.

4. DEVELOPMENT OBJECTIVE

Reduce the digital divide to grassroots communities. Empower marginalized communities in Bondo rural areas, enabling them to benefit from access to information and communication technology so as to expand their knowledge base and to support their efforts to solve development problems.

5. PROJECT INPUTS

Equipment:

- FM Radio studio : Mixing console, monitor speakers (pair) with built-in amplifiers, 2-way headphones amplifier, headphones, studio condenser microphone, sound card, line driver, microphone stands and CD player;
- World Space digital receiver and antenna;
- 300 W FM radio transmitter, anchored mast, single-phase 1 KVA UPS and accessories;
- Local Area Network (LAN) and Wide Area Network (WAN);
- 4 portable recorder kits, headphones, reporter microphones;
- Laser printer;
- Photocopy machine;
- TV set;
- Telefax machine.

Training:

MS software packages and advanced training on Internet; E-mail and CD-ROM applications; community production processes, audience feedback, variety programming for radio.

6. PROJECT OUTPUTS

- Rural information network linking a rural radio station with Internet services;
- 30 staff members trained in radio broadcasting programming, basic ICT training, research on the Internet, and in adapting the contents to a radio format;
- Radio programmes produced and aired on a daily basis;
- Community radio Website;
- Electronic information bulletins on content information production focused on the specific development needs in Bondo, adapting it to the local realities;
- Pilot project sustainable and replicated.

7. ACTIVITIES

- Purchasing and installation of equipment;
- Training sessions on basic MS software packages, and more advanced training on E-mail, Internet and CD-ROM applications;
- Exposure training on community production processes, audience feedback, variety programming for radio and evaluation processes and structures;
- Training on basic radio production formats such as radio features, drama and soap;
- Preparation of first set of pre-recordings and recordings for broadcasting;
- Creation of the Website.

9. WORK PLAN

Activity / month	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory activities	***	***	***	Rep.								
Equipment purchase and installation				****	***	***	Rep.					
Training of radio facilitators and producers.					***	***	****	Rep.				
Creation of the Website and databases							***	***	Rep.			
Radio programmes produced and broadcast; Sensitisation workshop							****	****	****	Rep.		
Audience survey; Newspaper										***	***	Rep.
Monitoring and evaluation										****	***	Rep.

9. INSTITUTIONAL FRAMEWORK

The Rarieda Development Institute will implement this project and oversee the day-to-day operations of Bondo Community Multimedia Centre under the supervision of the UNESCO Adviser for Communication and Information for Eastern Africa.

UNESCO will be responsible for the initial equipment purchase and broadcast training co-ordination, and will facilitate the recruitment of trainers

10. SUSTAINABILITY

By the means of regular community training sessions and the training of community trainers, Bondo Community Multimedia Centre will have access to a constant supply of staff, volunteers and facilitators willing to share information and strategies for social economic development and poverty reduction. Income-generating activities will be ensured through IT and ICT services such as telephone/fax, e-mail, Internet, photocopying, ICT training and advertising on the radio station.

11. FRAMEWORK OF MONITORING

Under UNESCO's supervision, Rarieda will take overall initial responsibility for monitoring and evaluation, and will constantly observe the progress under the project components through collection of quantitative data and qualitative evidence, following the framework of indicators presented in paragraph 6.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Steering Committee will prepare twice a year reports based on activities following the project components for the UNESCO consultant. The later will consolidate the reports into one overall report to be transmitted to UNESCO. The consultant will undertake a supervision visit (mid-term evaluation) to Bondo every six months to review project progress.

C. ADDITIONAL INFORMATION

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

- Discussions with the Ministry of Information and Tourism – Kenya;
- Feasibility study undertaken;
- Discussions with bilateral donor agencies, in particular with UNEP for future financing;
- Discussion with other possible partners, NGO's, CBO's and governmental agencies: Plan-Kenya; CDC (Centre for Disease Control); C.A.I. (Community Aid International); Action Aid; ICROSS (International Community for Relief of Suffering and Starvation); STEP (Saga Thrift and Enterprises Promotion) and IDCCS (Inter-Diocesan Christian Community Services).

Contribution foreseen by the beneficiary agency during the project period:

Volunteer staffing;
Day-to-day operation of CMC;
Various fundraising projects to maintain the CMC.

Assistance sought other than IPDC:

Pledge by Kenyan government – support of other equipment required.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (IN US\$)

FM radio studio mixing console:	3 100
Monitor speakers (pair) with built-in amplifiers:	2 000
2 headphones:	70
2-way headphones amplifier:	140
2 studio condenser microphones:	240
2 sound cards	200
Line driver:	130
2 microphone stands:	90
Professional CD player:	200
World Space digital receiver and antenna:	350
UPS:	500
8 reporter kits:	800
4 portable recorders (MP3 kit with headphones and reporter microphones):	660
FM stereo transmitter with built-in audio processor and limiter:	3 500
Antenna bay (4 directional aerials and clamps):	2 200
100 m feeder cable and connectors:	2 000
Single phase 1 KVA UPS:	1 600
60-m anchored mast:	8 000
Photocopier:	2 000
Printer:	1 200
Fax machine:	400
TV set:	500
Training (<i>12 representatives of CMC management staff</i>)	
Training materials:	1 000
Accommodation (30 × 7 × 12):	2 520
Local travel:	300
Trainers' fees, travel and accommodation:	5 000
Miscellaneous:	2 000
TOTAL:	40 700

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (IN US\$)

2-acre plot:	250
Radio station:	50 000
Telecentres rent (15 × 24 × 4):	1 440
Radio station manager:	600
3 telecentre managers:	1 800
Computers, monitors, CD-ROMs (20 units):	2 410
TOTAL:	56 500

LESOTHO

A. PROJECT IDENTIFICATION		
1.	TITLE	LESOTHO: DEVELOPMENT OF A COMMUNITY MULTI-MEDIA CENTRE FOR MARGINALIZED COMMUNITIES IN THE LESOTHO HIGHLANDS
2.	NUMBER	PDC/48 LES/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA AND KNOWLEDGE SOCIETY
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 55 930
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 930
9.	BENEFICIARY BODY	MOKHOTLONG COMMUNITY
10.	IMPLEMENTING BODY	UNESCO WINDHOEK AND UNESCO NATIONAL COMMISSION FOR LESOTHO
11.	PROJECT LOCATION	MOKHOTLONG IN THE EASTERN HIGHLANDS
12.	PROJECT PREPARED BY	UNESCO WINDHOEK
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

This project is based on the need to empower people, particularly those who are marginalized, and to facilitate their inclusion into a democratic system of governance whereby they can seek the accountability of their elected representatives and to ensure the transparency of governance at local levels. In July 2002, a UNESCO paper contributed to the first meeting of the Preparatory Committee of the WSIS, where it was clearly stipulated that *the organisation is ready to promote the development of appropriate information and communication tools to support decision-making and encourage dialogue.*

The need to help develop a vigorous civil society, empowered and able to organise itself, to articulate its interests and equipped to ensure transparency and accountability of the governance cannot be met without people having greater access to media and information sources, which are owned and operated by communities in the mother tongue. Hence this project is proposed to give more opportunities for individuals and communities to access communication outlets that would facilitate free and fair participation in the democratic decision making process in a language they are comfortable with.

This project calls for training and equipment to set up a Community Multi-media Centre in Lesotho, complete with telecentre facilities, Internet connectivity, a television set, and a video playback machine.

2. DESCRIPTION OF THE TARGET GROUPS

The CMC will be set up in Mokhotlong in the Eastern Highlands of Lesotho.

3. IMMEDIATE OBJECTIVES

The immediate objective is to set up an operational CMC, complete with FM radio and telecentre facilities that include four P-IV computers, a scanner, a printer, a fax machine, a television set and a video-playback machine.

4. DEVELOPMENT OBJECTIVE

To provide more opportunities for individuals in marginalized communities to access communication outlets that would:

- Facilitate free and fair participation of people of Mokhotlong in the democratic decision-making process;
- Empower the community to take advantage of new communication technologies to address issues such as HIV/AIDS, poverty, gender inequality, child labour, etc.

5. PROJECT INPUTS

- Equipment,
- Training,
- Trainers.

6. PROJECT OUTPUTS

- At least one CMC established;
- The community has access to the Internet to ensure a fair share in the global information infrastructure, not only to receive information, but also to supply information relevant to indigenous development issues;
- An empowered community capable to use ICTs to address their information and learning needs with respect to issues such as HIV/AIDS, OVCs, literacy, career, employment, human rights, cultural heritage etc.

7. ACTIVITIES

- To identify a site in conjunction with national authorities with community participation;
- To recruit a national coordinator;
- To renovate identified building for radio studios;
- To adapt / develop relevant training programmes in the use of ICTs and the development of ICT applications;
- To organise training programmes;
- To facilitate negotiations with telecommunication authorities in order to obtain access to an Internet link at a reasonable cost;
- To prepare and sensitise the community with respect to community radio
- To procure equipment;
- To install and commission equipment.

8. WORK PLAN

The project is due to be implemented over a period of 12 months starting January 2005.

1st Quarter: Site identification and renovations;

2nd Quarter: Procurement and installation of equipment;

3rd Quarter: Training and commissioning.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by UNESCO Windhoek with the assistance of the National Commission for UNESCO in Lesotho.

10. SUSTAINABILITY

Sustainability for Community Radio is initially difficult in countries where it is introduced, but great strides have been made in this regard, particularly in South Africa. The recently published UNESCO *Handbook on Community radio* will be used as a reference to generate income, and best practices will be drawn from Mozambique and South Africa.

11. EVALUATIONS CARRIED OUT

Evaluations will be carried out every four months.

12. 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

Lesotho has received previous IPDC support.

Preparatory activities completed prior to submission of the project to IPDC

Lesotho's media laws have been relaxed over the years and make provision for Community Radio. The National Commission prefers securing funding first before applying for a license. Various private radio stations are on air; therefore securing a license for community radio should not be difficult.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Consultant:	3 000
Expert official travel within country:	1 500
In-service training for volunteers:	1 500
EQUIPMENT	
Studio console with built-in hybrid:	3 100
4 studio condenser microphones:	480
2 pairs of monitor speakers with built-in amplifiers:	2 000
6 headphones:	210
4-way headphone amplifier:	149
Soundcard:	100
4 microphone stands	180
Cables and accessories:	400
2 computers for audio editing:	2 400
UPS 350 VA:	100
Digital satellite receiver with antenna:	350
Field reporter kits (4 minidisk recorders, headphones, microphones):	2 540
FM stereo transmitter:	4 900
Antenna bay (4 omni directional aerials)	1 021
Feeder cable (50 m.):	300
UPS 350 VA:	100
MULTIMEDIA EQUIPMENT	
4 PC for CMC users:	4 000
4 dial-up telephone modems:	800
LAN hub and cabling:	300
Software package with additional licenses:	1 200
Printer:	500

Flatbed scanner:	200
Digital camera:	400
Digital projector:	2 000
TV set:	400
Video player:	400
Installation of equipment:	1 000
Fridge:	400
Monitoring and reporting:	2 000
<u>TOTAL:</u>	40 930

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Building:	10 000
Furniture and fittings:	5 000
<u>TOTAL:</u>	15 000

LESOTHO

A. PROJECT IDENTIFICATION		
1.	TITLE	LESOTHO: STRENGTHENING OF THE CAPACITY OF THE LESOTHO NEWS AGENCY
2.	NUMBER	PDC/48 LES/02
3.	CATEGORY OF MASS MEDIA	NEWS AGENCY
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 206 130
8.	AMOUNT REQUESTED FROM IPDC	US\$ 100 130
9.	BENEFICIARY BODY	LESOTHO NEWS AGENCY (LENA)
10.	IMPLEMENTING BODY	LESOTHO NEWS AGENCY
11.	PROJECT LOCATION	LESOTHO
12.	PROJECT PREPARED BY	LESOTHO NEWS AGENCY, IN COLLABORATION WITH UNESCO WINDHOEK
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Lesotho News Agency (LENA) was established within the Ministry of Communications, Science and Technology in March 1985, and has since been operating as the sole news agency in the country. Prior to democratisation in 1993, LENA was created to provide, among other things, the widest possible coverage of the country, especially the rural areas that could not, for economic reasons, be reached by the mainstream media. LENA was created as a service department to the media houses in the country and not as a commercial entity. It therefore distributed its news products at very low rates, especially to the government-owned public media. But as time passed, things started to change due to a weakened economy and the mushrooming of private news media. Prior to democratisation in 1993, there were only the National Radio and Television and three newspapers. Today however, the mass media landscape has changed with almost a dozen independent newspapers in circulation and no less than five private radio stations broadcasting in the country. LENA, the National Radio and National Television stations remain state-owned.

After the political upheaval in 1998, the government of Lesotho has embarked on strengthening democracy in the country, by liberalising the airwaves and promoting print media. The private media are totally free from any undue influences or state control. The state media remain under the Department of Information. Therefore, within the framework of UNESCO's approved programme of promoting equal access to information, freedom of expression and the strengthening of the pluralism and diversity of the media, this project is aimed at equipping the National News Agency with an appropriate web-based system to process and distribute news products. This project will be Phase 1 of a bigger scale effort to transform it to a parastatal company with an independent Board of Directors and editorially independent policy.

It is important to build the capacity of LENA, both human and technical, as the independent and pluralistic media in Lesotho are struggling for survival because they cannot afford having correspondents in all districts and corners of the country. This role needs to be played by LENA as a national news collecting and distributing institution, and it is within this conceptual framework that this proposal is submitted. It is therefore important for LENA to replace its obsolete IT system with the required technological infrastructures, in trying to ensure that all citizens have the possibility of participating in the media landscapes and thus furthering the democratic process in their societies.

Securing prompt solution to the identified problem will be crucial in building a foundation for the planned transformation of the agency from a government department within the Ministry of Communications to an autonomous and professional parastatal organisation.

The immediate solution will be to procure and install the new system, train people in its operation and provide mobility to the district bureaux of Mokhotlong, Thaba-Tseka and Qacha's Nek in the eastern highlands. This equipment is essential for enhancing the operational efficiency of the agency in enabling faster and more reliable news collection, processing, transmission and distribution.

2. DESCRIPTION OF THE TARGET GROUPS

The general public in the form of readers, listeners and viewers.
News staff of LENA and its subscribers.

3. IMMEDIATE OBJECTIVES

- To equip the Lesotho News Agency with a functional and economic news management, archiving and distribution system to enable it to perform its core role to cover the rural population.
- To provide the highland district offices with mobile transport.

4. DEVELOPMENT OBJECTIVE

Improvement of overall news coverage.

5. PROJECT INPUTS

Equipment;
Training.

6. PROJECT OUTPUTS

- LENA equipped with web-based system to be able to process, distribute and archive news copy and pictures;
- All staff are well trained to utilise the equipment to its fullest;
- All staff, editorial and technical, have been through refresher ENG courses;
- Rural reporters are able to reach their sources in mountainous areas.

7. ACTIVITIES

- On-site assessment by consultants to tailor the system to LENA's requirements;
- Order and install new system;
- Order and register vehicles;
- Train staff;
- Phase II will look into transforming LENA into a parastatal entity.

8. WORK PLAN

The project shall typically be implemented over a six-month period:

Installation of new system: 3 months;
Training: 3 months.

9. INSTITUTIONAL FRAMEWORK

The project will be executed and managed by the Lesotho News Agency (LENA).

10. SUSTAINABILITY

The news agency will be sustained through state subvention (for at least five years since becoming a parastatal company). If transformed into a parastatal, LENA will be a commercial entity and therefore allowed to diversify its income base.

11. 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:

10 personal computers have been received in 2001 by the then Ministry of Information and Broadcasting.

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

These activities include the attendance of a workshop in 2003 on News Agency Diversification Strategies organised by UNESCO, a site visit the Namibia Press Agency (NAMPA), the developer and supplier of the system, conducting an on-site inspection tour at NAMPA premises in Windhoek, Namibia, to see how the system functions and negotiating for possible purchasing, and commissioning modalities.

Contribution foreseen by the beneficiary agency during the project period:

Office space, management and staff costs, training, telecom services and maintenance costs.

Assistance sought other than IPDC:

A project proposal will be submitted to the European Union in Lesotho for consideration.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

News management system:	78 130
Technical training:	20 000
Monitoring:	2 000
TOTAL:	100 130

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Office space:	9 000
Management and staff:	52 000
Telecom services:	20 000
Training:	25 000
TOTAL:	106 000

LIBERIA

A. PROJECT IDENTIFICATION		
1.	TITLE	LIBERIA: SUPPORT FOR PRINTING EQUIPMENT AND STAFF TRAINING
2.	NUMBER	PDC/48 LIR/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 66 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 41 000
9.	BENEFICIARY BODY	PRESS UNION OF LIBERIA
10.	IMPLEMENTING BODY	PRESS UNION OF LIBERIA
11.	PROJECT LOCATION	MONROVIA, LIBERIA
12.	PROJECT PREPARED BY	PRESS UNION OF LIBERIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Liberia has had an almost continuous state of civil war for about fifteen years. During these war and the regime of former president Charles Taylor, press freedom was under attack and all the basic media infrastructure was destroyed. Mr. Taylor decided to build himself a media empire comprising of radio stations, television and newspaper, while his administration worked relentless to keep the independent media quiet. The situation remained the same as he left for exile in Nigeria. At the moment, there is only one printing press in the whole Liberia. Though privately-owned, it was largely controlled by the state which dictated which newspapers it was to print for. This was the case especially during the era of Mr. Charles Taylor.

As a result of the clampdown on the press and the monopoly of printing facility in Liberia, the United States Agency for International Development (USAID) in 1999 donated a printing press in order to ease the newspaper printing difficulties and the politics connected with it. With the departure of Mr. Taylor from power, the momentum for the installation of the equipment has scaled with USAID, engaging in several other governance and transitional projects.

As a result of the foregoing, and mindful of the depreciation of this equipment, a proposal is being addressed to IPDC for additional equipment such as generator, paper cutting machine and also in the training of the technical staff.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the projects the newspaper proprietors, the Editors and the Liberian population.

3. IMMEDIATE OBJECTIVES:

- To provide a printing press for the printing of independent newspapers in Liberia.
- To provide printing materials at cost recovery price for newspaper houses, to ensure quality printing and newspaper regularity

4. DEVELOPMENT OBJECTIVE:

The main development objective that the project will provide is the availability of alternative views and debate on issues relating to Liberia's recovery on regular basis.

It will enhance freedom of expression and plurality of views.

It will also tackle the issue of quality media practice as there will the ethics component of the project

5. PROJECT INPUTS:

Since the main equipment needed, which is the printing press, have been provided by USAID, the project now require:

The provision of a 1000 KVA generator,

A paper-cutting machine,

The training of four mechanic trainees who will manage the equipment.

6. PROJECT OUTPUTS:

The project will provide printing facility for the thirty odd newspapers in the country making regular on the news stand with quality presentation. It will also provide materials for newspaper at cost recovery basis, this boosting the circulation figure and the distribution network.

7. ACTIVITIES:

The project will be involved in the printing of newspapers. It will provide newsprint, films, plates etc on regular basis and at affordable prices.

8. WORK PLAN:

- The project will commence immediately after funding is made available.
- Within two weeks, the printing press and the generator will be installed
- The project will run for the initial two years under the management of the Press Union of Liberia and selected members of the civil society

9. INSTITUTIONAL FRAMEWORK:

The project will be managed by the Press Union of Liberia, who will be responsible for the day to day running of the facility with the Board from media owners and civil society, as the decision and policy making body.

10. SUSTAINABILITY:

The project will be self-sustaining by accruing money from the printing and sale of newspaper materials.

11. FRAMEWORK OF MONITORING:

The Board will monitor the project in conjunction with the National Commission of UNESCO.

12. EVALUATIONS CARRIED OUT

The Press Union of Liberia has carried out a market survey on newspaper sales and circulation, and newspaper printing material assessment needs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Report will be made available on a monthly basis to the IPDC as certified by the Board and the National Commission of UNESCO in Liberia .

C. ADDITIONAL INFORMATION

- The Press Union of Liberia has already undertaken a market survey on newspaper sales and circulation figures, and carried out a study on printing material needs.
- The beneficiary cannot at moment contribute financially to the project, and therefore will use the IPDC funding as seed money.
- Assistance is not sought elsewhere.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Cost and installation 1000 KVA generator	8 500
Importation and transportation of printing materials (paper cutting machine etc.)	12 000
Training of technical staff – equipment operational and maintenance skills:	14 500
Maintenance and servicing: 24 months × 250	6 000
TOTAL:	41 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

The beneficiary will provide the premises where the equipment is to be installed	25 000
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MOZAMBIQUE

A. PROJECT IDENTIFICATION		
1.	TITLE	MOZAMBIQUE: DIGITALISATION OF THE DOCUMENTATION AND SOUND ARCHIVES CENTRE OF RADIO MOZAMBIQUE
2.	NUMBER	PDC/48 MOZ/01
3.	CATEGORY OF MASS MEDIA	PUBLIC SERVICE RADIO BROADCASTING
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 21 560
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 560
9.	BENEFICIARY BODY	RADIO MOZAMBIQUE
10.	IMPLEMENTING BODY	RADIO MOZAMBIQUE
11.	PROJECT LOCATION	MAPUTO
12.	PROJECT PREPARED BY	RADIO MOZAMBIQUE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Mozambique attained its independence in 1975. Resulting from a 16-year war, which ended with the signing of the Rome Peace Accord in October 1992, Mozambique is one of the poorest countries in the world. Because of the long war, communications network were severely affected, if not completely destroyed, and the media were basically confined to the capital, Maputo, and the second city, Beira.

In 1991, the Parliament passed the country's first democratic media law, which in its preliminary article, clearly states: "*the Constitution of the Republic of Mozambique enshrines the right to freedom of expression and freedom of the press as well as the right to information*".

The law sets the framework for securing the right enshrined in the Universal Declaration on Human Rights in general and independence of press and freedom of expression specifically.

Following the approval of the liberal media law, a number of new media initiatives started to emerge in 1992, announcing a new era of independence and pluralism in the sector. These initiatives included independent newspapers and local, private radio and television stations.

Parallel to the emergency of an independent media sector, the Law also underlines the important role reserved to the public sector media, specially public service radio and television. To allow for the materialisation of the objectives of a real public domain broadcast sector, the government introduced specific legal instruments, aimed at conducting the transition process from the state-controlled radio service, to a credible, independent and decentralised public service radio – Radio Mozambique.

In an increasingly vibrant media development environment, whereby a total of more than 110 publications and 48 community and commercial radio and TV stations have been registered over the last decade in the country, Radio Mozambique stands as the main and the most important medium in the country. In a country where more than 60% of its population is Portuguese illiterate, Radio Mozambique's use of national languages through its 10 decentralized provincial stations represent a major advantage when compared to the print media and TV.

Apart from the areas covered by Community Radio stations, reaching up to 500 000 people throughout the country, the overwhelming majority of people do get informed about the democratic process and other national or international events through the public service radio – Radio Mozambique.

Established in 1933 first as a private radio station, and nationalised shortly after the country's independence in 1975, Radio Mozambique possesses a valuable documentation and sound archives centre, unique of its kind, that contains a significant part of Mozambique's historical and cultural heritage.

The 300m²-wide Centre operates within Radio Mozambique's headquarters in Maputo, and its sound archive volume includes 120 000 hours in reels; 240 000 hours in tape cassettes and 4 200 hours in CD. Paper documents include 3 000 books, government daily bulletins, newspapers, magazines and press clips.

Over the last decade, the station could receive some funding both from the State budget and from the country's bilateral donors as well as from the UNESCO Media development project, to expand its footprint throughout the country and strengthen its editorial staff's professional level, as priority had been concentrated on these two areas. However, the continued degradation of the station's documentation and sound archives centre poses a justifiable, serious concern, as the physical space of

the centre and the preservation conditions of the documents continue to deteriorate, claiming for urgent renovation.

2. DESCRIPTION OF THE TARGET GROUPS

Immediate beneficiaries of the project are the public in general, listeners, students, cultural agents and researchers who will benefit from a modernised documentation and sound archives centre that preserves historical and cultural heritage of the country.

3. IMMEDIATE OBJECTIVES

- Renovation of centre's physical space;
- Purchase and installation of computers and relevant components and sound recording equipment.

4. DEVELOPMENT OBJECTIVE

The renovation and digitalisation of Radio Mozambique's documentation and sound archive centre will reinforce the public service radio technical capacity to ensure the provision of credible, quality news service, an important ingredient for the consolidation of the democratic process in the country.

5. PROJECT INPUTS

- Renovation of the Centre's physical space,
- Renovation of the Centre's electrical and air conditioning system,
- Installation of two computers with Internet connection.

6. PROJECT OUTPUTS

- Renovation of the Centre's physical space,
- Renovation of the Centre's electrical and air conditioning system,
- Installation of two computers with Internet connection.

7. ACTIVITIES

Radio Mozambique's documentation and sound archives centre renovated and adequately equipped.

8. WORK PLAN

October-December 2004.

9. INSTITUTIONAL FRAMEWORK

The documentation and sound archive centre falls under Radio Mozambique's Technical Department, which will implement the project. The Administration Board of the station is the ultimate authority to ensure that the renovated centre operates within adequate rules, so as to ensure its sustainability.

10. SUSTAINABILITY

The project aims at renovating and modernising an infrastructure that exists already and operates within the context of a public company which sustainability lies within endowments from the State budget and own revenues.

11. FRAMEWORK OF MONITORING

Radio Mozambique's Technical Department should be indicated as the implementing entity, with general supervision from the Company's Administration Board. UNESCO office would expect monthly progress reports from the Technical Department.

12. EVALUATIONS CARRIED OUT

The UNESCO office in Maputo shall undertake the final evaluation upon conclusion of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a monthly basis.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

UNESCO and Radio Mozambique have been developing strong partnership relations over the last six years, in connection with the stations development plans, including its transition from a government-oriented media institution to a credible public service radio. During this period, and through the UNESCO/UNDP Media Development Project being implemented in Mozambique since 1998, Radio Mozambique has benefited from a diversified range of activities, including the expansion of the stations coverage foot print; the strengthening the management capacity of the stations Provincial Delegations, supporting the decentralization process and editorial independence.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

2 sound editing computers:	3 600
Sound recording software (<i>Cool edit Pro</i>):	500
Two 12-channel <i>Beringer</i> sound mixers:	1 000
2 tape recorders:	2 800
2 minidisk recorders:	4 100
2 CD players:	1 200
2 CD recorders:	5 000
4 monitors:	2 800
2 headphones:	560
TOTAL:	21 560

NAMIBIA

A. PROJECT IDENTIFICATION		
1.	TITLE	NAMIBIA: STRENGTHENING KATUTURA COMMUNITY RADIO
2.	NUMBER	PDC/48 NAM/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 88 271
8.	AMOUNT REQUESTED FROM IPDC	US\$ 52 000
9.	BENEFICIARY BODY	KATUTURA COMMUNITY RADIO (KCR)
10.	IMPLEMENTING BODY	UNESCO
11.	PROJECT LOCATION	KATUTURA
12.	PROJECT PREPARED BY	KCR / UNESCO WINDHOEK
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Katutura community radio (KCR) broadcasts reach the whole of the city of Windhoek, but focuses on the townships of Katutura and Khomasdal, where the majority of the capital's residents live. This community radio station was initiated in 1992 and launched in 1995 by a group of non-governmental organisations including NANGOF, Trade Unions and the Council of Churches in Namibia.

Following a 2-year discontinuance of its transmissions, the station began broadcasting again in October 2003. Students and NGOs produced its programmes for initially one hour a day. KCR currently broadcasts 5 hours a day, 5 days a week, with a repeat of 6 programmes on Saturday afternoons. The *Legal Assistance Centre*, *Sister Namibia*, the *Desert Research Foundation* of Namibia and the *Namibia Planned Parenthood Association* have signed up to produce weekly one-hour slots on KCR, while students from the Media Arts and Technology Studies (MATS) Department produce a variety of programmes. The Polytechnic of Namibia's Media students have joined the KCR production team and are focussing on the news desk.

As from beginning August 2004, KCR was to extend its broadcasting time to 10 hours a day. Programmes focus on issues related to human rights, women's rights, HIV and AIDS, violence against women and children, sexual and reproductive health and rights, sexual minorities, lifestyle, health, safety, environment, housing, unemployment and education, as well as cultural features on local artists of various genres. New partners from the NGO and CBO sectors have joined KCR to produce a number of new informative and educational programmes and a number of volunteers have signed up to assist in the further expansion of KCR as a platform for the people of Katutura and Khomasdal. For example, *Childline/Lifeline* is in the process of developing a format for a regular children's broadcast on Saturday mornings. UNICEF provides the funding for this initiative.

Sister Namibia, the *Legal Assistance Centre*, the *Heinrich Bohl Stiftung* and the *Nederlands Instituut voor Zuidelijk Afrika* have currently financed the revival of KCR. *AMARC* has accorded KCR a batch of new technical studio equipment.

There has not been enough community involvement to date in the setting up and focus of KCR. We therefore plan to invite community-based organisations to initiate listener groups within their constituencies who will be represented in a committee and who will give regular feedback to KCR. We will develop our audience reach through promotions, advertising, outside broadcasts and general awareness rising of the station's activities. We will conduct regular surveys to measure the impact of the above.

KCR has the potential to become the country's premier community radio station. Its history as Namibia's first community radio station also gives it the extra responsibility, with its re-launch, to become an example to the several new community radio initiatives developing across the country. It has the full support of the Namibian Community Radio Network, which has expressed the hope of using KCR as a training ground for volunteers from other community radio stations.

We are aware of the current situation KCR is in, but we hope this document will prove that KCR has been broadcasting, expanding its programming and developing a professional community based radio station which gives the people of the community the opportunity to get informed and educated, but above all to participate and have a voice.

2. DESCRIPTION OF THE TARGET GROUPS

Residents of the formerly disadvantaged communities of Katutura and Khomasdal.

3. IMMEDIATE OBJECTIVES

- Strengthening Katutura Community Radio through Organisational Development;
- To equip the KCR and provide training to volunteers;
- To develop a framework for sustainability.

4. DEVELOPMENT OBJECTIVE

- To improve communication and information access at community level;
- To improve community participation in public affairs.

5. PROJECT INPUTS

- Equipment
- Training
- Research

6. PROJECT OUTPUTS

- Well-trained volunteers;
- NGOs capable to produce quality and applicable productions;
- HR policies understood;
- Advertising and other revenues increased from previous levels, KCR is equipped, on air and self-sustainable.

7. ACTIVITIES

- Audience research;
- Equipment of the studios;
- Training of all volunteers and NGOs producing programmes;
- Development of strategic and marketing plans.

8. WORK PLAN

The project shall typically be implemented over an eight-month period, from October 2004 until June 2005.

<u>October 2004:</u>	Workshop on HR policy
<u>January 2005:</u>	Installation of equipment
<u>Oct. 2004 / June 2005:</u>	Training
<u>November 2004:</u>	Launch
<u>February 2005:</u>	Strategic planning workshop
<u>February 2005:</u>	Listener survey

9. INSTITUTIONAL FRAMEWORK

The project will be implemented and managed by UNESCO.

10. **SUSTAINABILITY**

- A listener survey will inform advertisers of the audience rates per categories;
- A workshop on human resource policy, crucial for the sustainability, will make sure all the people involved understand the policy.

11. **FRAMEWORK OF MONITORING**

Research Facilitation Services.

12. **EVALUATIONS CARRIED OUT**

The evaluations are to be conducted on a monthly basis.

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

Yes.

Preparatory activities completed prior to submission of the project to IPDC

The preparatory activities started with the development of a human resource policy and some funding for basic equipment; they have included discussions with a research company to design the audience survey parameters.

Contribution foreseen by the beneficiary agency during the project period

Start-up funding for the salary of station manager, the procurement of basic equipment and the initial running costs. Recruitment of a strong pool of volunteers having received basic training and already broadcasting. Organisation of training sessions for the different NGOs who will produce programmes for KCR. The station will also cover the charges related to office space, management and staff costs, training, telecom services and maintenance costs.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

External review and strategic planning:	7 720
Audience survey:	16 949
Training:	6 194
Equipment:	13 950
Launch of KCR:	5 187
Monitoring:	2 000
<u>TOTAL:</u>	52 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Office space:	10 000
Management and staff:	16 271
Equipment:	5 000
Training:	5 000
<u>TOTAL:</u>	36 271

NIGERIA

A. PROJECT IDENTIFICATION		
1.	TITLE	NIGERIA: SAGAMU COMMUNITY RADIO PILOT PROJECT
2.	NUMBER	PDC/48 NIR/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 100 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 75 000
9.	BENEFICIARY BODY	THE SAGAMU COMMUNITY
10.	IMPLEMENTING BODY	INTEGRATED COMMUNITY INITIATIVES CENTRE (ICIC), AN NGO
11.	PROJECT LOCATION	SAGAMU
12.	PROJECT PREPARED BY	THE VOICE OF NIGERIA, ON BEHALF OF ICIC
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

UNESCO and especially the IPDC have always given support to the establishment of community radio stations in developing nations, notably in Africa and Asia.

Nigeria needs such a support now for the promotion of development initiatives at the grassroots and community levels. It will give a sense of participation by the rural communities in the conduct of public affairs, be a sustainable instrument for education, public enlightenment in the promotion of farming, age-long values, tradition and culture and crusade against killer diseases especially AIDS.

The Community Radio Pilot for Sagamu in the South West of Nigeria is for the community and by the community. The programming will be unique and relevant to the community characteristics and its communal identity. Its news and programmes will centre on the real interests of its audiences and largely on local content. The community in Sagamu wants to have its community radio to help the inhabitants share common understanding and objectives. The arrowhead for the community radio station is the community NGO – Integrated Community Initiatives Centre which is duly registered with the Corporate Affairs Commission of Nigeria.

The community radio will broadcast in Nigeria major languages – Hausa, Ibo and Yoruba and indigenous dialects of Sagamu and the surrounding local communities.

2. DESCRIPTION OF THE TARGET GROUPS

The population of the Sagamu community, namely women and the youth, a vulnerable group. Sagamu and the surrounding townlets and villages have a population of some 250 000 people (1991 census), predominantly farmers, traders, artisans, over 500 villages.

3. IMMEDIATE OBJECTIVES

Provide practical information by and for rural citizens about farming techniques, adult literacy, distance learning, basic health delivery system, democracy, good governance, fight against HIV/AIDS, malaria, TB, polio and other killer diseases.

4. DEVELOPMENT OBJECTIVE

Provide a unique service for rural and community dwellers through information, education and entertainment in indigenous dialects.

5. PROJECT OUTPUTS

The CR in Sagamu will be a major instrument for promoting culture of peace, conflict resolution, grassroots democracy, farming, good governance, and mobilization of the local communities towards the fight against the HIV/AIDS epidemic among others.

6. ACTIVITIES

- Training of 4 National Youth Service Corps members – graduates of Mass Communication from Nigerian tertiary institutions.

- Train-the-Trainer approach: two experienced broadcasters who retired from active broadcasting from the Community will be given training in community broadcasting.
- Training in computer network technology. The *Voice of Nigeria* will assist with the training for its commitment to the project once UNESCO gives the approval of the Community Radio Pilot Project.

7. INSTITUTIONAL FRAMEWORK

The structure of the Community participation include:

- Board of Trustees;
- Community Management Assembly;
- Station management.

Nigeria already has a law on community broadcasting that holds that:

“...A community radio broadcast station shall be licensed subject to the following conditions:

- “Operations shall be community- based;
- “Programme content shall cater to the communal needs;
- “Key operatives of the station shall as much as possible be members of the community.”.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Two 5-kW FM transmitters; omni-directional antenna; studio equipment; microphones; audio cassettes rack; generator; digital audio computer work station; monitoring project implementation:	75 000
<u>TOTAL:</u>	75 000

BREAKDOWN OF BENEFICIARY’S CONTRIBUTION IN US\$

Premises to accommodate the community radio; community office of ICIC (NGO); licence fees; community radio personnel, including security guards; water, electricity, telephone; overhead costs; training activities (by <i>Voice of Nigeria</i> and <i>Ogun State Broadcasting Corporation</i>); monitoring (by <i>Voice of Nigeria</i>):	25 000
<u>TOTAL:</u>	25 000

SWAZILAND

A. PROJECT IDENTIFICATION		
1.	TITLE	SWAZILAND: STRENGTHENING THE CAPACITY OF MEDIA WORKERS
2.	NUMBER	PDC/48 SWA/01
3.	CATEGORY OF MASS MEDIA	ELECTRONIC AND PRINT MEDIA
4.	IPDC PRIORITY AREA	DEVELOPING HUMAN RESOURCES
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING
7.	TOTAL COST OF PROJECT	US\$ 40 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	SBIS, RADIO SWAZILAND, OBSERVER NEWSPAPER
10.	IMPLEMENTING BODY	SWAZILAND EDITORS FORUM AND UNESCO WINDHOEK
11.	PROJECT LOCATION	SWAZILAND
12.	PROJECT PREPARED BY	NATIONAL COMMISSION AND UNESCO WINDHOEK
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

There is a need to establish an independent and pluralistic media in Swaziland. Most of the country's media is owned by the State. In Swaziland, communications is regarded as a low priority area. Therefore, investment in the State-owned media is limited. The media, to a certain extent, impose a high degree of self-censorship, and shies away from tackling critical and analytical news coverage; they resort to covering speeches and news conferences. Politicians often remind journalists that leaders should be "respected", disrespect often being synonymous with criticism.

The media is neither free nor pluralistic. As long as large numbers of people live in poverty, media freedom will remain a marginal issue defended by a minority directly involved or affected by the media and/or freedom of expression. The population as a whole can hardly be expected to take an active part in the campaigns for greater media freedom and diversity when faced with a daily struggle for survival. Neither can the journalists, who may fear being labelled as "radical".

This project envisages to train and sensitise journalists at the state owned media, i.e. *The Observer* newspaper, the Swaziland National Radio Services and Swaziland Television on reporting accurately, objectively and fairly, without fear or favour.

Undue control and self-censorship has a negative effect on the morale of the staff and the freedom to report objectively at these institutions. These factors force professional journalists to migrate to less pressured jobs in the private sector. This migration of skilled workers does not bode well for the future of reporting in Swaziland. The poor quality of staff also makes it difficult for the entities to attract advertising revenue. This project therefore calls for financial and technical assistance to assist the public-owned media with training and assistance to efforts of self-regulation

This project is aimed at strengthening and building on the foundations laid by the Swaziland Editors Forum. In Swaziland, the task of the media is not only to inform and entertain the public: it also plays a fundamental role of instituting democracy. Therefore, this project aims to train journalists and other media workers and assist in the efforts for self-regulation of the media sector. The project relates specifically to the media, which is the cornerstone of any democracy, and whose role is fundamental to the development process.

Activities outlined in this project are the product of consultations and research carried out by UNESCO. All staff at the three State-owned media institutions will be trained in their specific fields of activity. The Swaziland Editors Forum will be assisted in its ongoing efforts to attain self-regulation for the three entities.

2. DESCRIPTION OF THE TARGET GROUPS

All staff at the three institutions will be targeted.

3. IMMEDIATE OBJECTIVES

The immediate objective of the project is to build the capacity of all staff at the three institutions, by offering on-the-job training using experts from the sub-region.

Training for SBIS TV:

- 6 TV news reporters
- 2 editors;
- 4 TV newsreaders;
- 4 video editors;
- 6 cameramen;
- 2 graphic artists;
- 4 technicians;
- Management and advertising staff.

Training for SBIS Radio:

- 12 announcers;
- 18 reporters and producers;
- 6 editors;
- 12 technicians;
- 12 news readers;
- All the management and advertising staff.

Training for *Observer* newspaper:

- 10 reporters;
- 4 sub-editors;
- 5 photographers;
- 3 graphic artists;
- 3 technicians;
- The advertising staff.

The training will be executed over one year. Courses will typically be four-week programmes. The training for writers will include general writing skills and development reporting.

The Swaziland Editors Forum will be assisted with financial and technical support in its efforts to de-regulate SBIS and transform it into a parastatal company. Support will include the facilitation of IFJ and SABC expertise to assist the Forum.

4. DEVELOPMENT OBJECTIVE

Public Service Broadcasting has responsibilities beyond profit and / or the promotion of a particular viewpoint. However, the independence and professionalism, which are essential ingredients in Public Service Broadcasting, are being undermined by the broadcasters' lack of trained personnel and experience. Therefore, the training and upgrading of the broadcasting staff will attempt to instil a certain degree of professionalism and objectivity, which will contribute to democracy, freedom of expression and giving voice to the voiceless.

Aware of the potential role of communication in national socio-economic, political and cultural development, and in accordance with the Windhoek Declaration on Promoting an Independent and Pluralistic African Press, this project is designed to promote the democratisation of the media and support the development of media independence and pluralism in Swaziland. The long-term objective is to strengthen the human capacity of the media in Swaziland, to enable them to contribute effectively to the process of good governance and democracy in the country.

5. **PROJECT INPUTS**

- Training/trainers
- Experts to advise and assist in transformation

6. **PROJECT OUTPUTS**

- The capacities of all editorial and support staff at the three institutions will be improved;
- The advertisers will be able to attract more advertising revenue;
- The reporters will be equipped to report more objectively and freely;
- Government leaders will be sensitised on the importance of self-regulation.

7. **ACTIVITIES**

- Training;
- Technical assistance.

8. **WORK PLAN**

Training: 12 months;

Technical assistance: ongoing.

9. **INSTITUTIONAL FRAMEWORK**

The Swaziland Editors Forum will implement the project with the assistance of UNESCO Windhoek.

10. **SUSTAINABILITY**

A more professional and objective media is certain to attract more advertising revenue and a wider viewer / readership.

11. **EVALUATIONS CARRIED OUT**

Evaluations will be carried out on a monthly basis.

12. **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

Swaziland has received some IPDC support in the past. This project should build on the previous support and consolidate the strides that have been made.

Preparatory activities completed prior to submission of the project to IPDC

Consultations between the Swaziland Editors Forum and the Ministry of Information Services are ongoing with regards self-regulation, but the Forum urgently needs professional assistance to overcome the final hurdles.

Contribution foreseen by the beneficiary agency during the project period

The public service is not in a position to support this project financially, but support in kind is guaranteed.

Assistance sought other than IPDC

No other assistance has been sought. Should the project be approved, other sources like other UN Agencies and foreign donors will be requested for additional financial support.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Training:	30 000
Technical assistance:	7 000
Monitoring:	3 000
<u>TOTAL:</u>	40 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
In kind.	

SWAZILAND

A. PROJECT IDENTIFICATION		
1.	TITLE	SWAZILAND: ESTABLISHMENT OF COMMUNITY MEDIA
2.	NUMBER	PDC/48 SWA/02
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO STATIONS
4.	IPDC PRIORITY AREA	DEVELOPMENT OF INFORMATION TOOLS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 72 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 38 000 (<i>for the 1ST year</i>)
9.	BENEFICIARY BODY	LOCAL NGO
10.	IMPLEMENTING BODY	UNESCO
11.	PROJECT LOCATION	MBAMANE AND DESIGNATED PROVINCES
12.	PROJECT PREPARED BY	EDWARD M. MOYO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The government of the Kingdom of Swaziland, in partnership with international organisations led by the United Nations Development Programme (UNDP), non-governmental organisations and the private sector have, over the years, initiated moves to address problems of the ICTs. Since 1992, separate initiatives were made aimed at either regulating mass media or the telecommunications industry, as well as formulating policies for specific industries within the information, communication and technology (ICT) sector.

A number of challenges are currently being resolved; however, among these challenges is examining legislation that is spread over three Ministries. A major effort is being made to harmonise various pieces of legislation which affect the entire Information, Communication and Technology (ICT) area.

The main strategy is to co-ordinate the existing communications infrastructure in order to minimise costs. In this regard, the ministry of Education has compiled a document regarding ICT policy direction in schools. During last year the Swaziland Posts and Telecommunications Corporation (SPTC) reduced costs for schools and suggested that the costs be incorporated in schools fees. Bandwidth is being widened and the ICT curriculum is to be standardised. Overall, an independent regulator for the IT has been prioritised in connection with issuing broadcasting licences, managing the broadcasting spectrum, issuing guidelines for digital villages and overseeing the entire telecommunications industry. An internet gateway which was launched and cabled in June 2000 by government through the Swaziland Posts and Telecommunications Corporation to enhance Internet access in the country as part of the Regional Internet Initiatives for Africa.

Addressing these challenges would be of specific benefit to schools, training institutions, and colleges recognised by the Ministry of Education and the media industry; the Government of the Kingdom of Swaziland; rural and urban communities; Non-Governmental Organisations, the private sector, and out-of-school youth.

2. DESCRIPTION OF THE TARGET GROUPS

Rural as well as urban communities identified by the government are the immediate beneficiaries of the project. They are the users of community media for their own benefit.

3. IMMEDIATE OBJECTIVES

- Establishment of community radio stations in the Kingdom of Swaziland;
- Establishment of infrastructure for community media;
- Liberalisation of the media through the creation of an authority that will regulate media institutions;
- Enhancing capacity building and creating advisory services;
- Providing training for community leaders in management;
- Exploring use of theatrical productions to complement community radio stations on focusing on critical issues such as HIV/AIDS;
- Providing general training in radio production as well as sustainability and marketing of skills;
- Mobilising resources for community media initiatives.

4. DEVELOPMENT OBJECTIVE

The establishment of community radio stations will further the democratisation of media in Swaziland. It will allow for a sharpened focus on community problems, including poverty alleviation, agricultural and environmental awareness as well as issues of the HIV/AIDS pandemic. There is no doubt that communities will be empowered to express themselves on issues that are central to them and thus improve their capacity to communicate.

5. PROJECT INPUTS

- Funds for training of community groups;
- International and national consultants;
- Equipment for establishing the community radio stations;
- Training of community leaders as well as operational staff;
- Recruitment of international and national staff;
- Recruitment of trainers;
- Devising a mechanism for evaluation;
- Evolving a credible mechanism for revenue generation.

6. PROJECT OUTPUTS

- Facilities and infrastructure for community radio stations;
- Liberalisation of media policy;
- Establishment of a media authority;
- An evaluation mechanism for ascertaining sustainability of stations;
- A trained cadre of leaders within each community;
- Trained staff to operate the stations.

7. ACTIVITIES

- Establishing community radio stations to focus on HIV/AIDS;
- Reinforcing cultural values;
- Exploring use of theatrical productions to complement radio in conveying development issues;
- Introducing community stations on a region by region basis;
- Training communities in radio production;
- Building community skills in sustaining and marketing;
- Training communities in the production of complementary media;
- Establishing partnerships and mobilising resources for the sustainability of community initiatives;

8. WORK PLAN

- To develop a community radio handbook for each community in English and SiSwati;
- To adapt/develop relevant training materials and programmes in consultation with existing community media centres;
- To adapt/develop relevant training programmes in the use of ICTs, and the development of ICT applications;
- To develop a Code of Ethics for community media;
- To reproduce and disseminate references kits;
- To create a national body for community broadcasting;

- To facilitate negotiations with the telecommunications authority in Swaziland to obtain access to an Internet link at a reasonable cost;
- To sensitise on the potential of community radio and ICTs in general;
- To promote the formation of listener clubs, media councils and the importance of locally produced computer-based content using diverse media;
- To provide training of core staff;
- To order equipment that has been identified.

The timeframe envisaged is 36 months for the activities foreseen in this document. It is hoped that this timeframe can be revised as needs arise. Implementation of the project will depend on legislative enabling procedures.

9. INSTITUTIONAL FRAMEWORK

Management teams of existing UNESCO-supported learning facilities and multi-media centres, local communities, local authorities, national and local NGOs, ministries of Information and Broadcasting, Works, as well as specialised national institutions in areas that apply ICTs will provide the institutional framework.

10. SUSTAINABILITY

The project should be sustainable as it will be supported by communities where the radio stations will be located.

11. FRAMEWORK OF MONITORING

This project document shall be the instrument referred to as much in article 1 of the Standard Basic Assistance of the United Nations Development Programme, signed in October 1977. The host country implementing agency shall, for the purpose of the Standard Basic Assistance Agreement, refer to the government co-operating agency described in that agreement. In order to promote flexibility in the implementation and management of this project, revisions may be made to this document with the signature of the UNESCO Representative, provided he / she is assured that the other signatories of the document have no objections to the proposed changes.

12. EVALUATIONS CARRIED OUT

A national workshop will provide information on evaluations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

A national workshop was to be convened in October 2004 to provide additional information.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$			
	2005	2006	2007
Staff costs	6 000	4 000	2 500
Consultants	2 000	2 000	2 500
Training	10 000	7 000	4 000
Equipment	15 000	3 500	2 500
Publications	5 000	3 500	2 500
TOTAL:	38 000	20 000	14 000